

The Effect Of Influencer Credibility, Persuasive Communication Ability, Disclosure Of Sponsorsip And Brand Awareness On The Purchase Decision Of Skintific Skincare Products On The Shopee Platform In Bengkulu City

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Keyword	Abstract
Influencer Credibility, Persuasive Communication Skills, Disclosure of Sponsorship, Brand Awareness, Purchasing Decisions.	The purpose of this study is to determine how much influence Influencer Credibility, Persuasive Communication Skills, Disclosure of Sponsorship and Brand Awareness have on Purchasing Decisions for Skintific Skincare Products Shopee Platform in Bengkulu City. The method in this study is quantitative research. The sampling technique is purposive sampling. the data comes from the distribution of questionnaires (Google Form) which will be distributed online to consumers who have purchased Skintific Skincare Products Shopee Platform in Bengkulu City. The population of this study is consumers who have purchased Skintific Skincare Products Shopee Platform in Bengkulu City, researchers used the hair formula where 24 indicators $\times 5 = 120$ respondents. This study uses a Likert scale, with SPSS 25 tools. The results of this study are; (1) Influencer credibility has a significant effect on purchasing decisions for Skintific Skincare Products on the Shopee Platform in Bengkulu City, (2) Persuasive Communication Skills have a significant effect on purchasing decisions for Skintific Skincare Products on the Shopee Platform in Bengkulu City, (3) Disclosure of Sponsorship has a significant effect on purchasing decisions for Skintific Skincare Products on the Shopee Platform in Bengkulu City (4) Brand Awareness has a significant effect on purchasing decisions for Skintific Skincare Products on the Shopee Platform in Bengkulu City and (5) There is a simultaneous influence of the variables Influencer Credibility, Persuasive Communication Skills, Disclosure of Sponsorship and Brand Awareness on Purchasing Decisions for Skintific Skincare Products on the Shopee Platform in Bengkulu City.

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I. Introduction

The rapid growth of the cosmetics industry is triggered by the presence of various new attractive products, especially for women. The desire to look attractive drives interest in skincare and fashion. (Zuriah, 2023) . The tight competition in the Indonesian skincare market encourages companies to understand consumer behavior, especially factors that influence purchasing decisions, such as influencer credibility. According to (Rustiawati et al., 2024) influencer credibility refers to social media figures with a large number

of followers and the ability to influence the behavior of their followers.

Influencer credibility plays an important role in attracting public attention and conveying product information effectively to their followers. Unknowingly, followers can be influenced to try or buy recommended products. The influencer profession is now increasingly in demand by the younger generation and has received attention from companies (Octaviani & Selamat, 2023). Influencer credibility is considered a major factor in promoting products or services. The public tends to trust influencers who are considered

honest and trustworthy, so they can influence purchasing decisions, such as in the Skintific skincare product (Prasetio et al., 2022) .

In addition to credibility, the influencer's persuasive communication skills also affect marketing effectiveness. The right persuasive techniques, such as choosing interesting words, strengthening arguments, and convincing delivery, can increase consumer purchasing interest (Sa'adah et al., 2024) . Persuasive messages aim to establish connections with consumers and encourage purchasing actions, by adjusting the content of the advertisement to be relevant to the target audience. (Rakhmatin, 2017)

Disclosure of sponsorship by influencers is an important aspect in digital marketing. Transparency regarding the relationship between influencers and brands can influence consumer perceptions of advertisements or recommendations given (Nova Indrawan Putra & Sri Padmantlyo, 2023). In this collaboration, influencers act as brand ambassadors by presenting sponsored content, such as showing themselves with the product. In addition, brand awareness also influences purchasing decisions.

Brand awareness plays an important role in marketing because it helps introduce brands to the public so that they are better known and chosen by consumers (Adriyanto et al., 2023). The level of consumer awareness of a brand can make it easier for marketers to build a familiar product image, thus influencing purchasing decisions. (Wahyuni et al., 2024)

Skincare is a series of treatments that maintain skin health, improve appearance, and protect against negative impacts, such as excessive sun exposure. The increasing market demand for skincare products drives fierce competition between manufacturers to meet consumer expectations (Penny & Makaba, 2024) . In the digital era, the success of a brand is not only determined by product quality, but also by factors such as influencer credibility, persuasive communication, sponsor disclosure, and brand awareness.

