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The Influence of Storytelling Marketing, Content Quality, and Influencer Credibility on Purchase Decision Through Purchase Intention as an Intervening Variable on Time Phoria Products by a Dosen Kecantikan

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Abstract: *This research is motivated by the increasingly important role of influencers in marketing cosmetic products through social media, particularly for relatively new brands such as Time Phoria. This study aims to analyze the influence of storytelling marketing, content quality, and influencer credibility on purchase intention and purchase decisions, as well as the role of purchase intention as an intervening variable. A quantitative approach with a descriptive method was employed. The study population consisted of Dosen Kecantikan's followers who had purchased Time Phoria, with a sample of 153 respondents selected through purposive sampling based on an a priori power analysis using G*Power. Data were collected using a five-point Likert-scale questionnaire and analyzed with PLS-SEM in SmartPLS 4. The results indicate that all three independent variables have a positive and significant effect on both purchase intention and purchase decisions. However, purchase intention does not significantly affect purchase decisions are more directly influenced by storytelling marketing, content quality, and influencer credibility.*

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Introduction

The cosmetics industry has grown alongside increasing consumer attention to appearance, skin health, and self-care. At the same time, digital platforms have changed how consumers discover and evaluate cosmetic products. Social media, particularly Instagram and TikTok, enables brands to present product information through visual content and influencer recommendations, which consumers may use as references before purchasing (Mathur et al., 2024; Astita & Azhar, 2025; Guo, 2024). In this environment, the effectiveness of digital marketing may depend not only on the reach of promotional content but also on how messages are communicated and how audiences evaluate the information and its source.

Storytelling marketing, content quality, and influencer credibility are relevant aspects of this process. Storytelling marketing communicates product-related messages through narratives and experiences, while content quality concerns the clarity, relevance, accuracy, and consistency of the information presented (Taufiq, 2021; Ali, 2023; Ibrahim et al., 2024). Influencer credibility is also important because audiences may evaluate recommendations based on the influencer's expertise, trustworthiness, and attractiveness (Alfarraj et al., 2021). Previous studies have examined the relationships of storytelling marketing, content quality, and influencer credibility with purchase intention and purchase decisions (Fajrin & Artadita, 2025; Sari & Patrikha, 2024; Prasetio & Indriani, 2022). However, consumer responses may vary across brands and promotional contexts, particularly for brands that are still developing market recognition and consumer trust.

This issue is relevant to Time Phoria, a cosmetics brand that entered the Indonesian market in 2025 and promoted its products through social media, including collaborations with beauty influencers (Katyani, 2025). One of the relevant promotional contexts is Andrea Christina's account, @dosenkecantikan, which presents product information and usage experiences through an educational and informative communication style. For a relatively new brand, such promotional activities raise a practical question: whether the narrative approach, quality of the information presented, and credibility of the influencer are associated with consumers' purchase intention and purchase decisions. Although these elements are used in digital promotion, their relevance to consumer responses in this specific brand and influencer context requires empirical examination.

The research gap concerns the need to examine these three marketing variables within one analytical model and a specific new-cosmetics-brand context. Previous studies have discussed storytelling marketing, content quality, and influencer credibility in relation to purchase intention or purchase decisions, but the existing literature cited in this study provides limited evidence on their combined relationships with these outcomes for Time Phoria products promoted through @dosenkecantikan. In addition, purchase intention may function as an intervening variable linking marketing-related perceptions to purchase decisions; however, this mediating role needs to be tested rather than assumed. The practical problem is therefore distinct from the research gap: Time Phoria needs context-specific evidence to understand whether these promotional characteristics are associated with purchase intention and purchase decisions among its target consumers, and whether purchase intention statistically mediates those relationships.

