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The Influence of Fujianti Utami's Credibility And Authenticity On Consumer Purchase Intention

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Abstract– This study was conducted to gain a deeper understanding of the influence of Fujianti Utami's credibility and authenticity as a social media influencer on consumer purchase intention. The research method involved distributing structured questionnaires to a purposive sample of the Indonesian public through online platforms. The sampling method used was purposive sampling, with a total of 60 respondents who met the following criteria: (1) at least 17 years old, (2) actively use social media platforms such as Instagram, TikTok, or Twitter/X, and (3) have either used or never used influencer marketing services. The collected data were analyzed using Statistics and Data (STATA) software to examine the causal relationship between variables. The results showed that out of the 60 responses, 18.48% of respondents selected credibility, including factors such as expertise, trustworthiness, and reliability as a factor influencing their purchase decision, while an average of 19.48% chose influencer authenticity, which includes honesty, transparency, and personal storytelling. Based on these findings, it can be concluded that influencer authenticity is perceived as a more influential factor in shaping consumer attitudes, emotional engagement, and brand trust, ultimately affecting consumer behavior and increasing purchase intention in the context of digital marketing and influencer-driven campaigns.

Keywords: *credibility; influencer authenticity; interest in buying*

INTRODUCTION

Some business operators have become aware of the broad impact and growth potential of going viral through partnerships with influencers on social media to promote their products. Social media influencers refer to individuals who have successfully built a substantial social network with their followers. Additionally, they are seen as reliable trendsetters within one or multiple niches. As products continue to shift away from traditional advertising techniques, efforts need to be more focused on gaining influencer support to promote products among their followers and as widely as possible.

Traditional celebrities can also establish a status as influencers; however, this typically occurs after they become regular content creators. From an industry insight perspective, this study focuses on grassroots social media influencers who have built fame as content creators from the ground up. Previous research has investigated factors that contribute to the effectiveness of influencer marketing across various contexts (Colliander & Dahlén, 2011; De Veirman et al., 2017; Lu et al., 2014). They suggest that key factors include the parasocial relationships between consumers and influencers, influencer credibility, and trust in the influencer, among others. Specifically, De Veirman et al. (2017) explored the impact of an Instagram influencer's follower count and product diversity on brand attitudes. Their findings indicate that follower count, the influencer's "follower/following ratio," and product type (such as diversity level) should all be considered when designing influencer marketing strategies. They argue that influencers have greater influence, credibility, and acceptance compared to traditional celebrities, particularly among young women.

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The study by Lou and Yuan (2019) indicates that path analysis results using the partial least squares method show that the informative value of content generated by influencers, trust in the influencer, attractiveness, and similarity with followers positively impact followers' trust in brand posts by influencers. Furthermore, this level of trust plays a significant role in shaping brand awareness and purchase intentions. The theoretical and practical implications of these findings are discussed in depth. This research will investigate how influencer authenticity affects trust in purchase intentions. This aspect provides a novel element to the study, considering that previous research has mainly focused on the impact of followers and credibility. The purpose of this study is to identify factors influencing social media influencer marketing on consumer trust. Specifically, the research examines the effect of influencer credibility and authenticity on consumer trust in social media purchases.

LITERATURE REVIEW

Consumer Purchase Intention

Purchase intention refers to a consumer's planned or expected future behavior to buy a product or service. It is widely regarded as a key predictor of actual purchasing behavior and reflects the consumer's readiness and willingness to make a buying decision (Dodds, Monroe, & Grewal, 1991). In the context of influencer marketing, both credibility and authenticity of the influencer serve as mediating factors that enhance consumer trust in the promoted product. Schouten, Janssen, and Verspaget (2020) found that when consumers see an influencer they trust authentically recommending a product, it leads to positive emotional responses known as positive affect and significantly increases the intention to purchase. Emotional connections established through parasocial relationships also reinforce purchase intentions, as followers tend to emulate influencers they admire (Sokolova & Kefi, 2020).