II. Literature Review

Influencer Credibility

According to (Prasetio et al., 2022) influencer credibility is an important factor in assessing the effectiveness of messages conveyed by endorsers. In general, credibility is defined as the perception

of the communicator's expertise that influences the audience's level of trust in the message conveyed. (Crescentia & Nainggolan, 2022) . A person is called an influencer if he has many followers and is able to influence others. Usually, this term is often associated with artists or celebrities. (Octaviani & Selamat, 2023) . According to (Rustiawati et al., 2024) the concept of influencer credibility is very important in marketing. This credibility is a person's ability to influence the audience through the persuasive message conveyed. (Sugiharto & Ramadhana, 2018) . According to (Wibowo & Heryjanto, 2020) , influencer credibility consists of four main indicators, namely attractiveness, expertise, trustworthiness, and similarity.

Persuasive Communication Ability

According to (Rakhmatin, 2017) Persuasive communication is a communication process between individuals in which the communicator uses symbols to subtly influence the thoughts and behavior of the audience. (Sa'adah et al., 2024) communication involves conveying information, ideas, emotions, and skills through symbols such as words, pictures, or diagrams. Meanwhile, (Manalu & Hasiholan, 2024) stated that communication occurs when the source conveys a message to the recipient with the aim of influencing their behavior. Persuasive communication is carried out verbally and nonverbally to encourage the recipient to act voluntarily and positively.

Disclosure Of Sponsorship

Disclosure means not hiding relevant information. In the context of data, disclosure aims to provide useful information to those in need (Ikhsan, 2008). In digital marketing, disclosure is used to differentiate between editorial and commercial content, and to help audiences recognize brand placement so that persuasion knowledge activation occurs (Boerman et al., 2017). Persuasion knowledge itself is consumers' understanding of persuasion tactics that are developed throughout their lives. Disclosure can trigger the activation of this understanding when the audience sees content that contains promotional elements (Evans et al. 2017). Therefore, disclosure of sponsorship is important so that consumers are aware of whether a content is paid or not.

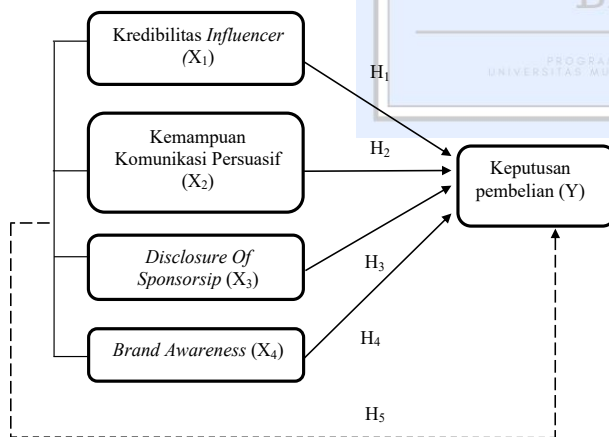
Brand Awareness

According to (Sriwendiah & Ningsih, 2022) brand awareness is an important factor in consumer considerations, especially in the midst of increasingly tight business competition. As stated by (Ramadayanti, 2019) Companies need to ensure that their brands remain known and accepted by the market, even though they have been operating for a long time. Thus, brand awareness reflects the ability of consumers to recognize and remember a brand in relation to a particular product.

Buying decision

According to (Kotler and Keller, 2013), decision purchase is not action single, but series mutual activities related, such as election products, brands, channels, and time purchase. While that, (Nanda Amita et al., 2023) explain that this process influenced by various factor individual And related close with satisfaction consumers. (Putra et al., 2024) also added that purchasing decisions occur after thorough consideration of various product or service options by individuals and households.

Hypothesis framework



Research Hypothesis

H₁ : It is suspected that there is a significant influence between *Influencer Credibility* and *Purchase Decisions for Skintific Skincare Products on the Shopee Platform in Bengkulu City*.

H₂ : It is suspected that there is a significant influence between *Persuasive Communication Skills Regarding the Decision to Purchase Skintific Skincare*

Products on the Shopee Platform in Bengkulu City

H₃ : It is suspected that there is a significant influence between *Disclosure of Sponsorship on the Purchase Decision of Skintific Skincare Products on the Shopee Platform in Bengkulu City*.