Based on this background, this study aims to examine the relationships of storytelling marketing, content quality, and influencer credibility with purchase intention and purchase decisions for Time Phoria products among followers of Andrea Christina (@dosenkecantikan) who have purchased the products. It also tests the relationship between purchase intention and purchase decisions and examines the indirect relationships of the three marketing variables with purchase decisions through purchase intention. Using a quantitative approach and Partial Least Squares Structural Equation Modeling (PLS-SEM), the study evaluates both direct and indirect paths in the proposed model. Its contribution lies in examining the specific combination of storytelling marketing, content quality, and influencer credibility, with purchase intention as an intervening variable, in the context of Time Phoria and an influencer whose content adopts an educational and professional approach. The findings are expected to provide context-specific evidence that may inform digital marketing decisions for the brand and contribute to research on influencer-based cosmetics marketing.

Research methods

This study uses a quantitative approach with a quantitative descriptive method to analyze the influence of storytelling marketing, content quality, and influencer credibility on purchase decision through purchase intention as an intervening variable in followers of Andrea Christina (@dosenkecantikan) who have purchased Time Phoria products. Quantitative research uses numerical data that can be measured and analyzed statistically to obtain an overview of the relationship between research variables (Mukhid, 2021). The descriptive method is used to describe the research phenomenon

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objectively based on existing conditions using quantitative data as the basis for analysis (Nurhabiba et al., 2023). The research design is systematically structured to integrate the methodological approach, sampling techniques, variables, instruments, and analytical techniques used in the study (Sarie et al., 2023). The research variables consist of storytelling marketing (X1), content quality (X2), influencer credibility (X3), purchase intention (Z) as an intervening variable, and purchase decision (Y) as the dependent variable. Data collection was carried out through questionnaires to respondents who met the research criteria, while data analysis was carried out using Partial Least Square Structural Equation Modeling (PLS-SEM) with the help of the SmartPLS version 4 program.

The research instrument used was a closed-ended questionnaire with a five-point Likert scale: 5 for strongly agree, 4 for agree, 3 for neutral, 2 for disagree, and 1 for strongly disagree. The questionnaire was used to measure storytelling marketing, content quality, influencer credibility, purchase intention, and purchase decision based on indicators established in the study. Storytelling marketing was measured through indicators of action, communication, value transmission, and knowledge (Alexander, 2011 in Arifin, 2023). Content quality was measured through indicators of accuracy, completeness, relevance, and timeliness according to Abiyoga and Septiyono. Influencer credibility was measured through attractiveness, expertise, and trustworthiness (Alfarraj et al., 2021). Purchase decision are measured through product choice, brand choice, distributor choice, purchase time, purchase amount, and payment method choice (Tjiptono, 2014 in S. Oktaviani & Praditya, 2024), while purchase intention is measured through attention, interest, desire, and action (Suryati et al., 2024). Primary data were obtained from respondents' answers to a questionnaire distributed to Andrea Christina's followers who had purchased Time Phoria products. Secondary data were used as supporting data obtained through documentation and literature studies relevant to the research variables and problems. Data analysis was conducted using PLS-SEM because this method can be used to analyze relationships between variables simultaneously and test direct and indirect relationships in the research model (Nusrang et al., 2023). PLS is a variance-based SEM approach used for predictive causal analysis and to explain relationships between latent variables (Sofyani, 2025). Model testing includes an outer model and an inner model. The outer model is used to test the validity and reliability of the construct through convergent validity, discriminant validity, composite reliability, and Cronbach's alpha, while the inner model is used to evaluate structural relationships through R-square, f-square, and path analysis. Hypothesis testing is carried out by looking at the t-statistic and p-value at a significance level of 5%, with the hypothesis criteria being accepted if the p-value <0.05 or t-statistic >1.96 (Thamrin & Santoso, 2025b).

