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### Mediating Role of Advertisement Credibility in Beauty Influencer Trust and Local Balinese Skincare Purchases

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#### ABSTRACT

Competition in the beauty sector is very competitive, because this industry has many enthusiasts. However, people do not have much knowledge about local skincare products. This study explores the relationship between trust in beauty influencers, advertisement credibility, brand credibility, and the purchase intention of local skincare products. The sample used is 100 Generation Z, the test was conducted with PLS – SEM. The research findings support six hypotheses. The results indicate that trust in beauty influencers enhances brand trust in skincare products. Generation Z consumers trust advertisements because they offer accurate, comprehensive, and appealing product information, thereby eliciting a purchase intention. Additionally, beauty influencers are perceived as capable of providing honest information, which further influences purchase intention. The implications of this study suggest that effective advertisement credibility can increase consumer intention to purchase local skincare products in Bali.

**Keywords:** advertisement credibility; beauty influencer trust; brand credibility; purchase intention

#### INTRODUCTION

The beauty industry in Indonesia continues to proliferate, offering a diverse range of products tailored to various needs, sourced both domestically and internationally. This growth is influenced by changing lifestyles and emerging trends. Competition within the beauty industry is fierce, given its large consumer base and significant profitability. Both large and small companies strive to capture a larger market share by offering innovative, high-quality, and affordable products and services. Skincare products cater to various skin issues and are formulated according to individual needs and skin types.

According to Ameen et al. (2022) and Boon et al. (2020), the skincare industry has experienced significant growth, with consumers increasingly investing in skincare products. The Generation Z demographic, born between 1995 and 2012, is a significant consumer group, spending an average of \$368 per year on skin care products (Ameen et al., 2022). Therefore, Generation Z is chosen as the target demographic for this study due to their growing presence in the cosmetics industry.

Various cosmetic products, ranging from whitening creams to lipsticks, have flooded the market, with skincare products dominating the current beauty trends. In Bali, four local Bali Balance, Utama Spice, Bali Alus, and Embun Natural have gained prominence, each offering unique products featuring natural ingredients. These brands exemplify the growing awareness among consumers and businesses to create competitive skincare products. The pricing of local skincare products in Bali ranges from Rp 43,000 to Rp 300,000, making them relatively affordable for consumers of varying economic backgrounds. Consumer purchasing decisions regarding these brands are influenced by product suitability for their skin type and positive reviews from fellow consumers or beauty influencers (Britt et al., 2020; Tran et al., 2020).

The emergence of local Balinese brands has garnered significant attention from consumers, particularly due to the influence of social media and beauty influencers (Tafesse & Wood, 2021). Beauty influencers, as defined by Tran et al. (2020), are individuals who provide detailed explanations and reviews of beauty products they have personally used. They establish credibility through engaging with their audience and gaining followers' trust. One way to measure an influencer's engagement is by analyzing the number of likes and comments on their posts (Lou et al., 2019). Therefore, influencers actively interact with their followers to increase engagement and broaden their post reach, thereby enhancing their appeal (Delbaere et al., 2021). For local skincare brands produced in Bali to remain competitive, they must effectively adopt new marketing techniques, leveraging influencers and social media platforms.

However, the observation of each brand's social media presence suggests that local Balinese brands haven't been fully explored social media for promotion yet. The lack of marketing strategies that align with current trends, such as utilizing beauty influencers for social media promotion, has resulted in limited brand awareness for some local brands (Gao et al., 2018; Ihzaturrahma & Kusumawati, 2021). Hence, understanding how to market local beauty brands effectively to compete globally is essential. Ningrum and Ruspitasari (2022) concluded that beauty influencers and product quality significantly influence purchase decisions positively. Influencers' ability to review products effectively attracts audiences, thus increasing purchase decisions. This is because followers of specific influencers tend to trust their recommendations due to their expertise in explaining the products they use (Foroudi, 2019). Syukur (2020) found that beauty influencers can increase purchase intention if they successfully translate it into actual product purchases (Jin & Muqaddam, 2019; Ningrum & Ruspitasari, 2022).

