

The Influence of TikTok Beauty Influencer Credibility on Skincare Product Purchasing Decisions of Indonesian Methodist University Students

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Abstract: *The rapid growth of TikTok as a digital marketing platform has transformed the way consumers, particularly university students, obtain information and make purchasing decisions regarding skincare products. While previous studies have examined influencer marketing, limited research has specifically investigated the credibility of TikTok beauty influencers in influencing skincare purchasing decisions among university students. Therefore, this study aims to examine the effect of TikTok beauty influencer credibility on skincare product purchasing decisions among students at the Indonesian Methodist University. A quantitative approach with a descriptive-verificative survey design was employed. Data were collected from 100 respondents selected through purposive sampling and analyzed using descriptive statistics, validity and reliability tests, classical assumption tests, and simple linear regression with the assistance of IBM SPSS Statistics. The findings reveal that the credibility of TikTok beauty influencers has a positive and statistically significant effect on students' skincare purchasing decisions ($\beta = 0.511$, $p < 0.001$). The coefficient of determination ($R^2 = 0.283$) indicates that influencer credibility explains 28.3% of the variation in purchasing decisions, while the remaining variation is attributable to other factors beyond the scope of this study. These findings suggest that the dimensions of expertise, trustworthiness, and attractiveness play an important role in shaping students' purchasing behavior. This study contributes to the growing literature on digital marketing and consumer behavior by providing empirical evidence of the importance of source credibility in the context of TikTok-based skincare promotion and offers practical insights for marketers in selecting credible beauty influencers to enhance promotional effectiveness.*

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Introduction

The development of information technology in the digital era has transformed communication patterns, information access, and decision-making behavior, including the consumption of skincare products among college students. One platform experiencing rapid growth is TikTok, which no longer functions solely as an entertainment medium but also as a promotional tool and source of information about various beauty products. Through content such as product reviews, usage tutorials, and live shopping features, college students obtain information that is easier to understand than conventional advertising. In this process, beauty influencers become a primary reference source because they convey direct product usage experiences, thus influencing students' considerations before deciding to purchase skincare products.

The increasing use of beauty influencers in digital marketing demonstrates their increasingly important role in shaping consumer purchasing decisions. Their communicative and experience-based delivery of information makes beauty influencers perceived as closer to their audiences than conventional promotional media. This encourages students to use beauty influencer recommendations as a basis for evaluating the quality and suitability of skincare products before making a purchase. Thus, the credibility of beauty influencers has become an integral part of the purchasing decision-making process in the era of digital marketing through social media.

On the other hand, the increasing number of skincare promotional content on TikTok has also raised a new issue: declining consumer trust in some beauty influencers, who are perceived to endorse products too frequently without providing objective reviews. This situation has caused students to be more selective in accepting skincare product recommendations circulating on TikTok. Therefore, influencer credibility, reflected through expertise, trustworthiness, and attractiveness, is thought to be a factor influencing consumer purchasing decisions. These three dimensions are important in assessing whether an influencer's recommendations are worthy of consideration when choosing skincare products.

This phenomenon aligns with previous research. Research conducted by (Dian Kinanti et al., 2025) showed that influencer credibility significantly influences skincare product purchasing decisions among college students. The study explained that the dimensions of expertise, trustworthiness, and attractiveness of influencers can influence consumer decisions in purchasing skincare products. Furthermore, research (Andiana, 2025) also found that influencer credibility on the TikTok platform influences the cosmetic product purchasing decisions of Generation Z. However, previous research has generally discussed influencers and has not specifically focused on TikTok beauty influencers as a source of skincare references for college students. Furthermore, the ever-changing development of skincare trends on TikTok has also led to changes in consumer behavior, so more specific research that is in line with current conditions is needed.

