



Credibility, Parasocial Interaction, and Informative Value: The Role of Trust in Stakeholders' Decision Intention

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ABSTRACT

Keywords:

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The rapid growth of influencer marketing in Indonesia, particularly through social media platforms, has heightened the importance of influencer authenticity in shaping audience perceptions and decision-making. However, empirical studies examining the effectiveness of influencers who promote their own brands remain limited. This study aims to analyze the influence of credibility, parasocial interaction, and informative value on stakeholders' decision intention, with trust serving as a mediating variable, within the context of educational brand management. Using a quantitative approach, data were collected through a questionnaire administered to 217 respondents and analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS 3. The findings reveal that parasocial interaction has a positive and significant direct effect on decision intention, while credibility, parasocial interaction, and informative value significantly influence trust. In contrast, credibility and informative value do not show a significant direct effect on decision intention. Furthermore, trust is found to significantly mediate the relationships between credibility, parasocial interaction, and informative value and stakeholders' decision intention. These results imply that effective educational brand management in the digital era should prioritize trust-building strategies by enhancing authentic communication, meaningful engagement, and the quality of information delivered to stakeholders in order to strengthen decision-making outcomes.

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INTRODUCTION

The rapid expansion of social media usage has fundamentally transformed how individuals communicate, access information, and make consumption-related decisions in contemporary society. At the beginning of 2024, global social media users increased by 5.7% from the previous year, reaching 5.04 billion active users worldwide (Digital Report Indonesia, 2024).

This growth reflects the central role of social media not only in social interaction and entertainment, but also in digital economic activities such as marketing and brand communication (Tiago, 2022). In Indonesia, approximately 139 million people, representing 49.9% of the total population, are active social media users (We Are Social, 2024). Platforms such as WhatsApp, Instagram, Facebook, YouTube, and TikTok dominate usage, with Generation Z emerging as the most active demographic group (Data Reportal, 2025). This shift highlights the importance of understanding how digital communication strategies, particularly influencer-driven marketing, shape trust formation and decision-making processes, making this research highly relevant to society at large.

Despite the growing reliance on social media as a primary source of information and recommendation, consumers increasingly face challenges in distinguishing authentic and credible content from purely promotional messages. The saturation of influencer marketing has led to skepticism toward sponsored content, raising concerns about trust erosion in digital environments (Närvänen et al., 2020). In Indonesia, where digital consumption behavior is heavily driven by Generation Z, this issue becomes more pronounced, as 95% of Gen Z users rely on social media for product research and spend an average of six hours per day on these platforms (Indonesia Gen Z Report, 2024). Although influencer endorsements are often perceived as more trustworthy than traditional advertising, the effectiveness of such endorsements depends heavily on perceived credibility, relational closeness, and the informative value of the content delivered. However, when influencers promote their own brands, questions arise regarding authenticity, objectivity, and trustworthiness. These challenges create uncertainty for both consumers and marketers, emphasizing the need for empirical research that examines how influencer attributes shape trust and decision intention in self-branded influencer marketing contexts.

The Indonesian beauty industry provides a compelling context to observe the dynamics of influencer marketing effectiveness. The market demonstrated strong growth, reaching a value of US\$2.4 billion in 2023 and projected to grow to US\$2.94 billion by 2025, supported by a compound annual growth rate (CAGR) of 4.55% until 2030 (Statista, 2025). The makeup segment dominates this market, with a value of approximately US\$2 billion and a CAGR of 9.4%, while the overall cosmetics market is projected to reach US\$18.83 billion by 2030 (Meiyume Trend Report, 2024). Influencer marketing spending in Indonesia reached US\$195–257 million in 2023 and is expected to increase further by 2025 (Statista, 2025). Tasya Farasya, one of Indonesia's most prominent beauty influencers, exemplifies this phenomenon. Despite her strong personal brand and credibility, her cosmetic brand Mother of Pearl has not achieved top-tier market positioning (GoodStats, 2024), raising questions about the effectiveness of influencer-led brand promotion.

Previous studies have extensively examined influencer marketing effectiveness by focusing on key influencer attributes such as credibility, parasocial interaction, and informative value. Credibility, encompassing expertise, trustworthiness, and attractiveness, has been shown to significantly influence brand perception and consumer purchase intention (Pan et al., 2024; Prasetyo & Sobari, 2024). Authenticity plays a critical role in strengthening influencer credibility, as audiences are more likely to trust influencers perceived as genuine and transparent (Ünalımsı et al., 2024). Parasocial interaction, defined as a one-sided psychological relationship between audiences and media figures, has also been identified as a strong predictor of trust and behavioral intention (Lim et al., 2025; Liu & Zheng, 2024). Furthermore, informative value has been highlighted as a crucial component of effective influencer communication, as content that provides useful and relevant information enhances perceived value and engagement (Belanche et al., 2021). These studies collectively demonstrate that influencer attributes significantly shape consumer responses in digital marketing contexts.