Purchase intention refers to individuals' willingness to purchase goods or services that enable them to obtain desired product (Chang & Geng, 2022). Consumer purchase intention is influenced by various factors, including awareness, brand knowledge, and brand credibility (Ihzaturrahma & Kusumawati, 2021; Zhao et al., 2022). However, many consumers, in this case, are interested in skincare products but need more extensive knowledge about skincare brands. With numerous options available, consumers need help deciding which product is suitable for them. Therefore, beauty influencer reviews serve as an alternative for consumers to strengthen their purchase intention towards skincare products. Through beauty influencer reviews, consumers can make informed decisions about skincare products. Based on the above discussion, this study examines the relationship between trust in beauty influencers, advertisement credibility, brand credibility, and purchase intention for skincare products.

The Theory of Planned Behavior (TPB) explains the causes of behavioural intentions (Nadlifatin et al., 2020). According to this theory, a person's intention to behave is determined by three main determinants: subjective norms, attitudes, and perceived behavioural

control, which are considered an extension of the theory of reasoned action (Ajzen, 2020). To date, the TPB has been widely used in various fields discussing human behaviour. (Aaker, 1997) described brands as entities with human-like personality traits. According to this theory, brands can possess specific personalities that help consumers associate emotional values, behaviors, and identities with the brand. In the beauty industry, influencer marketing presents an intriguing new opportunity. Beauty influencers employ digital marketing strategies known as influencer marketing. They promote beauty products through video content, photos, and written posts on social media (Chen & Dermawan, 2020; Hassan et al., 2021). (Hudders et al., 2021) describe beauty influencers as individuals who disseminate information, teach specific skills, and share content through short videos posted on social media. Relationship Marketing Theory is a marketing approach that focuses on building, maintaining, and strengthening long-term relationships between a company (or brand) and its customers. This theory was developed by (Hunt & Morgan, 1994), emphasizing that trust and commitment are the core elements of a successful relationship. They focus on the beauty industry, have a large following, and significantly influence their followers. Beauty products are essential for many women, and beauty influencers play a critical role in influencing consumer purchase intentions toward specific products. Based on these observations, the following hypothesis was proposed:

H<sub>1</sub>: Trust in beauty influencers positively and significantly impacts the credibility of local skincare brands in Bali.

H<sub>2</sub>: Trust in beauty influencers positively and significantly impacts the credibility of advertising for local skincare brands in Bali.

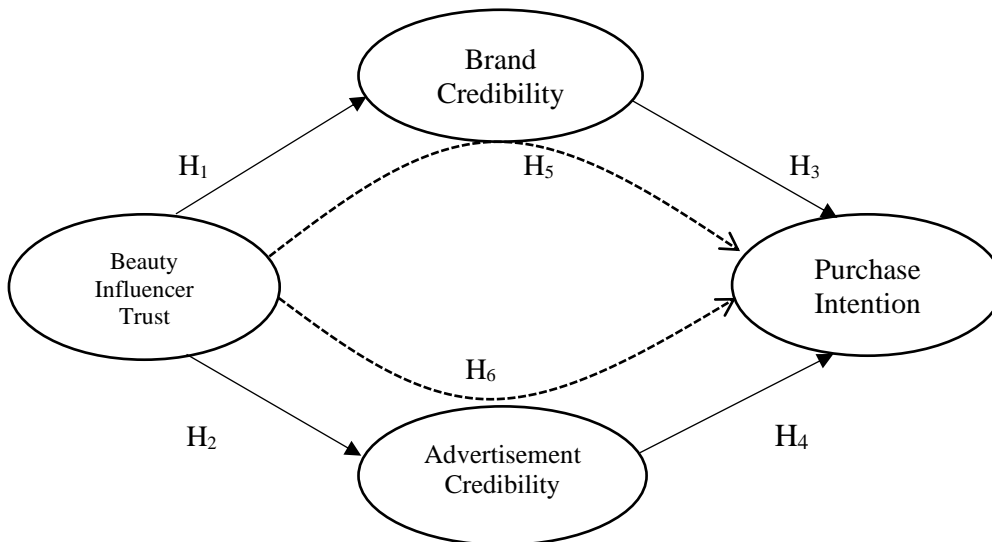
Brand credibility is defined as consumers' willingness to trust and rely on a brand, particularly in situations involving risk. It is believed to provide both direct and indirect benefits to a brand (Mandler et al., 2021; Wang et al., 2021). To increase a brand must gain trust based on the available product information and deliver on its promises (Bhandari & Rodgers, 2020; Portal et al., 2019). Consequently, the more credible a brand is, the more likely it is to be included in a consumers purchase list (Chang & Geng, 2022) . Brand credibility is considered an essential factor influencing consumers. Therefore, the following hypothesis was formulated:

H<sub>3</sub>: Brand credibility positively and significantly impacts the purchase intentions of local skincare brands in Bali.