Purchase intention is shaped by both cognitive evaluations, such as product quality, brand reputation, and perceived value, and emotional factors, such as trust and affinity for the influencer (Schiffman & Kanuk, 2007). This dual influence becomes particularly relevant in social media environments, where influencers act as intermediaries translating brand messages into relatable content for their audiences. Furthermore, recent studies argue that influencer marketing is especially effective for digital-native consumers. These audiences respond more positively to peer-to-peer communication and transparent brand messaging, rather than traditional top-down advertising approaches (Hudders et al., 2021). Ultimately, purchase intention in the influencer marketing context is a multifaceted outcome, influenced by a consumer's perception of the influencer's credibility, the authenticity of the message, and the emotional resonance established through digital interactions.

Influencer Credibility

Influencer credibility significantly impacts consumer purchase intention in the digital marketing landscape. Credibility, as conceptualized by Djafarova and Rushworth (2017) and Lou and Yuan (2019), comprises three primary indicators: expertise (the influencer's knowledge and competence), trustworthiness (the perceived honesty and integrity), and attractiveness (the influencer's likability and appeal). These elements function as psychological cues that shape how consumers evaluate brand messages. When influencers are perceived as knowledgeable, sincere, and appealing, their endorsements are more likely to be trusted and acted upon by followers.

According to Lou and Yuan (2019), the perceived credibility of an influencer directly enhances consumer trust, which in turn positively influences their intention to purchase. This is reinforced by Casaló et al. (2020), who found that followers tend to adopt the opinions and

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behaviors of influencers they deem credible, using these opinions as cognitive shortcuts in the decision-making process. Additionally, Sokolova and Kefi (2020) assert that credibility developed through parasocial interactions, one-sided emotional bonds between influencer and follower, deepens the consumer's sense of familiarity and reliability, thereby increasing the likelihood of purchase. In essence, influencer credibility fosters both cognitive trust (a rational belief in the influencer's expertise) and emotional trust (a sense of sincerity and connection), which jointly stimulate purchase intention. The stronger the perception of credibility, the lower the resistance to the marketing message and the higher the probability that consumers will follow through with a purchase.

H1: Influencer credibility has a positive and significant effect on consumers purchase intention.

Influencer Authenticity

Influencer authenticity also plays a crucial role in shaping consumer purchase intention, especially in social media environments where users are increasingly skeptical of overt commercial content. Authenticity is defined as the perception that an influencer is genuine, consistent with their personal values, and transparent in their promotional activities (Audrezet et al., 2018). These three indicators, genuineness, value consistency, and transparency, form the basis of how consumers assess authenticity in influencer content. When influencers present themselves authentically by sharing personal stories, expressing honest product evaluations, and disclosing partnerships openly, consumers are more likely to perceive their recommendations as believable and trustworthy. This, in turn, enhances positive emotions toward both the influencer and the endorsed product (Schouten et al., 2020). Authenticity lowers audience skepticism, increases message relatability, and fosters emotional engagement.

Furthermore, Hudders et al. (2021) emphasize that authenticity is especially impactful among Generation Z and Millennials, who are more attuned to marketing that feels organic, peer-like, and nonscripted. These audiences prefer influencer content that aligns with the influencer's usual tone and lifestyle, as opposed to staged promotional content. In conclusion, the authenticity of an influencer reinforces consumer trust, emotional involvement, and message credibility, all of which contribute to heightened purchase intention. Authentic content not only motivates short-term purchases but also plays a role in building long-term brand loyalty and consumer influencer rapport.

H2: Influencer authenticity has a positive and significant effect on consumers purchase intention.

METHODOLOGY

The research that will be conducted adopts a quantitative approach, which is designed with the primary objective of obtaining empirical and measurable evidence regarding the causal relationships between key variables under investigation. This approach emphasizes the use of structured procedures and standardized instruments to ensure that the data collected is both reliable and valid. By employing statistical tools and techniques, the study aims to uncover patterns, correlations, and potential cause-and-effect dynamics that can be generalized to a broader population.