Although prior research has provided valuable insights into influencer marketing, several limitations remain. Most studies focus on influencers endorsing external brands rather than promoting brands they personally own, which presents a distinct trust dynamic. Additionally, many studies examine direct effects on purchase intention without sufficiently exploring the mediating role of trust in shaping consumer decision-making (Abbas & Salim, 2023; Almahdi et al., 2022). In the Indonesian context, empirical studies integrating credibility, parasocial interaction, and informative value within a single model — while simultaneously examining trust as a mediator — are still limited. Moreover, existing research often treats these variables independently, rather than examining their combined influence in a comprehensive framework. This gap is particularly relevant in the beauty industry, where influencer authenticity and expertise are critical. Addressing these limitations is essential to deepen theoretical understanding and provide more accurate insights into how influencer-driven communication translates into consumer decision intention.

This study offers novelty by developing an integrated research model that simultaneously examines credibility, parasocial interaction, and informative value as antecedents of trust and decision intention in the context of influencer-owned brands. Unlike previous studies that primarily focus on external brand endorsements, this research investigates the unique case of self-branded influencer marketing, where the influencer acts as both promoter and brand owner. Furthermore, by positioning trust as a mediating variable, this study advances current digital marketing literature by highlighting the psychological mechanisms through which influencer attributes influence decision intention. The Indonesian beauty industry, driven by Generation Z digital behavior, provides a relevant and underexplored empirical setting. Consequently, this

research contributes to the state of the art by offering a nuanced understanding of trust formation and decision-making in influencer marketing, particularly within emerging markets where digital consumption continues to expand rapidly.

Based on the identified gaps, this study seeks to examine the extent to which credibility, parasocial interaction, and informative value influence purchase intention toward Mother of Pearl cosmetics, with trust in Tasya Farasya acting as a mediating variable. Drawing on prior empirical findings suggesting significant relationships between influencer attributes and consumer behavior (Ao et al., 2023; Balaban et al., 2022; Chen et al., 2024; Garg & Bakshi, 2024; Zhao et al., 2024), this study argues that trust plays a central role in translating influencer characteristics into decision intention. The proposed model is expected to provide both theoretical and practical contributions by enriching influencer marketing literature and offering strategic insights for marketers and brand owners. By addressing the readiness and effectiveness of influencer marketing strategies, this research aims to inform evidence-based decision-making for stakeholders seeking to optimize digital marketing performance in competitive markets.

RESEARCH METHODS

This study adopts a quantitative research design with a causal associative approach to examine the relationships among credibility, parasocial interaction, informative value, trust, and purchase intention. A quantitative approach was selected because it allows for systematic measurement of variables and statistical testing of hypothesized relationships based on established theoretical frameworks. The causal associative design is appropriate as the study seeks to identify cause-and-effect relationships between influencer attributes and consumers' purchase intention, with trust functioning as a mediating variable. This approach enables objective analysis of patterns and relationships using numerical data, ensuring higher generalizability and empirical rigor. Furthermore, Partial Least Squares–Structural Equation Modeling (PLS-SEM) is employed due to its suitability for predictive analysis, complex models, and exploratory research contexts, particularly when theoretical development is still evolving (Hair et al., 2022).

The research was conducted in Indonesia, focusing on social media users who actively consume beauty-related content. Indonesia was selected as the research context due to its rapidly growing digital economy and high penetration of social media platforms, particularly among Generation Z users who dominate digital consumption behavior (We Are Social, 2024; Data Reportal, 2025). The Indonesian beauty industry also presents a dynamic environment for influencer marketing, with significant growth in cosmetic consumption and influencer-led

promotional strategies (Statista, 2025). Moreover, Tasya Farasya represents a prominent local beauty influencer whose personal brand and cosmetic brand, Mother of Pearl, provide a relevant and contextualized case for examining the effectiveness of influencer-owned brand promotion within emerging digital markets.