The research population wasDosen Kecantikan followers on social media who had purchased Time Phoria products. The exact population size was unknown, so the sample size was determined using a priori power analysis using GPower software version 3.1.9.7 based on the methodology of Faul et al. (2009). The a priori power analysis approach was used to determine the minimum sample size before the research was conducted based on the effect size, significance level, and statistical power (Kang, 2021). The analysis model used in the sample calculation was Correlation: Bivariate Normal Model with two-tailed, effect size of 0.2, significance level of 0.05, power of 0.80, and Correlation ρ H0 of 0. Based on the GPower calculation results, the Actual Power was 0.8016810 and the Total Sample Size was 153 respondents. Thus, the research sample was determined as 153 consumers of Time Phoria products who were followers of the TikTok account @dosenkecantikan. Sampling was conducted using a non-probability sampling technique with a purposive sampling method, which selects respondents based on specific criteria established by the researcher (Fachreza et al., 2024; Ani et al., 2021). Respondent criteria included having seen Dosen Kecantikan content discussing Time Phoria products, being Dosen kecantikan followers on social media, having purchased Time Phoria products, and being aged between 17 and 40 years old and having the ability to make Purchase Decision.

The research procedure was carried out systematically, starting from determining the research problem to testing the hypothesis. The first stage was to identify phenomena and problems related to storytelling marketing, content quality, influencer credibility, purchase intention, and Time Phoria product purchase decisions among Andrea Christina's followers. The next stage was to conduct a literature review to obtain a conceptual basis for the research variables and to develop a research design and a model of relationships between variables. Next, the researcher determined the population and sample based on predetermined respondent characteristics and calculated the sample requirement using

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G*Power. After the sample size was determined, the researcher developed a research instrument in the form of a questionnaire based on the indicators of each variable and using a Likert scale of 1 to 5. The questionnaire was then distributed to respondents who met the research criteria to obtain primary data. The collected data were then examined and processed using SmartPLS version 4. The analysis stage was carried out through outer model testing to ensure the validity and reliability of the instrument, followed by inner model testing to evaluate the model's ability to explain the relationships between variables. Next, the direct influence of storytelling marketing, content quality, and influencer credibility on purchase intention and purchase decisions, as well as the influence of purchase intention on purchase decisions, was tested. Indirect effect testing was conducted to determine the role of purchase intention in mediating the influence of storytelling marketing, content quality, and influencer credibility on purchase decision. The final stage was interpreting the analysis results based on the path coefficient, R-square, f-square, t-statistic, and p-value to determine whether to accept or reject the research hypothesis.

Results and Discussion

Descriptive Statistics and Correlation

1. Respondent Descriptive

A. Characteristics According to Gender

Table 1. Frequency Characteristics of Respondents by Gender

Information	Frequency	Percentage
Woman	146	95.4%
Man	7	4.6%
TOTAL	**153**	**100%**

Source: Primary data processed by researchers

Based on the table above, the data shows that the number of female respondents was 146 and the number of male respondents was 7. Therefore, the majority of respondents were female, with 146 respondents.

B. Characteristics According to Age

Table 2. Frequency Characteristics of Respondents by Age

Information	Frequency	Presentation
17-20	14	9.15%
21-25	128	83.66%
26-30	10	6.54%
31-40	1	0.65%
TOTAL	153	100%

Based on the table above, the data obtained shows that the number of respondents aged 17- 20 years was 14 respondents, those aged 21-25 years were 128 respondents, those aged 26-30 years were 10 respondents, and those aged 31-40 years were 1 respondent. So, the largest number of respondents was those aged 21-25 years.

C. Characteristics According to Last Education

Table 3. Frequency Characteristics of Respondents by Last Education

Information	Frequency	Presentation
High School/Vocational School	96	62.75%
Diploma	6	3.92%
Bachelor	51	33.33%
Postgraduate	0	0%
Total	153	100%

Based on the table above, the data shows that 96 respondents had a high school/vocational high school/equivalent education, 6 had a diploma, 51 had a bachelor's degree, and 0 had a postgraduate degree. Therefore, the majority of respondents were high school/vocational high school graduates.

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D. Characteristics According to Occupation

Table 4. Frequency Characteristics of Respondents by Occupation

Information	Frequency	Presentation
Students	131	85.62%
Private sector employee	15	9.8%
ASN	3	1.96%
Businessman	2	1.31%
Freelance	2	1.31%
Total	153	100%

Based on the table, the data obtained shows that respondents with occupations as students/university students were 131 respondents (85.62%), private employees were 15 respondents (9.8%), civil servants were 3 respondents (1.96%), entrepreneurs were 2 respondents (1.31%), and freelancers were 2 respondents (1.31%). Therefore, it can be concluded that the majority of respondents in this study were students/university students, namely 131 respondents (85.62%).