The chosen method for data collection is the survey method, which plays a crucial role in gathering a comprehensive range of information from a specific sample of respondents. Through this method, researchers are able to obtain not only demographic data to describe the characteristics of the participants, such as age, gender, education level, occupation, and digital media usage, but also to measure attitudes, perceptions, preferences, and behaviors related to the phenomena being studied. The structured nature of the survey ensures consistency in the responses, making it easier to compare, analyze, and interpret the data across different respondent groups.

Furthermore, the survey method serves multiple purposes in the context of this research. First, it functions as a diagnostic tool to identify existing trends and patterns in the population. Second, it provides a foundation for hypothesis testing by generating quantifiable indicators that can be subjected to statistical analysis. Finally, the data obtained through the survey becomes a critical input for drawing valid conclusions and formulating evidence-based recommendations. The results derived from this process are expected to contribute not only to academic understanding but also to practical applications in marketing and consumer behavior studies, especially in relation to the influence of digital content and social media figures.

Data

This research incorporates the use of both primary and secondary data sources as the foundation for conducting a comprehensive analysis. The integration of these two types of data aims to strengthen the validity and depth of the findings by ensuring that the conclusions drawn are supported by diverse forms of evidence. Primary data refers to the original data that is collected directly from respondents specifically for the purpose of this research. In this study, primary data is obtained through the administration of an online questionnaire that is carefully designed to capture relevant responses from participants in a structured and systematic manner. The questionnaire includes both closed-ended and Likert-scale questions to gather quantitative insights into respondent behaviors, attitudes, perceptions, and preferences related to the research topic. The use of an online format allows for wider geographic reach, greater convenience for respondents, and faster data collection, which is particularly advantageous in today's digitally connected environment.

In addition to primary data, the study also relies heavily on secondary data to provide context, support theoretical frameworks, and enhance the interpretation of results. Secondary data is sourced from various literature studies and includes academic references such as peer-reviewed international and national journals, scholarly books, news reports, industry publications, and relevant online articles. These sources offer valuable insights into previous research findings, conceptual theories, and documented trends that are related to the subject matter of the study. By reviewing and synthesizing information from these secondary sources, the researcher can build a solid foundation for the theoretical background, identify gaps in the literature, and justify the significance and originality of the current study.

The combination of primary and secondary data not only ensures a more holistic approach to data analysis but also provides a richer understanding of the research problem. While primary data offers first-hand empirical evidence from the target population, secondary data contributes depth and breadth by aligning the findings with established knowledge in the field. Together, these data sources form a robust basis for drawing accurate, credible, and meaningful conclusions.

Data Collection Method

Data is collected through electronic forms or e-forms using the Microsoft Forms service. The form link is shared with the respondents, and the responses are automatically processed through a tabulation process.

Population and Sample

The population of this study consists of active social media users, both those who have and have not used influencer marketing services. The sample in this study consists of 60

respondents. The sampling method used is *purposive sampling*, which is a technique for selecting samples based on specific criteria. The criteria for respondents in this study are: (1) at least 17 years old, (2) actively using social media platforms such as Instagram, TikTok, or Twitter/X, and (3) have either used or never used influencer marketing services.

Data Sources

The data sources for this study are literature reviews and questionnaires. The data sources include articles related to the research topic that have been published in reputable scientific journals, both national and international. The questionnaire is used to gather responses from respondents using a 5-point Likert scale. Each response is given a score of 5 for "Strongly Agree" (SA), a score of 4 for "Agree" (A), a score of 3 for "Neutral" (N), a score of 2 for "Disagree" (D), and a score of 1 for "Strongly Disagree" (SD).

Data Analysis Techniques

Data processing in this study uses Statistics and Data (STATA).