Credibility is the quality or power to inspire belief. This term is used for testimony deemed truthful regarding the matter in question. Thus, credibility means something that can be trusted (Ward, 2020). Advertising is a form of promotion using paid non-personal communication by sponsors to convey information about products to the public. Advertising is a non-personal promotion form focused on ideas, goods, and services funded by specific sponsors. Advertising credibility as a value that can be well received by the audience, thus creating a positive influence (Hussain et al., 2020; Lou & Yuan, 2019). The media used to build someone's enthusiasm must have a significant role in the advertising world (Syawaluddin et al., 2019). In the mass media context, advertising refers to messages related to products, companies, and strategies intended to be conveyed to consumers. Therefore, advertising credibility can be effective if it targets potential consumers who need the promoted products (Li et al., 2020). Therefore, the following hypothesis was formulated:

H<sub>4</sub>: Advertising credibility positively and significantly impacts the purchase intentions of local skincare brands in Bali.

Purchase intention is someone who plans to buy offered products or services (Chang & Geng, 2022; Ulmaghfiroh et al., 2021). Purchase intention is based on brand awareness, knowledge, and trust (Tan et al., 2022). A consumer will buy a product after evaluating whether it suits them (Lu & Chen, 2021). Consumer purchase intentions can be measured by considering purchasing the product, looking at user reviews, and eventually having the intention to buy. Additionally, purchase intentions can be measured through trust in a beauty influencer's review of a product (Britt et al., 2020; Tran et al., 2020) explains that an individual's lifestyle influences purchase intentions. A brand will target individuals whose lifestyle matches the product, thereby enabling purchase intentions. The intention to purchase arises when consumers receive stimuli from something they see and feel the desire to own a product (Shahid et al., 2018). Based on these explanations, the following hypotheses were proposed:  
 H<sub>5</sub>: Brand credibility mediates the influence of beauty influencer trust on the purchase intentions of local skincare brands in Bali positively and significantly.  
 H<sub>6</sub>: Advertising credibility mediates the influence of beauty influencer trust on the purchase intentions of local skincare brands in Bali positively and significantly.



**Figure 1. Conceptual Framework**

Source: development of previous research studies, 2023

**METHODS**

This study employed a quantitative research method, with data collected through questionnaires. The questionnaires were distributed online using Google Forms, ensuring a streamlined and efficient process. Distribution channels included direct messages on WhatsApp, Instagram status posts, Facebook, private chats on LINE, and Telegram communities, reaching a wide and diverse audience. The conceptual model was analyzed using PLS-SEM because it provides a robust approach to analyzing complex relationships between variables. The research was conducted in Bali, a region with a substantial population of skincare product users, particularly among Generation Z males and females. This choice was made to ensure the study's findings are applicable to a significant portion of the skincare market, highlighting the importance of understanding the preferences and habits of this demographic. The population for this study consisted of Generation Z males and females, with an average

population of 726.9 thousand individuals in 2023 (Badan Pusat Statistik, 2023). The sampling technique used was accidental sampling, using the Slovin formula with a percentage (0.1). The sample size was 100 respondents. Primary data sources were obtained through the distribution of questionnaires, while secondary data sources included references and citations from various materials such as books, journals, and other informational media, as well as data on the development of skincare products and other topics related to the research.

## RESULT AND DISCUSSION

The characteristics of the research respondents were divided based on gender, age, and occupation.

**Table 1. Respondent Characteristics**

Characteristic	Respondents	Percentage (%)
<b>Gender</b>		
Male	32	32
Female	68	68
Total	100	100
<b>Age</b>		
14 - 20 Year	18	18
20 – 28 Year	82	82
Total	100	100
<b>Occupation</b>		
Student	54	54
Entrepreneur	13	13
Employee	22	22
Other	11	11
Total	100	100

Source: Processed primary data, 2023

Based on the frequency distribution calculation in Table 1, it is evident that the majority of research respondents are consumers or users of local skincare brands in Bali, with 68 female consumers. This is supported by Ivada et al. (2022), who state that women often pay attention to their body condition, especially facial skin, due to the desire for healthy skin. The respondents in this study are predominantly consumers or users of local skincare brands in Bali, ranging in age from 14 to 28 years old. This aligns with Sari & Surwanto (2022), who state that individuals aged 20 and above enter a productive age and are required to present themselves attractively, leading to a high intensity of skincare product usage in this age group, while those below this age range may not have as high productivity. Most consumers or users of local skincare brands in Bali are students or university students. Alviah (2018) notes that students perceive skincare as an essential part of facial care, which is currently considered a basic need for students to enhance their physical appearance compared to other occupations.