Based on these conditions, there is still a research gap regarding the influence of TikTok beauty influencer credibility on students' skincare product purchasing decisions. The increasing skepticism of students regarding skincare endorsement content indicates that not all beauty influencers are able to build consumer trust effectively. Therefore, this study aims to analyze the influence of TikTok beauty influencer credibility on students' skincare product purchasing decisions, as well as to determine the level of beauty influencer credibility and students'



skincare product purchasing decisions. This research is important because it is expected to provide an overview of students' behavior in considering influencer recommendations before purchasing skincare products. The novelty of this study lies in its focus, which specifically analyzes the credibility of TikTok beauty influencers based on the dimensions of expertise, trustworthiness, and attractiveness on students' skincare product purchasing decisions, thus providing a more specific context than previous research.

Research methods

The following is a re-narration of the Research Methods section that has been prepared according to the journal format, retaining all the substance and citations you provided, without adding new discussion or citations, and eliminating the use of em dashes.

Research methods

This study uses a quantitative approach with a survey method and is descriptive and verifiable. The quantitative approach was chosen because the data obtained is in numerical form and can therefore be analyzed statistically to produce objective and measurable conclusions. The descriptive method was used to describe the credibility level of TikTok beauty influencers and the level of skincare product purchasing decisions among students at Methodist University of Indonesia based on data obtained from respondents. Meanwhile, the verifiable method was used to test the hypothesis regarding the influence of TikTok beauty influencer credibility on skincare product purchasing decisions through simple linear regression analysis. The study was conducted at Methodist University of Indonesia, Medan, North Sumatra, in the even semester of the 2024/2025 academic year.

The study population was all active students at the Methodist University of Indonesia who had watched beauty influencer content on TikTok and had purchased skincare products based on influencer recommendations. A population is a generalized area consisting of subjects or objects that have certain characteristics to be studied and conclusions drawn (Sugiyono, 2015). The sample is a portion of the number and characteristics possessed by the population (Sugiyono, 2015a). This study used 100 respondents selected using a purposive sampling technique based on certain criteria established by the researcher (Sugiyono, 2019). The respondent criteria included active students at the Methodist University of Indonesia, having watched beauty influencer content on TikTok, and having purchased skincare products based on TikTok beauty influencer recommendations.

The research instrument was a questionnaire compiled based on the indicators of each research variable. The independent variable was the credibility of TikTok beauty influencers as measured through the dimensions of expertise, trustworthiness, and attractiveness based on the Source Credibility Model, while the dependent variable was the decision to purchase skincare products as measured based on the purchasing decision indicators according to (Kotler & Keller, 2016). All statements were measured using a five-point Likert scale, ranging from strongly disagree to strongly agree. Before the analysis, the validity of the research instrument was tested by comparing the calculated r value and the table r value according to the criteria proposed by (Sugiyono, 2017), while reliability was tested using the Cronbach's Alpha method with the provision of an alpha value of more than 0.60 as proposed by (Ghozali, 2017).

The research procedure began with the preparation of research instruments based on the indicators of each variable, followed by the distribution of questionnaires to respondents who met the research criteria. The collected data were then analyzed using descriptive analysis to describe the characteristics of the variables through the average value, minimum value, maximum value, and standard deviation. Before hypothesis testing was carried out, the data first met the assumption test which included the normality test using the Kolmogorov-Smirnov (Ghozali, 2017), the linearity test based on the criteria proposed by (Sugiyono & Susanto,

2015), and the heteroscedasticity test using the Spearman Rank correlation. Hypothesis testing was carried out using a simple linear regression analysis using the equation $Y = a + bX$ to determine the effect of TikTok beauty influencer credibility on skincare product purchasing decisions. All data processing and analysis processes were carried out using the IBM SPSS Statistics application with the testing criteria that a significance value of less than 0.05 indicates a significant influence between the independent and dependent variables.

Results and Discussion

Respondent Identity Frequency

1. Gender

Table 1. Number of Respondents by Gender

No	Gender	Frequency	Percentage (%)
1	Woman	67	67.0%
2	Man	33	33.0%
Total		100	100.0%

Based on Table 1, of the 100 respondents surveyed, 67 (67.0%) were female and 33 (33.0%) were male. This indicates that the majority of TikTok users who watch skincare beauty influencer content at Methodist University Indonesia are female, which aligns with the market characteristics of skincare products, which are generally more popular with female consumers.