E. Characteristics According to Income

Table 5. Frequency Characteristics of Respondents by Income

Income	Frequency	Percentage
<1,000,000	54	35.29
1,000,000-3,000,000	70	45.75
>3,000,000	29	18.95
Total	153	100

Based on the table, the data obtained shows that respondents with incomes of less than Rp1,000,000 were 54 respondents (35.29%), respondents with incomes of Rp1,000,000–Rp3,000,000 were 70 respondents (45.75%), and respondents with incomes of more than Rp3,000,000 were 29 respondents (18.95%). So it can be concluded that the majority of respondents in this study have incomes of Rp1,000,000–Rp3,000,000, namely 70 respondents (45.75%).

F. Intensity of purchasing Time Phoria products in 1 year

Table 6. Product Purchase Intensity for 1 year

Information	Frequency	Percentage
1 time	37	24.18
2-3 times	96	62.75
More than 3 times	20	13.07
Total	153	100

Based on the table, the data obtained shows that respondents who purchased Time Phoria products once a year were 37 respondents (24.18%), respondents who purchased 2–3 times a year were 96 respondents (62.75%), and respondents who purchased more than 3 times a year were 20 respondents (13.07%). So it can be concluded that the majority of respondents in this study purchased Time Phoria products 2–3 times a year, namely 96 respondents (62.75%).

2. Descriptive Analysis

Table 7. Respondents' Achievement Level

No	Respondent Reach Rate (TCR)	Criteria
1	90%-100%	Very good
2	80%-89%	Good
3	65%-79%	Pretty good
4	55%-64%	Not good
5	0%-54%	Not good

The following will explain the statement points from the variables Storytelling Marketing (X1), Content Quality (X2), Influencer Credibility (X3), Purchase Decision (Y), and Purchase Intention (Z) for Time Phoria product users who follow the @dosenkecantikan TikTok account.

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A. Descriptive Analysis of Storytelling Marketing Variables (X1)

Table 8. Descriptive Analysis of Marketing Storytelling Variables

Indicator	1	2	3	4	5	N	Total Score	Mean	TCR	Information
X1.1.1	7	0	9	102	35	153	617	4.03	81%	Good
X1.1.2	6	2	10	66	69	153	649	4.24	85%	Good
X1.2.1	7	2	11	79	54	153	630	4.11	82%	Good
X1.2.2	2	5	13	72	61	153	644	4.20	84%	Good
X1.3.1	6	3	8	88	48	153	628	4.10	82%	Good
X1.3.2	7	1	10	68	67	153	646	4.22	84%	Good
X1.4.1	4	2	18	70	59	153	637	4.16	83%	Good
X1.4.2	7	1	6	79	60	153	643	4.20	84%	Good
AVERAGE									83%	Good

Based on the results of the TCR analysis, the Storytelling Marketing variable obtained a value between 81% and 85%, with an average of 83% and is included in the good category. The highest TCR value is in item X1.1.2 at 85%, which indicates that storytelling marketing by @dosenkecantikan in promoting Time Phoria products is considered capable of attracting respondents' attention. Meanwhile, the lowest value is in X1.1.1 at 81%, but is still included in the good category. Overall, the implementation of storytelling marketing is considered good by respondents.