Instrument testing was conducted on 30 respondents outside of the primary respondents. Testing included validity and reliability assessments. The validity testing results indicate that all indicators in each research variable covering trust in beauty influencers, brand credibility, advertisement credibility, and purchase intention have obtained Pearson correlation coefficient values above 0.3. This result indicates that the research data meets the validity requirements,

concluding that the research data is excellent and valid. The reliability testing results indicate that each variable in this study, covering trust in beauty influencers, brand credibility, advertisement credibility, and purchase intention, has obtained Cronbach's Alpha values above 0.60. This result concludes that each variable in the study meets the reliability requirements, and the research data can be considered reliable.

**Table 2. Convergent Validity**

<b>Variables</b>	<b>Indicator</b>	<b>Outer Loading</b>
<b>Brand Credibility</b>	M1.1	0.802
	M1.2	0.822
	M1.3	0.783
<b>Advertisement Credibility</b>	M2.1	0.790
	M2.2	0.716
	M2.3	0.773
<b>Beauty Influencer Trust</b>	X.1	0.822
	X.2	0.840
	X.3	0.782
<b>Purchase Intention</b>	Y.1	0.776
	Y.2	0.661
	Y.3	0.800
	Y.4	0.784

Source: Processed primary data, 2023

**Table 3. Discriminant Validity**

	<b>Brand Credibility</b>	<b>Advertisement Credibility</b>	<b>Beauty Influencer Trust</b>	<b>Purchase Intention</b>
M1.1	<b>0.802</b>	0.341	0.565	0.422
M1.2	<b>0.822</b>	0.342	0.500	0.529
M1.3	<b>0.783</b>	0.448	0.482	0.448
M2.1	0.504	<b>0.790</b>	0.324	0.525
M2.2	0.324	<b>0.716</b>	0.246	0.420
M2.3	0.230	<b>0.773</b>	0.375	0.463
X.1	0.554	0.421	<b>0.822</b>	0.271
X.2	0.490	0.321	<b>0.840</b>	0.341
X.3	0.522	0.267	<b>0.782</b>	0.417
Y.1	0.532	0.510	0.325	<b>0.776</b>
Y.2	0.357	0.433	0.317	<b>0.661</b>
Y.3	0.477	0.435	0.274	<b>0.800</b>
Y.4	0.374	0.496	0.345	<b>0.784</b>

Source: Processed primary data, 2023

**Table 4. Average Variance Extracted**

	Average Variance Extracted (AVE)
<b>Beauty Influencer Trust</b>	0.664
<b>Advertisement Credibility</b>	0.578
<b>Brand Credibility</b>	0.644
<b>Purchase Intention</b>	0.573

Source: Processed primary data, 2023

**Table 5. Cronbach's Alpha dan Composite Reliability**

	Cronbach's Alpha	Composite Reliability
<b>Beauty Influencer Trust</b>	0.748	0.856
<b>Advertisement Credibility</b>	0.636	0.804
<b>Brand Credibility</b>	0.724	0.844
<b>Purchase Intention</b>	0.750	0.842

Source: Processed primary data, 2023

The results of the outer model testing, which included convergent validity testing, discriminant validity cross-loading testing, and average variance extracted (AVE) testing, provide a comprehensive view of our research findings. The convergent validity testing indicates that all indicators in each variable used in the research, including purchase intention, trust in beauty influencers, advertisement credibility, and brand credibility, have obtained loading values exceeding the requirement of 0.60. The discriminant validity cross-loading testing confirms that the correlation of measurement items or indicators with their constructs is more significant than the correlation with other constructs, meeting the discriminant validity requirements well. The AVE testing indicates that each variable used in this study, including purchase intention, trust in beauty influencers, advertisement credibility, and brand credibility, has obtained AVE values exceeding 0.50. Overall, the data used in this study meets the convergent validity requirements well, and the reliability testing confirms the reliability of our data, with both Cronbach's Alpha and Composite Reliability values for each research construct obtaining values above 0.6.