H₄ : It is suspected that there is a significant influence between *Brand Awareness* and the *Purchase Decision of Skintific Skincare Products on the Shopee Platform in Bengkulu City*.

H₅ : It is suspected that there is a significant influence between *Influencer Credibility, Persuasive Communication Skills, Disclosure of Sponsorship and Brand Awareness* on the *Purchase Decision of Skintific Skincare Products on the Shopee Platform in Bengkulu City*.

III. Metode

This study is associative, with independent variables namely *Influencer Credibility, Persuasive Communication Skills, Disclosure of Sponsorship, and Brand Awareness*, and the dependent variable namely the *Purchase Decision of Skintific Skincare Products on Shopee in Bengkulu City*. Data were collected quantitatively through an online questionnaire (Google Form) distributed via WhatsApp and Instagram. The research population was consumers who had purchased Skintific products on Shopee and were domiciled in Bengkulu City. The sample consisted of 120 respondents, determined using the Hair formula (number of indicators x 5). The sampling technique used purposive sampling with the following criteria:

1. Respondents who have purchased or used Skintific skincare products
2. Respondents who prefer to shop online on the Shopee platform rather than shopping in physical stores for Skintific skincare products.
3. Domiciled in Bengkulu City
4. Minimum age 17 years

IV. Results And Discussion

Validity Test

The analysis was conducted using SPSS with a significance level of 0.05 and the number of respondents was 120. The indicator is considered valid if the significance value is less than 0.05 and the correlation is positive.

Table 1. Results of Influencer Credibility Validity Test
Influencer Credibility (X_1)

Statement Items	Significance Value	Significance Level 5% or 0.05	Information
X1.1	0,000	< 0.05	Valid
X1.2	0.000	< 0.05	Valid
X1.3	0,000	< 0.05	Valid
X1.4	0.000	< 0.05	Valid
X1.5	0.000	< 0.05	Valid
X1.6	0,000	< 0.05	Valid
X1.7	0.000	< 0.05	Valid
X1.8	0.000	< 0.05	Valid

Data source: processed SPSS output, 2025

Table 2. Results of Variable Validity Test Persuasive Communication Skills
Persuasive Communication Skills (X_2)

Statement Items	Significance Value	Significance Level 5% or 0.05.	Information
X 2.1	0.000	< 0.05	Valid
X 2.2	0.000	< 0.05	Valid
X 2.3	0,000	< 0.05	Valid
X 2.4	0.000	< 0.05	Valid
X 2.5	0.000	< 0.05	Valid
X 2.6	0,000	< 0.05	Valid
X2.7	0.000	< 0.05	Valid
X2.8	0.000	< 0.05	Valid
X2.9	0,000	< 0.05	Valid
X2.10	0,000	< 0.05	Valid

Data source : processed SPSS output, 2025

Table 3. Results of Variable Validity Test DisclosureOfSponsorship
DisclosureOfSponsorship (X_3)

Statement Items	Significance Value	Significance Level 5% or 0.05	Information
X 3.1	0.000	< 0.05	Valid
X 3.2	0.000	< 0.05	Valid
X 3.3	0,000	< 0.05	Valid
X 3.4	0.000	< 0.05	Valid
X 3.5	0.000	< 0.05	Valid
X 3.6	0,000	< 0.05	Valid
X3.7	0.000	< 0.05	Valid
X3.8	0.000	< 0.05	Valid
X3.9	0,000	< 0.05	Valid
X3.10	0,000	< 0.05	Valid

Data source: processed SPSS output, 2025

Table 4. Variable Validity Test Results Brand Awareness
Brand Awareness (X_4)

Statement Items	Significance Value	Significance Level 5% or 0.05	Information
X 4.1	0.000	< 0.05	Valid

X 4.2	0.000	< 0.05	Valid
X 4.3	0,000	< 0.05	Valid
X 4.4	0.000	< 0.05	Valid
X 4.5	0.000	< 0.05	Valid
X 4.6	0,000	< 0.05	Valid
X4.7	0.000	< 0.05	Valid
X4.8	0.000	< 0.05	Valid