1) Descriptive Analysis

This analysis is used to describe the characteristics of respondents and the distribution of questionnaire responses for each variable. The collected data is processed and tabulated in tables, followed by a discussion of the data in terms of numbers and percentages.

2) Hypothesis Testing

Hypothesis testing is conducted after obtaining the statistical results. Ho is a hypothesis that states there is no significant effect on the relationship between variable X and variable Y, while Ha is the hypothesis that states there is a significant effect on the relationship between variable X and variable Y. This test is performed by considering the significance test results based on the t-statistic value, the t-statistic table value, and the p-value with a significance level of 5% (0.05).

RESULT

Descriptive Analysis

Descriptive statistical analysis is statistical information used to analyze data by describing the collected data. The results of the descriptive statistical analysis can be seen in the table below:

Table 1. Descriptive Analysis

Variable	Obs	Mean	Std. Dev.	Min	Max
X1	60	18.48333	4.131285	9	25
X2	60	19.48333	3.619587	11	25
Y	60	17.4	4.822968	7	25

Source: Authors (2025)

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Hypothesis Testing

Table 2 Hypothesis Testing

Source	SS	df	MS			
				Number of obs =		60
				F(2, 57) =		47.27
Model	856.197481	2	428.09874	Prob > F	=	0.0000
Residual	516.202519	57	9.05618455	R-squared	=	0.6239
				Adj R-squared =		0.6107
Total	1372.4	59	23.2610169	Root MSE	=	3.0093

Y	Coef.	Std. Err.	t	P>|t|	[95% Conf.	Interval]
X1	.3284282	.1343589	2.44	0.018	.0593791	.5974774
X2	.7531053	.1533531	4.91	0.000	.4460209	1.06019
_cons	-3.34345	2.175516	-1.54	0.130	-7.699846	1.012947

Source: Authors (2025)

$$Y = -3.34345 + 3.284282(X1) + 7.531053(X2) + e$$

Where Y represents Purchase Intention, X1 represents Influencer Credibility, and X2 represents Influencer Authenticity. The constant value of -3.34345 indicates that in the absence of the independent variables (i.e., when both X1 and X2 are zero), the predicted value of Purchase Intention (Y) would be negative, though this has limited practical interpretation and primarily serves a mathematical function in the regression model.

The analysis reveals that the t-calculated value is 2.000995, and the significance (p-value) for both X1 and X2 is less than 0.05, indicating that both variables have a statistically significant effect on Purchase Intention individually. This means that influencer credibility (X1) and influencer authenticity (X2) each contribute meaningfully to consumers' intention to purchase a product. However, a comparison of the t-values shows that the t-value for influencer credibility is greater than that for influencer authenticity, suggesting that credibility may exert a stronger individual influence on purchase intention compared to authenticity.

The findings are further supported by the results of the F-test, which assesses the simultaneous effect of both independent variables on the dependent variable. The F-calculated value exceeds the F-table value of 3.153123, which provides statistical evidence that the overall regression model is significant. In other words, when considered together, influencer credibility and influencer authenticity jointly have a significant impact on consumers' purchase intentions.

Additionally, the coefficient of determination (R^2) is 0.6107, or 61.07%, meaning that approximately 61.07% of the variance in Purchase Intention (Y) can be explained by the two independent variables included in the model. This represents a relatively strong explanatory power in behavioral research, indicating that influencer-related characteristics, particularly their credibility and authenticity, are key drivers of consumer intention to buy.

The remaining 38.93%, represented by the standard error of the estimate, suggests that there are other factors not included in the current model that also influence consumer purchase intentions. These may include product quality, brand reputation, price, peer recommendations, emotional appeal, advertising exposure, or consumer personality traits, among others. Future research needs to consider additional variables that may account for this unexplained variance in

order to develop a more comprehensive understanding of the factors influencing consumer decision-making.