**Table 2. R-square**

	R Square	R Square Adjusted
<b>Advertisement Credibility</b>	0.175	0.167
<b>Brand Credibility</b>	0.414	0.408
<b>Purchase Intention</b>	0.494	0.484

Source: Processed primary data, 2023

The R<sup>2</sup> value measures the variation in changes from exogenous variables to endogenous variables. The coefficient of determination has a value between 0 and 1. A low R<sup>2</sup> value indicates that the ability of independent factors to explain the dependent variable is minimal.

Q-square (Q<sup>2</sup>) is conducted to measure how well the observations are generated by the model and to analyze the diversity value of the research data. The Q<sup>2</sup> value or predictive

relevance value of 0.02 can be categorized as weak, 0.15 as moderate, and 0.35 as strong (Ghozali & Latan, 2015). The Q2 results can be seen in the calculation below:

$$Q2 = 1 - (1 - R12) (1 - R22) (1 - R32)$$

$$Q2 = 1 - (1 - 0.175) (1 - 0.414) (1 - 0.494)$$

$$Q2 = 1 - (0.825) (0.586) (0.506)$$

$$Q2 = 1 - 0.245$$

$$Q2 = 0.755$$

$$Q2 = 75.5\%$$

The calculation result of Q2 shows that the predictive relevance value obtained in the research model is 0.755 or 75.5%. The obtained result confirms that the research model can be considered appropriate because it has a diversity of data that can be explained by the model by 75.5%, which falls into the strong category as it exceeds 0.35. Furthermore, the Q2 calculation result demonstrates that the variation of the purchase intention variable can be explained by customer satisfaction, brand credibility, and advertising credibility by 75.5%, while 24.5% can be explained by other factors such as brand image variables, customer satisfaction, or E-WOM variables.

Hypothesis testing is conducted through bootstrapping procedures by examining the path coefficient values and t-values to see the level of significance in the relationship between variables, where the value is considered significant if the t-statistic value is greater than 1.65 for one-tailed hypotheses. The results of the hypothesis test can be explained as follows.

**Table 3. Results of Hypothesis Testing for Direct Effects**

	Original Sample	T Statistics	P Values	Hypothesis
Beauty Influencer Trust → Advertisement Credibility	0.419	4.228	0.000	Accepted
Beauty Influencer Trust → Brand Credibility	0.643	7.354	0.000	Accepted
Advertisement Credibility → Purchase Intention	0.446	3.145	0.001	Accepted
Brand Credibility → Purchase Intention	0.374	2.098	0.018	Accepted

Source: Processed primary data, 2023

**Table 4. Results of Hypothesis Testing for Indirect Effects**

	Original Sample	T Statistics	P Values	Hypothesis
Beauty Influencer Trust → Brand Credibility → Purchase Intention	0.240	2.045	0.021	Accepted
Beauty Influencer Trust → Advertisement Credibility → Purchase Intention	0.187	2.776	0.003	Accepted

Source: Processed primary data, 2023

Influences of Beauty Influencer Trust on Brand Credibility of Local Skincare Brands in Bali. The results suggest that the higher the consumer's trust in a beauty influencer, the higher the brand credibility of local skincare brands in Bali. This study found that trust in beauty influencers affects the brand credibility of local skincare products like Bali Balance, Utama



Spice, Bali Alus, and Embun Natural, as these influencers honestly review and explain the benefits and ingredients of these brands. As a result, trust in beauty influencers leads consumers to trust and rely on the reviewed products. The research indicates that trust in beauty influencers has increased brand credibility among Gen Z consumers, who believe the four brands contain safe ingredients and effectively address their skin issues. This aligns with the Theory of Planned Behavior (TPB), which explains that a person's intention to behave is influenced by others' attitudes. In this study, influencers' honest reviews of the four products led Gen Z consumers to trust the brands. This study is supported by (Britt et al., 2020; Tran et al., 2020), who found that beauty influencers positively influence brand credibility. The findings indicate that highly credible beauty influencers discussing and promoting a brand affect the credibility of the brand's advertising and company (Ningrum & Ruspitasari, 2022). Consumers who are fans of beauty influencers tend to trust the products reviewed because they perceive them as high-quality (Boon et al., 2020). The values held by beauty influencers should align with the brand's values.