Data were collected using a structured questionnaire distributed to respondents who met predetermined criteria. The questionnaire employed a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) to measure respondents' perceptions of the research variables. The population of this study comprised social media users in Indonesia who actively consume beauty-related content. A non-probability sampling technique, specifically purposive sampling, was applied to ensure that respondents were relevant to the research objectives. The criteria included: (1) respondents aged at least 17 years; (2) familiarity with the cosmetic brand Mother of Pearl by Tasya Farasya; and (3) prior exposure to information about Mother of Pearl products through social media platforms such as Instagram, TikTok, or YouTube. The minimum sample size was set at 150 respondents, following Hair et al. (2022), who recommend a minimum sample size of ten times the number of structural paths in the model.

Data analysis was conducted using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 3 software. The analysis process followed three main stages: data condensation, data display, and data verification. Data condensation involved screening and reducing data to ensure completeness and suitability for analysis. Data display was conducted through descriptive statistics and structural model visualization to facilitate interpretation of relationships among variables. Data verification involved evaluating both the measurement and structural models. Convergent validity was assessed using factor loadings (>0.70) and Average Variance Extracted ($AVE > 0.50$), while construct reliability was examined using Composite Reliability and Cronbach's Alpha values exceeding 0.70. Mediation effects of trust were tested using the bootstrapping method, with significance determined by a p -value < 0.05 or t -statistic > 1.96 .

The validity and reliability of the research instruments were ensured through rigorous measurement model evaluation. Construct validity was assessed by examining convergent validity and discriminant validity to confirm that each indicator accurately represented its corresponding construct. Reliability testing was conducted to ensure internal consistency among indicators. Measurement items for credibility were adapted from Chen et al. (2024), covering user experience, objective recommendations, and content presentation quality. Parasocial interaction was measured based on Yılmazdoğan et al. (2021), including perceived closeness, emotional involvement, and emotional support.

Informative value indicators referred to Liu and Zheng (2024), encompassing effectiveness, necessity, helpfulness, and practicality. Trust was measured using indicators adapted from Almahdi et al. (2022), while purchase intention items followed Putri et al. (2022). These procedures ensured that the data met methodological rigor and supported reliable hypothesis testing.

RESULTS AND DISCUSSION

Results

Table 1. Demographic Characteristics of Respondents

Category	Item	f	%
Gender	Woman	196	90.3
	Man	21	9.7
	Total Respondents	217	100
Age	21 - 30	115	53
	31 - 40	46	21.2
	17 - 20	36	16.6
	41 - 50	20	9.2
	Total Respondents	217	100
Last education	Bachelor degree)	109	50.2
	Vocational School/High School/Senior High School	81	37.3
	Diploma (D1/D2/D3/D4)	26	12
	Junior High School	1	0.5
	Total Respondents	217	100
Work	Student	80	36.9
	Private sector employee	45	20.7
	civil servant	33	15.2
	Businessman	29	13.4
	State-Owned Enterprises	26	12
	Students	2	0.9
	unemployment	1	0.5
	Health workers	1	0.5
	Total Respondents	217	100
Monthly Income (Already Working)	> Rp4,000,000 - Rp6,000,000	45	20.7
	> Rp2,000,000 - Rp4,000,000	44	20.3
	> Rp6,000,000 - Rp8,000,000	43	19.8
	> Rp1,000,000 - Rp2,000,000	36	16.6
	Less than Rp. 1,000,000	3	3.7
	Not yet working	46	18.9
Total Respondents	217	100	
Monthly Pocket Money (Not Working)	> Rp4,000,000 - Rp6,000,000	1	0.5
	> Rp2,000,000 - Rp4,000,000	4	1.8

	> Rp1,000,000 - Rp2,000,000	14	6.4
	Less than Rp. 1,000,000	27	12.4
	Already working	171	78.8
	Total Respondents	217	100
Domicile	Java	109	50.2
	Kalimantan	100	46.1
	Bali/NTB/NTT	5	2.3
	Sumatra	2	0.9
	Sulawesi	1	0.5
	Total Respondents	217	100

Source: *Processed by Researchers, 2026*

Based on the demographic characteristics of the respondents, the majority of respondents in this study were female (90.3%), aged 21–30 years (53.0%) who were categorized as productive age, with a bachelor's degree (50.2%), students (36.9%), monthly income in the range of Rp2,000,000–Rp6,000,000 (20.7%), and pocket money for respondents who were not working was in the range of less than Rp1,000,000 per month (12.4%). Based on domicile, most respondents came from Java (50.2%) and Kalimantan (46.1%), so the results of this study better represent the characteristics of respondents from these two regions.