B. Descriptive Analysis of Content Quality Variable (X2)

Table 9. Descriptive Analysis of Content Quality Variables

Indicator	1	2	3	4	5	N	Total Score	Mean	TCR	Information
X2.1.1	4	7	12	88	42	153	616	4.02	81%	Good
X2.1.2	6	5	26	68	48	153	606	3.96	79%	Pretty good
X2.2.1	5	5	20	74	49	153	616	4.02	81%	Good
X2.2.2	8	0	10	91	44	153	622	4.06	81%	Good
X2.3.1	4	5	12	77	55	153	633	4.12	83%	Good
X2.3.2	6	3	12	67	65	153	641	4.18	84%	Good
X2.4.1	7	3	3	78	62	153	644	4.20	84%	Good
X2.4.2	6	1	11	74	61	153	642	4.19	84%	Good
AVERAGE									82%	Good

Based on the results of the TCR analysis, the Content Quality variable obtained a value between 79% and 84%, with an average of 82% and is included in the good category. The highest TCR value is found in items X2.3.2, X2.4.1, and X2.4.2 at 84%, which indicates that Time Phoria's promotional content is considered relevant, actual, and useful. Meanwhile, the lowest value is found in X2.1.2 at 79%, although it is still in the good category. Overall, the quality of the content delivered by @dosenkecantikan is considered good by respondents.

C. Descriptive Analysis of Influencer Credibility Variable (X3)

Table 10. Descriptive Analysis of Influencer Credibility Variables

Indicator	1	2	3	4	5	N	Total Score	Mean	TCR	Information
X3.1.1	7	2	12	74	58	153	633	4.13	83%	Good
X3.1.2	3	6	16	65	63	153	638	4.16	83%	Good
X3.2.1	5	5	18	75	50	153	619	4.04	81%	Good
X3.2.2	6	2	11	78	56	153	635	4.15	83%	Good
X3.3.1	6	7	21	70	49	153	608	3.97	79%	Pretty good
X3.3.2	4	4	16	69	60	153	636	4.15	83%	Good
AVERAGE									82%	Good

Based on the results of the TCR analysis, the Influencer Credibility variable obtained a value between 79% and 83%, with an average of 82% and included in the good category. The highest TCR value was found in items X3.1.1, X3.1.2, X3.2.2, and X3.3.2 at 83%, which indicates that @dosenkecantikan is considered to have good credibility in promoting Time Phoria products.

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Meanwhile, the lowest value was found in X3.3.1 at 79%, but still included in the good category. Overall, the influencer's credibility was considered good by respondents.

D. Descriptive Analysis of Purchase Intention Variable (Z)

Table 11. Descriptive Analysis of Purchase Intention Variables

Indicator	1	2	3	4	5	N	Total Score	Mean	TCR	Information
Z.1.1	8	0	10	91	44	153	622	4.06	81%	Good
Z.1.2	6	5	13	74	55	153	626	4.09	82%	Good
Z.2.1	7	5	12	72	57	153	626	4.09	82%	Good
Z.2.2	4	6	13	69	61	153	636	4.15	83%	Good
Z.3.1	7	3	15	72	56	153	626	4.09	82%	Good
Z.3.2	5	5	19	64	60	153	628	4.10	82%	Good
Z.4.1	8	6	15	75	49	153	610	3.98	80%	Good
Z.4.2	5	8	15	72	53	153	619	4.04	81%	Good
AVERAGE									82%	Good

Based on the results of the TCR analysis, the Purchase Intention variable obtained a value between 80% and 83%, with an average of 82% and is included in the good category. The highest TCR value was found in item Z2.2 at 83%, which indicates that the @dosenkecantikan promotion was able to increase respondents' interest in Time Phoria products. Meanwhile, the lowest value was found in Z4.1 at 80%, which indicates a difference in the level of purchase intention between respondents. Overall, purchase intention in Time Phoria products was assessed as good by respondents.

E. Descriptive Analysis of Purchase Decision Variables (Y)

Table 12. Descriptive Analysis of Purchase Decision Variables

Indicator	1	2	3	4	5	N	Total Score	Mean	TCR	Information
Y.1.1	8	1	12	81	50	153	624	4.07	82%	Good
Y.1.2	5	9	15	60	64	153	628	4.10	82%	Good
Y.2.1	6	5	12	78	52	153	624	4.07	82%	Good
Y.2.2	3	3	11	85	53	153	639	4.17	84%	Good
Y.3.1	7	1	14	77	54	153	629	4.11	82%	Good
Y.3.2	7	2	11	80	53	153	629	4.11	82%	Good
Y.4.1	5	5	18	75	50	153	619	4.04	81%	Good
Y.4.2	6	5	12	67	63	153	635	4.15	83%	Good
Y.5.1	7	6	27	67	46	153	598	3.90	78%	Pretty good
Y.5.2	7	3	3	78	62	153	644	4.20	84%	Good
Y.6.1	6	1	7	70	69	153	654	4.27	85%	Good
Y.6.2	7	2	9	56	79	153	657	4.29	86%	Good
AVERAGE									82%	Good