Data source: processed SPSS output, 2025

Table 5. Results of Variable Validity Test Buying decision

PURCHASE DECISION (Y)			
Item Statement	Significance Value	Significance Level 5% or 0.05	Information
Y.1	0.000	< 0.05	Valid
Y.2	0.000	< 0.05	Valid
Y.3	0,000	< 0.05	Valid
Y.4	0.000	< 0.05	Valid
Y.5	0.000	< 0.05	Valid
Y.6	0,000	< 0.05	Valid
Y.7	0.000	< 0.05	Valid
Y.8	0.000	< 0.05	Valid
Y.9	0,000	< 0.05	Valid
Y.10	0,000	< 0.05	Valid
Y.11	0,000	< 0.05	Valid
Y.12	0,000	< 0.05	Valid

Data source: processed SPSS output, 2025

all items in the variables Influencer Credibility, Persuasive Communication Ability, Disclosure of Sponsorship, Brand Awareness, and Purchase Decision are declared valid. This is because the item significance value is less than

0.05, meeting the validity criteria for the Purchase Decision variable (Y).

Reliability Test

Reliability is calculated using SPSS by looking at Cronbach's Alpha. The instrument is considered reliable if the Alpha value is more than 0.6.

Table 6. Reliability Test Results

No	Variables	Cronbach's Alpha	Criteria Mark	Information
1	Influencer Credibility	,735	> 0.6	Reliable
	Persuasive Communication Skills	,866	> 0.6	Reliable
2				
3	Disclosure Of Sponsorship	,691	> 0.6	Reliable
4	Brand Awareness	,677	> 0.6	Reliable
5	Buying decision	,742	> 0.6	Reliable

Data source: processed SPSS output, 2025

Each variable's Cronbach's Alpha value is above 0.6, so that the variables Influencer Credibility (X1), Persuasive Communication Ability (X2),

Disclosure of Sponsorship (X3), and Brand Awareness (X4) on Purchasing Decisions (Y) are declared reliable.

Classical Assumption Test Normality Test

**Table 7. Normality Test Results
One-Sample Kolmogorov-Smirnov Test**

		Studentized Deleted Residual
N		120
Normal Parameters ^{a,b}	Mean	,0029996
	Std. Deviation	1.01409290
Most Extreme Differences	Absolute	,065
	Positive	,065
	Negative	-,034
Test Statistics		,065
Asymp. Sig. (2-tailed)		,200 ^{c,d}

Data Source: processed SPSS output, 2025

The Kolmogorov-Smirnov result 0.05. Thus, the data from 120 respondents meets significance value is 0.200, the data is normally distributed because the value is greater than the requirements for the normality test.

Multicollinearity Test

Table 8. Multicollinearity Test Results

		Coefficients ^a	
		Collinearity Statistics	
		Tolerance	VIF
Model			
1	(Constant)		
	Influencer Credibility	,861	1,161
	Persuasive Communication Skills	,713	1,402
	Disclosure Of Sponsorship	,507	1,972
	Brand Awareness	,504	1,986

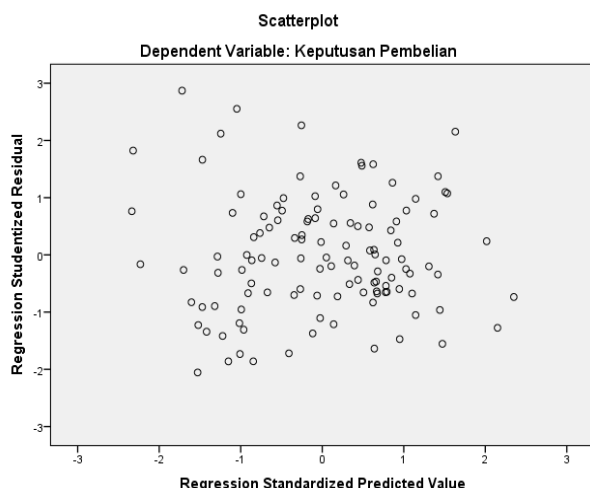
Data Source: processed SPSS output, 2025

independent variables are free from the influence of confounding variables because the tolerance value is > 0.1 and $VIF < 10$ in all

variables. Thus, the data is free from multicollinearity problems for further analysis.