Table 2. Respondents' Consumption Behavior

Category	Item	f	%
Make Up Brand Preferences	Local <i>brand</i>	84	38.7
	Both of them	80	36.9
	International <i>brand</i>	53	24.4
	Total Responses	217	100
Most Frequently Used Make Up Brands	Wardah	26	12
	Glad2Glow	23	10.6
	Mother of Pearl	22	10.1
	Make Over	22	10.1
	Something	21	9.7
	Skintific	20	9.2
	Pinkflash	20	9.2
	Hanasui	20	9.2
	Emina	19	8.8
	Maybelline	18	8.3
	Luxcrime	1	0.5
	OMG & Implora	1	0.5
	OMG	1	0.5
	Barenbliss	1	0.5
Omg	1	0.5	

	Korean brands	1	0.5
	Total Responses	217	100
The Most Important Factors in Choosing Make Up	Reviews from consumers who have used it	115	10.8
	Product safety	114	10.7
	<i>Influencer</i> review	107	10.0
	Brand reputation/credibility	102	9.5
	Recommendations from friends/family/relatives	102	9.5
	Packaging	98	9.2
	Affordable prices	92	8.6
	Advertisement	91	8.5
	Halal product	87	8.1
	Complete product labeling information	83	7.8
	Product ingredients/composition	78	7.3
	Total Responses	1069	100
Frequently Accessed Digital Media	Instagram	131	16.3
	TikTok	124	15.4
	Youtube	96	11.9
	Twitter	93	11.6
	E-commerce	89	11.1
	Billboard / Videotron	77	9.6
	Website	72	9.0
	TV Commercials	61	7.6
	Facebook	61	7.6
	Total Responses	804	100
How Often Do You Watch Tasya Farasya's Content?	Seldom	61	28
	Several times a week	59	27.1
	Several times a month	57	26.1
	Every day	41	18.8
	Total Responses	217	100
Platforms Frequently Used to View Tasya Farasya's Content	TikTok	118	21.1
	Instagram	121	21.6
	Youtube	111	19.8
	Facebook	78	13.9
	E-commerce	74	13.2
	Website	58	10.4
	Total Responses	560	100
Frequently Asked Questions About Mother of Pearl Products	Mother of Pearl Instagram	110	17.4
	TikTok Mother of Pearl	107	16.9
	Reviews on social media	101	16.0
	X Mother of Pearl	83	13.1
	Friend/family recommendation	79	12.5

Mother of Pearl's official website	78	12.3
E-commerce/Marketplace (Shopee, Tokopedia, Lazada, etc.)	74	11.7
Facebook	1	0.2
Total Responses	633	100

Source: *Processed by Researchers, 2026*

Respondents' consumption behavior is described as the information shown in Table 2. Most respondents choose local brands as their preferred make-up brand (38.7%), the most frequently used make-up brand is Wardah (12%), the most important factor in choosing make-up is reviews from consumers who have used similar brands (10.8%), the most frequently accessed social media by the majority of respondents is Instagram (16.3%), respondents relatively rarely watch Tasya Farasya's content (28%), the most frequently used platform to view Tasya Farasya's content is Instagram (21.6%) and Instagram is the platform where respondents often get information about Mother of Pearl products (17.4%).

Table 3. Descriptive Statistics

Research Variables	Average Respondent Response Value	
	Score	Interpretation
<i>Credibility</i>	4.21	Very high
<i>Parasocial Interaction</i>	3.97	Tall
<i>Informative Value</i>	4.13	Tall
<i>Trust</i>	4.11	Tall
<i>Purchase Intention</i>	4.07	Tall

Source: *Processed by Researchers, 2026*

Based on Table 3, the average value of respondents' responses to the Parasocial Interaction, Informative Value, Trust, and Purchase Intention variables is in the high category, while the Credibility variable is responded to with an average value that is in the very high category . This shows that respondents' assessment of Tasya Farasya's credibility is responded to very well, respondents have a strong emotional closeness with Influencer Tasya Farasya, respondents get informative content, have trust in Tasya Farasya in promoting Mother of Pearl, and have a strong tendency to purchase intention towards Mother of Pearl products.

Table 4. Value of Standardized Loading Factor, Construct Reliability (CR), and Average Variance Extracted (AVE) in Overall Model Fit