Based on the results of the TCR analysis, the Purchase Decision variable obtained a value between 78% and 86%, with an average of 82% and is included in the good category. The highest TCR value was found in item Y6.2 at 86%, indicating that respondents had high confidence in deciding to purchase Time Phoria products. Meanwhile, the lowest value was found in Y5.1 at 78%, which is included in the fairly good category. Overall, the decision to purchase Time Phoria products was considered good by respondents.

Measurement Model Analysis Results

1. Validity Test

Table 13. Validity Test Results

Construct	Calculate r value	Table r Value	Information
X1.1.1	0.846	0.159	Valid
X1.1.2	0.782	0.159	Valid
X1.2.1	0.792	0.159	Valid
X1.2.2	0.720	0.159	Valid
X1.3.1	0.775	0.159	Valid
X1.3.2	0.794	0.159	Valid
X1.4.1	0.710	0.159	Valid
X1.4.2	0.814	0.159	Valid
X2.1.1	0.772	0.159	Valid

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X2.1.2	0.763	0.159	Valid
X2.2.1	0.757	0.159	Valid
X2.2.2	0.845	0.159	Valid
X2.3.1	0.765	0.159	Valid
X2.3.2	0.780	0.159	Valid
X2.4.1	0.784	0.159	Valid
X2.4.2	0.739	0.159	Valid
X3.1.1	0.775	0.159	Valid
X3.1.2	0.794	0.159	Valid
X3.2.1	0.761	0.159	Valid
X3.2.2	0.789	0.159	Valid
X3.3.1	0.749	0.159	Valid
X3.3.2	0.792	0.159	Valid
Y.1.1	0.882	0.159	Valid
Y.1.2	0.701	0.159	Valid
Y.2.1	0.704	0.159	Valid
Y.2.2	0.711	0.159	Valid
Y.3.1	0.770	0.159	Valid
Y.3.2	0.731	0.159	Valid
Y.4.1	0.761	0.159	Valid
Y.4.2	0.808	0.159	Valid
Y.5.1	0.700	0.159	Valid
Y.5.2	0.820	0.159	Valid
Y.6.1	0.728	0.159	Valid
Y.6.2	0.792	0.159	Valid
Z.1.1	0.837	0.159	Valid
Z.1.2	0.739	0.159	Valid
Z.2.1	0.747	0.159	Valid
Z.2.2	0.746	0.159	Valid
Z.3.1	0.798	0.159	Valid
Z.3.2	0.746	0.159	Valid
Z.4.1	0.741	0.159	Valid
Z.4.2	0.791	0.159	Valid

Based on the validity test results, all constructs in the variables Storytelling Marketing (X1), Content Quality (X2), Influencer Credibility (X3), Purchase Decision (Y), and Purchase Intention (Z) have a calculated r value greater than the table r of 0.159. The calculated r values for all indicators are in the range of 0.700–0.846. Thus, all indicators are declared valid and suitable for use in research.

2. Reliability Test

Table 14. Reliability Test Results

No	Variables	Cronbach's Alpha	Cronbach's Alpha value implied	Note
1.	*Storytelling Marketing*(X1)	0.908	0.7	Reliable
2.	Content Quality (X2)	0.905	0.7	Reliable
3.	Influencer Credibility (X3)	0.868	0.7	Reliable
4.	Purchase Decision (Y)	0.931	0.7	Reliable
5.	Purchase Intention (Z)	0.901	0.7	Reliable

Based on the table, it can be seen that the Cronbach's Alpha value for the Storytelling Marketing variable is 0.908 >0.7. The Cronbach's Alpha value for the Content Quality variable is 0.905 >0.7. The Cronbach's Alpha value for the Influencer Credibility variable is 0.868 >0.7. The Cronbach's Alpha value for the Purchase Decision variable is 0.931 >0.7. The Cronbach's Alpha value for the Purchase Intention variable is 0.901 >0.7. Of the five variables, all have Cronbach's Alpha values >0.7. So, all five variables are declared reliable.