2. Age

Table 2. Number of Respondents by Age

No	Age	Frequency	Percentage (%)
1	18-20 Years	41	41.0%
2	21-23 Years	58	58.0%
3	> 23 Years	1	1.0%
Total		100	100.0%

Based on Table 2, the majority of respondents were aged 21-23 years, namely 58 respondents (58.0%), followed by respondents aged 18-20 years, as many as 41 respondents (41.0%), and respondents aged over 23 years as many as 1 respondent (1.0%). This indicates that the majority of respondents are in the productive age group who actively use TikTok social media.

3. Semester

Table 3. Number of Respondents by Semester

No	Semester	Frequency	Percentage (%)
1	Semester 2	18	18.0%
2	Semester 4	33	33.0%

3	Semester 6	49	49.0%
Total		100	100.0%

Based on Table 3, the largest number of respondents were in the sixth semester (49 respondents) (49.0%), followed by the fourth semester (33.0%), and the second semester (18.0%). This indicates that mid- to final-semester students are more active in consuming beauty influencer content on TikTok as a reference for purchasing skincare products.

4. Study program

Table 4. Number of Respondents Based on Study Program

No	Study program	Frequency	Percentage (%)
1	Information Systems	63	63.0%
2	Information Technology Education	20	20.0%
3	Agribusiness	5	5.0%
4	Management	5	5.0%
5	Informatics Engineering	7	7.0%
Total		100	100.0%

Based on Table 4, the largest number of respondents came from the Information Systems Study Program with 63 respondents (63.0%), followed by Information Technology Education with 20 respondents (20.0%), Informatics Engineering with 7 respondents (7.0%), and Agribusiness and Management with 5 respondents each (5.0%).

Validity Test Results

1. TikTok Beauty Influencer Credibility Variable (X)

Table 5. Results of the Validity Test of the TikTok Beauty Influencer Credibility Variable (X)

Indicator (X)	No Item	r_{hitung}	r_{table}	Information
<i>Expertise</i>	X1	0.741	0.196	Valid
	X2	0.690		Valid
<i>Trustworthiness</i>	X3	0.432	0.196	Valid
	X4	0.544		Valid
<i>Attractiveness</i>	X5	0.737	0.196	Valid

Based on Table 5, all items of the Credibility variable (X) statement have a calculated r-value greater than the r-table (0.196), with calculated r-values ranging from 0.432 to 0.741. Thus, all items of the Credibility variable statement are declared valid and suitable for use as research instruments.

2. Skincare Product Purchase Decision Variable (Y)

Table 6. Results of the Validity Test of the Skincare Product Purchase Decision Variable (Y)

Indicator (Y)	No Item	rhitung	rtable	Information
<i>Buying decision</i>	Y1	0.692	0.196	Valid
	Y2	0.625		Valid
	Y3	0.601		Valid
	Y4	0.522		Valid
	Y5	0.700		Valid

Based on Table 6, all statement items of the Purchase Decision variable (Y) have a calculated r-value greater than the r-table (0.196), with calculated r-values ranging from 0.522 to 0.700. Thus, all statement items of the Purchase Decision variable are declared valid and suitable for use as research instruments.

Reliability Test Results

Table 7. Reliability Test Results

Variables	Cronbach's Alpha	Information
TikTok Beauty Influencer Credibility (X)	0.623	Reliable
Skincare Product Purchase Decision (Y)	0.620	Reliable

Based on Table 7, the Cronbach's Alpha value for the Credibility variable (X) is 0.623 and the Purchase Decision variable (Y) is 0.620. Both values are above the minimum limit of 0.60, so all research instruments are declared reliable and consistent in measuring the variables studied.