Variables	Items	Loading Factor	Cronbach's Alpha	CR	AVE
<i>Credibility</i>	Tasya Farasya seems to know the details of Mother of Pearl products well.	0.840	0.875	0.909	0.667
	Tasya Farasya's personal experience made me believe in her product reviews.	0.841			
	I believe the quality of Tasya Farasya's statement about Mother of Pearl products.	0.778			
	When Tasya Farasya gave me a recommendation, I considered it a trustworthy reference.	0.777			
	Tasya Farasya's content presentation looks professional and attractive.	0.846			
<i>Informative Value</i>	Tasya Farasya's content provides important and relevant information about Mother of Pearl products.	0.879	0.917	0.938	0.751
	The information provided by Tasya Farasya helped me compare Mother of Pearl products with other products.	0.889			
	Tasya Farasya's explanation helped me understand the use and how to use the product.	0.863			
	Tasya Farasya often presents visual evidence (swatches, before-after) which makes the information more convincing.	0.859			
	I feel like I got practical information (how to use, dosage, product combinations) from Tasya Farasya.	0.841			
<i>Parasocial Interaction</i>	I feel as if I know Tasya Farasya personally even though we haven't met her.	0.865	0.873	0.908	0.664
	The way Tasya Farasya speaks in the content makes me feel close to her.	0.786			
	When I follow Tasya Farasya on social media, I feel like I'm part of her community.	0.851			
	The way Tasya Farasya shares on social media makes me feel comfortable as if I were with a friend.	0.757			

	When Tasya Farasya shared her experiences with makeup, it helped shape my own opinion about it.	0.810			
<i>Purchase Intention</i>	I am interested in purchasing the Mother of Pearl products recommended by Tasya Farasya in the near future.	0.859	0.863	0.901	0.646
	I would recommend Mother of Pearl products to friends/family.	0.826			
	I prefer to buy Mother of Pearl over other brands after seeing Tasya Farasya's review.	0.751			
	If there is a promotion or new product launch of Mother of Pearl, I will most likely buy.	0.805			
	I will look for additional information (other reviews, testimonials) about Mother of Pearl products after seeing Tasya Farasya's content.	0.774			
<i>Trust</i>	I believe that Tasya Farasya is serious and sincere in introducing Mother of Pearl products.	0.883	0.897	0.924	0.710
	I believe Mother of Pearl is a reliable brand because of its association with Tasya Farasya.	0.827			
	Because of Tasya Farasya, I feel more confident in the claims of Mother of Pearl products.	0.761			
	I feel that Tasya Farasya would not recommend anything that would be detrimental to her followers.	0.844			
	My trust in Mother of Pearl increased after seeing Tasya Farasya's content.	0.891			

Source: *Processed by Researchers, 2026*

The Outer Loading value for each item meets the requirements (≥ 0.7), according to Hair et al., (2022) the Outer Loading value is acceptable if it has a value of more than 0.7. Then, a good Cronbach's Alpha (CA) value for each variable is ≥ 0.7 , Composite Reliability (CR) ≥ 0.7 and the Average Variance Extracted (AVE) value for each variable ≥ 0.5 . The Outer Loading, Cronbach's Alpha, and Composite Reliability values for each variable are more than 0.7 and the Average Variance Extracted (AVE) value for each variable is more than 0.5. These results indicate that the Outer Loading, Cronbach's Alpha, Composite

Reliability and AVE values of the variables have met the Convergent Validity requirements so that the variables or constructs with these values have met the valid criteria.