In summary, the regression model provides robust evidence that both influencer credibility and authenticity are significant predictors of purchase intention. While credibility has a relatively stronger effect, authenticity also contributes meaningfully to the model. The combined explanatory power of these two variables underscores the importance of both trustworthy and genuine communication in influencer marketing strategies.

DISCUSSION

Influencer Credibility on Purchase Intention

Based on the results of the data analysis, it can be concluded that influencer credibility exerts a significant influence on consumer purchase intention. The responses collected from participants indicate that consumers perceive influencers as credible figures who possess substantial competence and in-depth knowledge about the products they endorse. This perception is not merely rooted in the influencer's popularity but also in their ability to communicate product information clearly, accurately, and convincingly. Influencers are seen as individuals who often have access to a broader range of product-related information and are perceived as more familiar with market trends and consumer needs. Furthermore, the ability of influencers to convey this information effectively is highly dependent on several key factors, including their expertise, professional or personal experience, and proficiency in areas such as marketing, communication, branding, and digital media. These attributes enhance their credibility and make them reliable sources of information for their followers. When an influencer is viewed as having both knowledge and authenticity, they become a powerful intermediary between brands and consumers, capable of shaping perceptions, attitudes, and ultimately, behavioral intentions.

In addition to providing product information, many influencers also serve as motivational figures, often sharing personal stories, struggles, and successes that resonate with their audience. This personal connection can evoke emotional responses that strengthen the consumer's trust and admiration, further increasing the likelihood of purchasing behavior. Followers may feel inspired by the influencer's lifestyle or journey, and as a result, may perceive the promoted product as a means to achieve similar outcomes or experiences. Therefore, the role of influencers in shaping consumer decisions extends beyond mere entertainment or product promotion. Their credibility and relatability allow them to influence consumers on a deeper, more emotional level, often serving as a source of inspiration and motivation to consider and ultimately purchase a product. In this way, influencers function not only as marketing tools but also as trustworthy advisors and aspirational figures in the consumer decision-making process.

Influencer Authenticity on Purchase Intention

Based on the results of the data analysis, it can be concluded that influencer authenticity plays a crucial role in shaping consumer purchase intention. The feedback obtained from respondents reveals a strong preference for influencers who exhibit transparent and genuine communication when endorsing products or services. One of the primary indicators of authenticity, as identified by respondents, is the openness of influencers about their affiliations, sponsorships, or paid partnerships. Many influencers clearly communicate these affiliations within their content, such as by tagging affiliate links, using sponsored post labels, or explicitly disclosing paid collaborations in captions or videos. This level of transparency helps to establish trust, as

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consumers feel they are not being misled or manipulated by covert marketing tactics. Moreover, respondents noted that authentic influencers tend to speak sincerely, naturally, and personally about the products they promote. Rather than using scripted or overly polished promotional language, these influencers often integrate product mentions into their personal narratives, sharing their genuine experiences, challenges, and reasons for using a specific product. This approach not only enhances relatability but also signals to the audience that the influencer has actually used the product and is offering a real and honest opinion rather than simply fulfilling a brand obligation.

Another important aspect of authenticity highlighted by respondents is the consistency between the influencer's identity and the products or causes they support. Authentic influencers are those who remain aligned with their personal values, interests, and online persona, ensuring that the products they endorse feel relevant and believable to their audience. In addition to providing honest and balanced reviews, these influencers are also willing to acknowledge the weaknesses or limitations of a product. Rather than presenting an idealized or overly positive image, they offer a more nuanced perspective, which makes their endorsement more credible and trustworthy. Furthermore, respondents emphasized that this kind of honesty contributes to a stronger emotional connection and sense of integrity, which increases the likelihood that they will trust the influencer's recommendations and consider purchasing the product. In this way, influencer authenticity not only influences consumer perception but also enhances the overall credibility of the marketing message. As a result, consumers are more likely to feel confident and informed in their purchasing decisions, driven by a sense of mutual respect and transparency in the influencer-audience relationship.