Descriptive Analysis

Table 8. Descriptive Analysis Results

Variables	N	Min	Max	Mean	Std. Dev
Credibility (X)	100	11	25	17.86	2.73
Purchase Decision (Y)	100	13	25	18.68	2.67

Classical Assumption Test

1. Normality Test

Table 9. Results of Normality Test (Kolmogorov-Smirnov)

Information	Mark	Information
N	100	-
Kolmogorov-Smirnov Z	0.087	-
Asymp. Sig. (2-tailed)	0.058	Normal✓

Based on the results of the Kolmogorov-Smirnov test, the Test Statistic value obtained was 0.087 with an Asymp. Sig. (2-tailed) value of 0.058 > 0.05. Thus, the residual data in this study was normally distributed and the normality assumption was met.

2. Linearity Test

Table 11. Linearity Test Results

Variable Relationship		Sum of Squares	df	Mean Square	F	Sig.
TotalY * TotalX	Between Groups (Combined)	310,226	13	23,864	4,581	0,000
	Linearity	214,394	1	214,394	41,159	0,000
	Deviation from Linearity	95,832	12	7,986	1,533	0.128
	Within Groups	447,964	86	5,209		
	Total	758,190	99			

Based on Table 11, the results of the linearity test show a significance value in the Linearity row of $0.000 < 0.05$, which means there is a linear relationship between the TikTok Beauty Influencer Credibility variable (X) and Skincare Product Purchase Decisions (Y). Furthermore, the significance value in the Deviation from Linearity row is $0.128 > 0.05$, which means there is no deviation from linearity. Thus, the linearity assumption is met.

3. Heteroscedasticity Test

Table 12. Results of Heteroscedasticity Test (Spearman Rank Test)

Variables		Correlation Coefficient	Sig. (2-tailed)	N	Information
TikTok Beauty Influencer Credibility (X)	ABS_RES	0.092	0.362	100	There is no heteroscedasticity

Based on Table 11, the results of the heteroscedasticity test using the Spearman Rank method show a Correlation Coefficient value of 0.092 with a Sig. (2-tailed) value of $0.362 > 0.05$. Thus, there is no heteroscedasticity in the regression model and the assumption of homoscedasticity is met.

Simple Linear Regression Analysis Results

1. Coefficient of Determination (R Square)

Table 12. Results of the Determination Coefficient Test (Model Summary)

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.532a	0.283	0.275	2,35562

Based on Table 12, the results of the coefficient of determination analysis show an R value of 0.532, which indicates that there is a fairly strong relationship between the TikTok

Beauty Influencer Credibility variable (X) and the Skincare Product Purchase Decision variable (Y). The R Square value of 0.283 indicates that the TikTok Beauty Influencer Credibility variable is able to explain 28.3% of the variation in the Skincare Product Purchase Decision variable among students at Methodist University of Indonesia, while the remaining 71.7% is influenced by other factors not examined in this study, such as product price, product quality, reviews from other consumers, and the influence of reference groups.

2. Simultaneous Significance Test (F Test)

Table 13. Results of Simultaneous Significance Test (ANOVA)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	9,499	1,481		6,413	0,000
TikTok Beauty Influencer Credibility (X)	0.511	0.082	0.532	6,216	0,000

Based on Table 13, the F-test results show a calculated F-value of 38.637 with a significance value of 0.000. Since the significance value of $0.000 < 0.05$, the regression model in this study is declared fit and can be used to predict skincare product purchasing decisions based on the credibility of TikTok beauty influencers.

3. Partial Significance Test (t-Test) and Regression Equation

Table 14. Partial Significance Test Results (Coefficients)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	9,499	1,481		6,413	0,000
TikTok Beauty Influencer Credibility (X)	0.511	0.082	0.532	6,216	0,000

Based on Table 14, the following simple linear regression equation is obtained:

$$Y = 9,499 + 0,511X$$

The regression equation can be interpreted as follows:

1. The constant value (a) is 9.499, meaning that if the TikTok Beauty Influencer Credibility variable (X) has a value of 0 or there is no influence of credibility at all, then the value of the Skincare Product Purchase Decision (Y) is 9.499.
2. The regression coefficient value of the TikTok Beauty Influencer Credibility variable (X) is 0.511 which is positive, meaning that every 1 unit increase in the TikTok Beauty Influencer Credibility variable will increase the Skincare Product Purchase Decision by 0.511 units assuming other variables are constant.