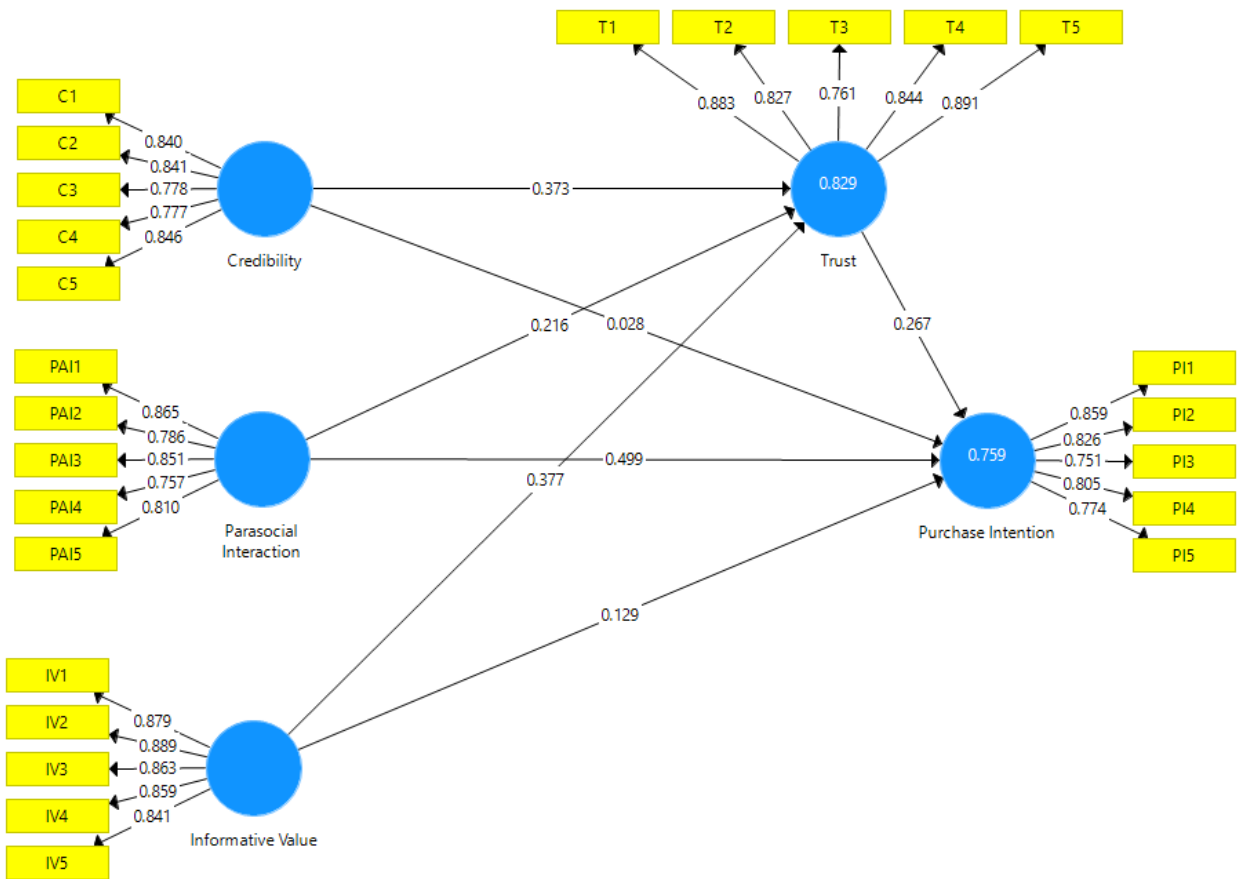


Figure 1. Full Model Testing

Discriminant Validity

Table 5. Cross Loadings

Indicator	<i>Credibility</i>	<i>Informative Value</i>	<i>Parasocial Interaction</i>	<i>Purchase Intention</i>	<i>Trust</i>
C1	0.840	0.760	0.678	0.659	0.751
C2	0.841	0.798	0.686	0.647	0.749
C3	0.778	0.634	0.571	0.586	0.644
C4	0.777	0.590	0.565	0.576	0.630
C5	0.846	0.774	0.648	0.630	0.765
IV1	0.751	0.879	0.742	0.709	0.793
IV2	0.785	0.889	0.727	0.734	0.798
IV3	0.767	0.863	0.691	0.672	0.775
IV4	0.774	0.859	0.677	0.660	0.722
IV5	0.717	0.841	0.661	0.648	0.708

PAI1	0.599	0.654	0.865	0.750	0.654
PAI2	0.585	0.598	0.786	0.661	0.597
PAI3	0.619	0.653	0.851	0.690	0.686
PAI4	0.561	0.545	0.757	0.604	0.537
PAI5	0.766	0.812	0.810	0.709	0.790
PI1	0.685	0.717	0.733	0.859	0.722
PI2	0.664	0.685	0.715	0.826	0.708
PI3	0.444	0.470	0.626	0.751	0.515
PI4	0.593	0.626	0.647	0.805	0.648
PI5	0.641	0.656	0.652	0.774	0.634
T1	0.766	0.791	0.727	0.722	0.883
T2	0.719	0.736	0.717	0.687	0.827
T3	0.658	0.620	0.555	0.605	0.761
T4	0.735	0.754	0.685	0.672	0.844
T5	0.781	0.784	0.710	0.713	0.891

Source: *Processed by Researchers, 2026*

Table 5 shows the results of the cross-loading test, indicating that all indicators have the highest loading values for the constructs they measure, thus being declared valid and suitable for use in the measurement model. The Credibility indicator (C1-C5) has a loading value in the range of 0.777-0.846, Informative Value (IV1-IV5) of 0.841-0.889, Parasocial Interaction (PAI1-PAI5) in the range of 0.757-0.865, Purchase Intention (PI1-PI5) of 0.751-0.859, and Trust (T1-T5) with a value of 0.761-0.891. These findings confirm that each indicator has adequate discriminant ability, thus meeting discriminant validity in this study (Hair et al., 2022).