U Heteroscedasticity test

Figure 1. Heteroscedasticity Test Results



Data Source: processed SPSS output, 2025

- 1) The data points are not spread above and below or around the number 0.
- 2) Data points do not cluster only above or below
- 3) The distribution of data points is not patterned

Statistical Test

Multiple Regression Analysis

This study uses multiple linear regression analysis to test the hypothesis. The results of the regression analysis are presented in the following table.

Multiple Linear Regression Test Results

Coefficients ^a

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta
1 (Constant)	1,225	2,787	
Influencer Credibility	,224	,045	,228
Persuasive Communication Skills	,308	,037	,417
Disclosure Of Sponsorship	,328	,057	,324
Brand Awareness	,431	,069	,374

Data Source: processed SPSS output, 2025

$$Y = a + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \beta_4 x_4 + e$$

$$Y = 1.225 + 0.224X_1 + 0.308X_2 + 0.328X_3 + 0.431X_4$$

These figures can each be explained as follows:

1. The positive constant 1.225 indicates that if Influencer Credibility, Persuasive Communication Ability, Disclosure of Sponsorship, Brand Awareness are equal to zero, the purchase decision still increases by 1.225.
2. The Influencer Credibility Coefficient of 0.224 means that every 1% increase in this variable will increase purchasing decisions by 0.224.
3. The coefficient of Persuasive Communication Ability of 0.308 indicates that a 1% increase in this variable will increase purchasing decisions by 0.308.

4. The Disclosure of Sponsorship coefficient of 0.328 means that a 1% increase in this variable increases purchasing decisions by 0.328.

5. The Brand Awareness coefficient of 0.431 indicates that a 1% increase in this variable will increase purchasing decisions by 0.431.

Coefficient of Determination Test (R Square)

The coefficient of determination (R^2) measures how well a regression model explains the variation in the dependent variable. The adjusted R^2 value is used because it can increase or decrease when adding new independent variables, thus more accurately describing the performance of the model.

Table 10. RSquare Determination Coefficient Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,890 ^a	,793	,785	1,71370

Data Source: processed SPSS output, 2025

The adjusted R^2 value of 0.785 indicates that Influencer Credibility, Persuasive Communication Ability, Disclosure of Sponsorship and Brand Awareness together explain 78.5% of the influence on purchasing decisions for Skintific skincare products on Shopee in Bengkulu City. The remaining 21.5% is influenced by other factors not studied.

t-test / Partial

The t-statistic test is used to determine the effect of each independent variable on the dependent variable partially. If the significance value is <0.05 , the independent variable has a significant effect. Conversely, if >0.05 , the variable has no effect.

Table 11. partial t-test

Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	1,225	2,787			,440	,661
Influencer Credibility	,224	,045	,228		4,987	,000
Persuasive Communication Skills	,308	,037	,417		8,301	,000
Disclosure Of Sponsorship	,328	,057	,324		5,430	,000
Brand Awareness	,431	,069	,374		6,249	,000

Source: Data processed by SPSS output, 2025

1 of Influencer Credibility Variable (X1) on Purchasing Decisions (Y)

The Influencer Credibility Coefficient has a significance value of 0.000 <0.05 , meaning that this variable has a partial significant effect on the decision to purchase Skintific Skincare products on Shopee in Bengkulu City.

2 The Influence of Persuasive Communication Ability Variable (X2) on Purchasing Decisions (Y)

The Persuasive Communication Ability Coefficient has a significance value of 0.000 <0.05 , indicating that this variable has a significant partial effect on the decision to purchase Skintific Skincare products at Shopee in Bengkulu City.

3 Disclosure of Sponsorship Variable (X3) on Purchasing Decisions (Y)

The Disclosure of Sponsorship coefficient has a significance value of 0.000 <0.05 , meaning that this variable has a partial significant effect on the purchasing decision of Skintific Skincare products on Shopee in Bengkulu City.