**Influences of Beauty Influencer Trust on Advertising Credibility of Local Skincare Brands in Bali.** The results suggest that the higher the consumer's trust in a beauty influencer, the higher the advertising credibility of local skincare brands in Bali. The study found that influencers who effectively explain products and communicate information positively influence the advertising credibility of products like Bali Balance, Utama Spice, Bali Alus, and Embun Natural. The research indicates that information provided by influencers has gained consumer trust, especially among Gen Z, who believe the advertisements provide accurate, complete, and engaging information about these skincare brands. The findings align with the Theory of Planned Behavior (TPB), which discusses how an individual's behaviour can be influenced by the trust. This study shows that trust in beauty influencers leads to trust in the advertised products. This research is consistent with studies by who found that beauty influencers positively impact advertising credibility (Li et al., 2020; Sutia et al., 2023; Xu & Gao, 2021). Influencer advertising is considered adequate when promoting products through their reviews, leading consumers to trust the information provided and increasing their interest in the products (Meylani et al., 2022). (Shaddiq et al., 2021) suggest that highly credible beauty influencers discussing and promoting a brand influence the advertising credibility and company of the brand. Posts or content created by beauty influencers are seen as a form of product advertising that can increase advertising credibility and the brand's company.

**The Influence of Brand Credibility on Purchase Intention for Local Skincare Brands in Bali.** Brand credibility positively and significantly affects the purchase intention of local skincare brands. This finding suggests that the better the brand credibility of skincare products, the more it can increase consumers' purchase intentions for local skincare brands in Bali. This study's findings indicate that the trust consumers have gained in local skincare brands has successfully generated their purchase intentions. The results explain that local skincare brands such as Bali Balance, Utama Spice, Bali Alus, and Embun Natural have delivered on their promises by continuously providing value and quality, which builds consumer trust and generates purchase intentions for these four local brands. Brand credibility essentially involves earning trust based on the information about the product, depending on consumer perceptions. The findings also show that the honesty provided by these four brands to Generation Z consumers leads to their desire to try and purchase the skincare brands according to their needs. Before intending to buy, they have already researched the benefits of the products, making them confident in the advantages of these four brands. This study's results align with the Theory of Planned Behavior (TPB), which explains the influence of an

individual's behavior. In this study, trust in the four skincare brands can influence consumer behavior, leading to their purchase intentions. This research is also supported by findings from (Martín-Consuegra et al., 2018; Wang et al., 2021), which state that brand credibility has a positive impact on purchase interest in a product.

The Influence of Advertising Credibility on Purchase Intention for Local Skincare Brands in Bali. Advertising credibility has a positive and significant impact on the purchase intention of local skincare brands. This finding indicates that the better the credibility of skincare product advertisements, the more it can increase consumers' purchase intentions for local skincare brands in Bali. The study explains that advertisements for local skincare brands such as Bali Balance, Utama Spice, Bali Alus, and Embun Natural have met their promises by presenting attractive ads and clearly explaining information, generating purchase intentions for these four local brands. The results indicate that the honesty shown in the advertisements of these four brands to Generation Z consumers leads to their desire to try and purchase the skincare brands according to the ad reviews they see. Before intending to buy, they have already seen the advertisements that generate their purchase intentions, considering the four products after viewing the provided ad reviews. This study's results align with the Theory of Planned Behavior (TPB), which explains the theory of planned behavior and how it causes an individual's behavior intentions. In this study, attractive and honest advertisements generate consumer trust and purchase intentions for these four products. This finding is also supported by research conducted by (Hussain et al., 2020; Li et al., 2020), which found that advertising credibility positively affects purchase interest. Advertising credibility fundamentally involves a person's ability to instill trust in others based on the truth conveyed through advertisements (Suwitho et al., 2023). Consumers need to understand the features of a product and what criteria to use to evaluate an advertised product so they know how to form their purchase intentions toward the product.