Table 6. R-Square

	R Square	R Square Adjusted
<i>Purchase Intention</i>	0.759	0.755
<i>Trust</i>	0.829	0.827
Total	0.867	0.864

Source: *Processed by Researchers, 2026*

In testing the structural model (inner model), the Total R-Square value of 0.867 indicates that 86.7% of the construct's variability can be explained by variables within the model, and the remainder can be explained by variables outside the construct. Then, the Total Adjusted R-Square value of 0.864 indicates that the variables studied are explained by 86.4%, and the remainder is explained by variables outside this study. This indicates the stability of the model after considering its complexity. Referring to the criteria of Hair et al., (2022), an R-

Square value of 0.25 is categorized as weak, 0.50 as moderate, and 0.75 as high. Therefore, the R-Square value in this research construct indicates that the model has strong predictive ability, making it suitable for use in explaining the relationships between variables in this study.

Examination The Inner Model or Structural Model

The direct effect test between variables in the structural model was conducted to determine the direction of the relationship and the level of significance of the influence between the exogenous and endogenous variables formulated in the research hypothesis. This analysis used the direct effect method through the bootstrapping procedure in SmartPLS 3 to obtain path coefficient estimates, t-statistic values, and p-values as the basis for decision-making regarding the research hypothesis. The complete results of the direct effect test between the variables are as follows:

Table 7. Direct Effect

Hypothesis	Path	Original Sample	T Statistics	P Values	Information
H1	<i>Credibility -> Purchase Intention</i>	0.028	0.330	0.741	Not accepted
H2	<i>Parasocial Interaction -> Purchase Intention</i>	0.499	5,598	0.000	Accepted
H3	<i>Informative Value -> Purchase Intention</i>	0.129	1,174	0.241	Not accepted
H4	<i>Credibility -> Trust</i>	0.373	4,430	0.000	Accepted
H5	<i>Parasocial Interaction -> Trust</i>	0.216	3,390	0.001	Accepted
H6	<i>Informative Value -> Trust</i>	0.377	4,708	0.000	Accepted
H7	<i>Trust -> Purchase Intention</i>	0.267	2,761	0.006	Accepted

Source: Processed by Researchers, 2026

In hypothesis testing, there are two things that need to be considered, namely the hypothesis test can be accepted if the t-Statistic value is > 1.96 or P-Value < 0.05 and a positive or negative influence is seen from the original sample value. Based on the results of the direct effect analysis in Table 4.10, there are five relationships between variables that show a positive and significant influence, as indicated by a p-value < 0.05 and a t-statistic exceeding 1.96. while two of them show a positive and insignificant influence. Parasocial Interaction is proven to have a positive and significant influence on Purchase Intention ($\beta = 0.449$; $t = 5.598$; $p = 0.000$) and Trust ($\beta = 0.216$; $t = 3.390$; $p = 0.001$). Then, Credibility also has a positive and significant influence on Trust ($\beta = 0.373$; $t = 4.430$; $p = 0.000$).

Furthermore, Informative Value shows a positive and significant

influence on Trust ($\beta = 0.377$; $t = 4.708$; $p = 0.000$), and Trust also has a positive and significant influence on Purchase Intention ($\beta = 0.267$; $t = 2.761$; $p = 0.006$). Furthermore, Credibility has a positive and insignificant influence on Purchase Intention ($\beta = 0.028$; $t = 0.330$; $p = 0.741$). In addition, Informative Value also shows a positive and insignificant influence on Purchase Intention ($\beta = 0.129$; $t = 1.174$; $p = 0.241$).

In addition to the direct effect, this study also tested the indirect effect to assess the role of mediating variables in explaining the relationship between the independent and dependent variables. The results of the indirect effect test are presented in the following table.

Table 8. Indirect Effect

Hypothesis	Path	Original Sample (O)	T Statistics	P Values	Information
H8	Credibility -> Trust -> <i>Purchase Intention</i>	0.100	2,301	0.022	Accepted
H9	Informative Value -> Trust -> <i>Purchase Intention</i>	0.101	2,199	0.028	Accepted
H10	Parasocial Interaction -> Trust -> <i>Purchase Intention</i>	0.058	2,251	0.025	Accepted

Source: *Processed by Researchers, 2026*

The results of the indirect effect test indicate that Trust is able to significantly mediate the influence of Credibility, Parasocial Interaction, and Informative Value on Purchase Intention. This is evidenced by the mediation coefficient values of 0.100 (p-value 0.022), 0.101 (p-value 0.028), and 0.058 (p-value 0.025), respectively, so that hypotheses H8, H9, and H10 are declared accepted.