4. Brand Awareness Variable (X4) on Purchasing Decisions (Y)

The Brand Awareness coefficient has a significance value of 0.000 <0.05 , so this variable has a significant partial effect on the purchasing decision of Skintific Skincare products on Shopee, Bengkulu City.

f/Simultaneous Test

Table 12. F-Test Results ANOVA ^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1290,751	4	322,688	109,879	,000 ^b
	Residual	337,728	115	2,937		
	Total	1628,478	119			

Source: processed data SPSS Output, 2025

The F test is used to assess the feasibility of the research model. The model is considered feasible if the significance value is ≤ 0.05 . Based on the table, the significance value is $0.000 < 0.05$, so that Influencer Credibility, Persuasive Communication Ability, Disclosure of Sponsorship, and Brand Awareness simultaneously have a significant effect on the purchase decision of Skintific Skincare products on Shopee in Bengkulu City.

Discussion

Influence Influencer Credibility Towards Purchasing Decisions

Based on the t-test, the significance value of Influencer Credibility (X_1) is $0.000 < 0.05$, meaning that the variable has a significant effect on the decision to purchase Skintific Skincare products on Shopee in Bengkulu City. Influencer credibility is very important because it influences audience perception through reputation, expertise, and closeness to consumers. Influencers who are trusted and considered experts in skincare make the audience more confident in buying recommended products. This increases purchasing decisions because consumers feel more connected and trust the influencer. This study is in line with (Rustiawati et al, 2024) which states that influencer credibility plays an important role in influencing consumer purchasing decisions.

The Influence of Persuasive Communication Skills on Purchasing Decisions

Based on the t-test, the significance value of Persuasive Communication Ability (X_2) is $0.000 < 0.05$, indicating a significant influence on the decision to purchase Skintific Skincare products on Shopee in Bengkulu City. Influencers who convey messages in an interesting, clear, and convincing way can build consumer trust and encourage purchases. In Bengkulu, persuasive communication skills are very important because many consumers rely on social media and Shopee for product information. This study is in line with (Sa'adah et al, 2024) who found that influencer persuasive communication had a significant positive effect on purchasing decisions.

The Influence of Disclosure of Sponsorship On Purchasing Decisions

Based on the t-test, the significance value of Disclosure of Sponsorship (X_3) is $0.000 < 0.05$, indicating a significant influence on the purchasing decision of Skintific Skincare products on Shopee in Bengkulu City. Transparency of sponsorship relationships between influencers and brands increases consumer trust because it shows honesty. Consumers in Bengkulu who are increasingly critical of online marketing trust influencers who are honest about sponsorship, thus influencing purchasing decisions. This study is in line with (Nur et al, 2024) who found that sponsorship disclosure has a positive effect on purchasing decisions.

The Influence of Brand Awareness On Purchasing Decisions

Based on the t-test, the significance value of Brand Awareness is $0.000 < 0.05$, indicating a significant influence on purchasing decisions for Skintific Skincare products on Shopee in Bengkulu City. Consumers who already know and feel familiar with the Skintific brand tend to be more confident and interested in buying the product. Strong brand awareness creates positive associations so that consumers prefer products that are known. This study is in accordance with (Ramadayanti, 2019) which states that brand awareness has a significant positive effect on purchasing decisions, because it provides a sense of security and comfort for consumers.

The Influence of Influencer Credibility, Persuasive Communication Skills, Disclosure of Sponsorship and Brand Awareness on Purchasing Decisions

Based on the F test, the significance value of $0.000 < 0.05$ indicates that Influencer Credibility (X_1), Persuasive Communication Ability (X_2), Disclosure of Sponsorship (X_3), Brand Awareness (X_4) simultaneously have a significant effect on the decision to purchase Skintific Skincare products on Shopee in Bengkulu City. These four factors support each other in building consumer trust, strengthening communication, increasing transparency, and creating high brand awareness.

V. Conclusion

The conclusion of this study is as follows:

- I Influencer credibility has a significant and positive effect on purchasing decisions. The higher the influencer's attractiveness,

expertise, trustworthiness, and similarity, the more likely consumers are to purchase the recommended product.

- 2 Persuasive Communication Skills also have a significant and positive influence. An influencer's engaging, clear, and convincing communication style can shape positive perceptions and encourage purchases.
- 3 Disclosure of Sponsorship has a significant and positive effect. Transparency in conveying paid cooperation increases consumer trust and does not reduce purchasing interest.
- 4 Brand Awareness has a significant and positive influence on purchasing decisions. High levels of brand awareness, supported by social media and digital promotions, strengthen consumer trust and confidence in purchasing Skintific products on Shopee Kota Bengkulu.

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