In conclusion, influencer authenticity reflected through transparency, sincere communication, consistent identity, and honest evaluation emerges as a key determinant of purchase intention. Influencers who maintain these qualities are more likely to build meaningful and long-term trust with their audience, making their marketing efforts more effective and sustainable over time.

CONCLUSION

Based on the research findings, it can be concluded that influencer credibility and authenticity significantly affect consumer purchase intention on social media platforms. These two factors are essential in shaping consumer perceptions and decisions within digital marketing, particularly in influencer-based promotions. Influencer credibility, characterized by expertise, trustworthiness, and communication skills, positively influences consumer trust and purchase decisions. Respondents are more inclined to buy when influencers show deep product knowledge, provide honest reviews, and engage with their audience by sharing informative content. In addition, influencers who share personal stories and genuine experiences create a stronger emotional connection with followers. This relatability not only increases trust but also motivates consumers, turning influencers into both promotional agents and sources of inspiration. Authenticity also plays a major role. Consumers appreciate influencers who are transparent about sponsorships and who communicate in a sincere and natural tone. Influencers who provide honest, balanced evaluations, including product flaws, are viewed as more trustworthy. This transparency helps reduce skepticism and builds long-term trust. In conclusion, influencer credibility and authenticity work together to enhance consumer trust and purchase intention. Marketers should collaborate with influencers who are not only professionally competent but also authentic in their communication to achieve more effective and trustworthy campaigns.

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LIMITATION AND IMPLEMENTATIONS

This research has several limitations that should be acknowledged to provide context for interpreting the findings and to guide future investigations. First, the study was constrained by limited time, which affected various aspects of the research process, including data collection, analysis, and validation. Due to this time constraint, the research team was unable to extend the data collection period, which may have restricted the diversity and number of respondents. Consequently, the sample size was relatively small, limiting the generalizability of the results. A larger sample could potentially provide more robust and representative insights into the influence of influencer credibility and authenticity on consumer purchase intention.

Moreover, the recruitment of respondents was challenging, and the study only managed to engage a limited number of participants who were willing and able to collaborate. This limitation may have introduced some degree of sampling bias, as the respondents who participated may not fully represent the broader target population of social media users and consumers. Future research should strive to include a larger, more diverse sample to enhance the external validity of the findings.

In light of these limitations, several recommendations are proposed for future research. Firstly, to expand and deepen the understanding of the factors influencing consumer trust and purchase intention, future studies should consider incorporating additional variables that were not included in the current research model. For example, parasocial interaction, which refers to the one-sided relationships consumers develop with influencers, could be explored to assess how emotional attachment and perceived intimacy affect trust and buying behavior. Similarly, the visual appeal or aesthetic presentation of influencers, such as their style, photography quality, and overall attractiveness, may also play a significant role in shaping consumer perceptions and should be examined.

Secondly, it would be beneficial to examine potential differences in the impact of influencer credibility and authenticity across various product categories. Different product types, such as technology gadgets versus beauty and personal care items, may evoke distinct consumer responses to influencer marketing due to varying levels of product complexity, involvement, and purchase risk. Investigating these category-specific effects can offer more nuanced insights and help marketers tailor influencer strategies accordingly.

Furthermore, future research could undertake a cross-platform comparative analysis to evaluate how influencer marketing effectiveness varies across different social media channels. Given the diversity of platforms such as Instagram, TikTok, YouTube, and others, each with its unique content format, audience demographics, and engagement mechanisms, it is crucial to understand how the same influencer attributes may perform differently depending on the platform. This comparative approach can help brands optimize their marketing investments by selecting the most suitable platforms for their influencer collaborations.

In conclusion, addressing these limitations and expanding the scope of research variables, product categories, and social media platforms will significantly contribute to the existing literature on influencer marketing. It will provide marketers and academics with a more comprehensive and actionable understanding of the complex dynamics that drive consumer trust and purchase intentions in the digital age.

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