Discussion

The results of the hypothesis testing indicate that credibility does not have a significant direct effect on purchase intention. This suggests that cosmetic consumers' purchasing decisions are not solely driven by the perceived credibility of the influencer. Although respondents rated Tasya Farasya's credibility very highly, her frequent promotion of various cosmetic brands may dilute the direct impact of her credibility on purchase intention toward Mother of Pearl. As a result, high credibility alone is insufficient to immediately translate into purchase intention for a celebrity-owned brand, particularly when consumers perceive the influencer as endorsing multiple competing products.

Parasocial interaction emerges as the strongest determinant of purchase

intention toward Mother of Pearl products. The findings show that respondents highly value the psychological closeness developed through Tasya Farasya's consistent interactions, personal communication style, and continuous beauty-related content. This perceived intimacy fosters emotional attachment, which directly motivates purchase intention. This result supports the findings of Prasetyo and Sobari (2024), who argue that trust and behavioral intentions are strongly shaped by parasocial relationships formed between influencers and their audiences.

The results also indicate that informative value does not have a significant direct effect on purchase intention, suggesting that information alone is insufficient to stimulate buying behavior. Although Tasya Farasya provides detailed and positive information about her products, respondents tend to rely on reviews from other consumers who have previously used similar products. Furthermore, the diversity of social media platforms accessed by respondents broadens their knowledge of beauty products, making them more critical and selective. Given that most respondents hold undergraduate degrees, their decision-making tends to be more rational and evaluative, reducing the persuasive power of information delivered directly by a brand-owning influencer.

Despite the absence of a direct effect on purchase intention, credibility is found to significantly influence trust. Tasya Farasya's professional experience and reputation as a beauty influencer signal expertise and competence, which reduce perceived uncertainty and risk in evaluating Mother of Pearl products. This finding is consistent with Chen et al. (2024), who emphasize that trust in a brand is closely linked to perceptions of the brand owner's integrity, expertise, and professional capability, particularly in celebrity-owned brand contexts.

Parasocial interaction and informative value also play significant roles in strengthening trust. Psychological closeness formed through personal content and open communication enhances followers' perceptions of Tasya Farasya as a familiar and trustworthy figure, even within a one-way interaction framework (Sheng et al., 2022). Similarly, informative content that is detailed, relevant, and transparent such as product formulation, usage outcomes, and suitability helps reduce ambiguity and enhances confidence in the brand (Liu & Zheng, 2024). Together, these factors reinforce trust by aligning emotional engagement with cognitive reassurance.

Trust occupies a central position in the research model, functioning both as a direct predictor of purchase intention and as a mediator between credibility, parasocial interaction, and informative value and purchase intention. In the

context of cosmetic products, which require personal suitability and involve perceived risk, trust becomes a critical mechanism in shaping buying decisions (VTM et al., 2024). The findings confirm that credibility and informative value influence purchase intention only indirectly through trust, while parasocial interaction strengthens both trust and purchase intention. This supports prior research indicating that brand trust mediates the relationship between influencer attributes and purchase intention (Syaira et al., 2025; Garg & Bakshi, 2024).

CONCLUSION

This study demonstrates that consumer purchase intention toward celebrity-owned beauty brands is not driven solely by cognitive evaluations such as credibility and informative value, but is strongly influenced by affective factors, particularly parasocial interaction and trust. The findings reveal that parasocial interaction plays a dual role by directly influencing purchase intention and significantly strengthening trust, while credibility and informative value consistently shape trust rather than directly affecting purchase intention. These results highlight trust as the central psychological mechanism that translates consumers' perceptions of influencer attributes into actual buying intentions. In the context of Mother of Pearl, trust enables positive perceptions of Tasya Farasya as a public figure and beauty influencer to be effectively transformed into confidence in the brand's product quality and value, underscoring the importance of emotional closeness and relational engagement in influencer-led brand strategies.

From a theoretical perspective, this study contributes to the influencer marketing and branding literature by reinforcing the strategic role of trust as a mediating construct in celebrity-owned brand models and by emphasizing the significance of parasocial interaction as an affective driver of consumer behavior. By integrating credibility, parasocial interaction, and informative value within a unified framework, this research extends prior studies that predominantly focused on direct effects. However, this study is subject to certain limitations, including the use of non-probability sampling, reliance on self-reported data, and focus on a single celebrity-owned brand within the Indonesian beauty industry, which may limit generalizability. Future research is encouraged to expand the model by incorporating moderating variables such as brand attachment, perceived authenticity, or price sensitivity, as well as applying longitudinal designs or comparative cross-industry analyses to provide a more comprehensive understanding of consumer behavior in celebrity-owned brands.

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