The t-test results in Table 14 show a calculated t-value of 6.216 with a significance value of 0.000. Since the significance value of $0.000 < 0.05$, H_0 is rejected and H_1 is accepted. Thus,

the credibility of TikTok beauty influencers has a positive and significant effect on skincare product purchasing decisions among students at Methodist University of Indonesia.

Discussion

Based on the results of a simple linear regression analysis, it was found that TikTok Beauty Influencer Credibility has a positive and significant effect on Skincare Product Purchasing Decisions among Students at Methodist University Indonesia. This is evidenced by a significance value of $0.000 < 0.05$ with a regression coefficient of 0.511, which is positive, thus H1 is accepted.

The results of this study are in line with the Source Credibility Theory put forward by (Ohanian, 1990), which states that the credibility of communication sources, including the dimensions of expertise, trustworthiness, and attractiveness, has an influence on consumer attitudes and behavior. In the context of this study, students at the Methodist University of Indonesia assessed that the TikTok beauty influencers they follow are skilled at explaining the ingredients and benefits of skincare products, are trustworthy in providing recommendations, and have an engaging and easy-to-understand content delivery style, thus encouraging them to make skincare product purchasing decisions.

This finding is also in line with research conducted by (Andiena, 2025) who found that the credibility of influencers on the TikTok platform has a positive influence on cosmetic product purchasing decisions among Generation Z. In addition, (Rustiawati, 2024) also found that the credibility of beauty influencers has a positive impact on skincare product purchasing decisions, which supports the findings of this study.

The R-square value of 0.283 indicates that the credibility of TikTok beauty influencers contributed 28.3% to the skincare product purchasing decisions of students at Methodist Indonesia University. The remaining 71.7% was influenced by factors outside of this study. This indicates that while influencer credibility is a significant factor in driving purchasing decisions, other factors also play a role, such as product price, product quality, reviews from other consumers on digital platforms, and the influence of close reference groups such as friends and family.

Practically, these findings offer important implications for skincare marketers: selecting beauty influencers with high credibility on TikTok is an effective marketing strategy for driving consumer purchasing decisions, particularly among the student segment. The expertise, trustworthiness, and attractiveness of influencers require careful consideration when selecting influencer partners for digital marketing campaigns for skincare products.

Conclusion

The results of the study indicate that the credibility of TikTok beauty influencers has a positive and significant influence on skincare product purchasing decisions among students at Methodist University of Indonesia. This finding is proven through the results of a simple linear regression analysis which produced a significance value of 0.000 with a regression coefficient of 0.511, so that the higher the credibility of beauty influencers reviewed from the dimensions of expertise, trustworthiness, and attractiveness, the higher the decision to purchase skincare products. In addition, the coefficient of determination value of 28.3% indicates that the credibility of beauty influencers is able to explain some of the variation in purchasing decisions, while the rest is influenced by other factors outside the research model. These findings strengthen that influencer credibility is one of the important factors in students' purchasing behavior towards skincare products on the TikTok platform.

This study still has limitations because it only involved students from the Indonesian Methodist University as respondents, used one independent variable, and applied simple linear

regression analysis. Therefore, the results cannot describe all factors that influence skincare product purchasing decisions. Therefore, further research is recommended to expand the scope of respondents to various universities, add other relevant variables, and use a more comprehensive analysis model to be able to explain purchasing decisions more thoroughly. Practically, the results of this study provide implications that skincare companies need to consider aspects of expertise, trustworthiness, and attractiveness when selecting beauty influencers as digital marketing partners so that promotional strategies through TikTok can increase the effectiveness of driving consumer purchasing decisions, especially in the student segment.

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