The Influence of Brand Credibility Mediating the Influence of Beauty Influencer Trust on Purchase Intention for Local Skincare Brands in Bali. The trust in beauty influencers can be mediated by the brand credibility of local skincare brands in Bali to influence purchase intentions. This analysis indicates that the higher the trust in beauty influencers and good brand credibility, the more consumer intentions to purchase local skincare brands in Bali will increase. The study's findings state that beauty influencers have the capability and trustworthiness to provide honest information about products such as Bali Balance, Utama Spice, Bali Alus, and Embun Natural. These findings indicate that Generation Z consumers trust the information provided by beauty influencers, believing that these four products effectively address their skin issues. Additionally, brand credibility, which is the trust in the brand itself, shows that these four skincare brands honestly and reliably communicate their product values and benefits. With brand credibility and trust in beauty influencers, Generation Z consumers' review and actual experience with these brands can influence their purchase intentions for Bali Balance, Utama Spice, Bali Alus, and Embun Natural. This study's results align with the Theory of Planned Behavior (TPB), which explains the planned theory regarding the emergence of behavioral intentions. In this study, the trust in beauty influencers providing honest information, supported by brand credibility, can lead to purchase intentions for products such as Bali Balance, Utama Spice, Bali Alus, and Embun Natural. This finding is consistent with research by Bhandari & Rodgers. (2020) and Tan et al. (2022), which proved that brand credibility can act as a mediating variable. Beauty influencers or celebrities to promote a product has a

strong influence due to their popularity, where attractive branding by beauty influencers can highly attract consumers, increasing their purchase intentions.

The Influence of Advertising Credibility Mediating the Influence of Beauty Influencer Trust on Purchase Intention for Local Skincare Brands in Bali. The trust in beauty influencers can be mediated by the advertising credibility of local skincare brands in Bali to influence purchase intentions. This analysis indicates that the higher the trust in beauty influencers and good advertising credibility, the more consumer intentions to purchase local skincare brands in Bali will increase. Credibility is the quality, capability, and strength to influence someone to develop trust (Abdi, 2021). Consumers are attracted to advertisements made by beauty influencers they like and feel suit their needs. This study's findings show that the trust in beauty influencers from their reviews of products like Bali Balance, Utama Spice, Bali Alus, and Embun Natural has earned consumer trust. Therefore, with advertising credibility and trust in beauty influencers, consumers viewing honest and attractive ad reviews can influence Generation Z's purchase intentions for products like Bali Balance, Utama Spice, Bali Alus, and Embun Natural. This study's results align with the Theory of Planned Behavior (TPB), which explains the planned theory regarding the emergence of behavioral intentions. In this study, the trust in beauty influencers providing clear information, supported by credible and attractive advertisements, can lead to purchase intentions for products like Bali Balance, Utama Spice, Bali Alus, and Embun Natural. This finding is consistent with research by (Moslehpour et al., 2021; Singh & Banerjee, 2018; Tiwari & Joshi, 2020), which proved that ad credibility, based on ad likability and informativeness, can mediate the relationship between beauty influencers and product purchase intentions. Additionally, research by (Ihzaturrahma & Kusumawati, 2021) concluded that advertising credibility can mediate the relationship between beauty influencers and purchase intentions. This means that well-designed advertisements can positively influence consumer responses, leading to purchase intentions for a product. If an advertisement can generate purchase intentions in potential consumers, it is deemed credible.

## **CONCLUSIONS**

The trust held by beauty influencers in Bali's local skincare brand products has led the public to understand the content they create when conveying or reviewing these products via their social media platforms. Reviews from trusted influencers have been well-executed, resulting in consumers perceiving them as trustworthy and becoming interested in using these products. The advertising credibility conveyed by these brands has instilled trust, leading consumers to intend to purchase these local skincare products. With the trust that beauty influencers have in the products they advertise or promote, consumer interest in these products increases. Credibility can influence purchase intentions because consumers are attracted to advertising created by beauty influencers they like and that meets their needs. The credibility of advertising and the trust in beauty influencers play a significant role in shaping consumer purchase intentions, as demonstrated by engaging videos and creatively presented explanations that align with consumer desires. The novelty in this study is that the growth of consumer trust in a brand introduced by beauty influencers and skincare product advertisements influences consumer purchasing intentions.

The results of this study are only able to explain the consumer behavior of local skincare brands domiciled in the province of Bali, so it is important for further researchers to study consumer behavior more broadly. Future research could expand the population and sample size

to provide broader insights into the factors influencing consumer purchase intentions toward local brands, such as targeting a larger scale of consumers, with a sample size of up to 200 respondents, or targeting consumers across Indonesia. Brands like Bali Balance, Utama Spice, Bali Alus, and Embun Natural are encouraged to maintain their brand image and enhance strong brand awareness to foster good loyalty to these products. The companies behind Bali Balance, Utama Spice, Bali Alus, and Embun Natural are expected to expand their production market networks beyond Bali and develop products to address various skin and hair issues. These companies are advised to continuously improve their corporate image and maintain integrity within their internal operations, such as employee quality.

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