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3. Structural Model or Outer Model Test

A. Convergent Validity

Table 15. Convergent Validity Test Results

Variables	Indicator	Outer Loading	The required Outer Loading value	Information
Storytelling Marketing	X1.1.1	0.846	0.7	Valid
	X1.1.2	0.782	0.7	Valid
	X1.2.1	0.792	0.7	Valid
	X1.2.2	0.720	0.7	Valid
	X1.3.1	0.775	0.7	Valid
	X1.3.2	0.794	0.7	Valid
	X1.4.1	0.710	0.7	Valid
	X1.4.2	0.814	0.7	Valid
Content Quality	X2.1.1	0.772	0.7	Valid
	X2.1.2	0.763	0.7	Valid
	X2.2.1	0.757	0.7	Valid
	X2.2.2	0.845	0.7	Valid
	X2.3.1	0.765	0.7	Valid
	X2.3.2	0.780	0.7	Valid
	X2.4.1	0.784	0.7	Valid
	X2.4.2	0.739	0.7	Valid
Influencer Credibility	X3.1.1	0.775	0.7	Valid
	X3.1.2	0.794	0.7	Valid
	X3.2.1	0.761	0.7	Valid
	X3.2.2	0.789	0.7	Valid
	X3.3.1	0.749	0.7	Valid
	X3.3.2	0.792	0.7	Valid
Purchase Decision	Y.1.1	0.882	0.7	Valid
	Y.1.2	0.701	0.7	Valid
	Y.2.1	0.704	0.7	Valid
	Y.2.2	0.711	0.7	Valid
	Y.3.1	0.770	0.7	Valid
	Y.3.2	0.731	0.7	Valid
	Y.4.1	0.761	0.7	Valid
	Y.4.2	0.808	0.7	Valid
	Y.5.1	0.700	0.7	Valid
	Y.5.2	0.820	0.7	Valid
	Y.6.1	0.728	0.7	Valid
	Y.6.2	0.792	0.7	Valid
Purchase Intention	Z.1.1	0.837	0.7	Valid
	Z.1.2	0.739	0.7	Valid
	Z.2.1	0.747	0.7	Valid
	Z.2.2	0.746	0.7	Valid
	Z.3.1	0.798	0.7	Valid
	Z.3.2	0.746	0.7	Valid
	Z.4.1	0.741	0.7	Valid
	Z.4.2	0.791	0.7	Valid

Based on the test results in Table 1, it is known that most indicators in each research variable have an outer loading value above 0.70. However, there are still several indicators that have an outer loading value below 0.70. According to Chin et al. in their researchIslamy & Fadli (2023)., the ideal outer loading value is ≥ 0.708. However, indicators with outer loading values in the range of 0.40–0.70 can still be retained if their removal does not significantly increase the Average Variance Extracted (AVE) or Composite Reliability values. Conversely, indicators with outer loading values <0.40 should be removed from the measurement model because they are unable to adequately represent the construct. In addition, a construct is declared to meet convergent validity if it has an AVE value >0.50, while a good Composite Reliability value is >0.70. Based on the results of the tests that have been carried out, all indicators in this study meet the convergent validity criteria and are therefore suitable for use in the next stage of analysis.

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B.***Discriminant Validity***

Table 16. Discriminant Validity Test Results

Indicator	Storytelling Marketing	Content Quality	Influencer Credibility	Purchase decision	Purchase Intention
X1.1.1	**0.846**	0.810	0.779	0.795	0.777
X1.1.2	**0.782**	0.716	0.693	0.742	0.704
X1.2.1	**0.792**	0.755	0.714	0.775	0.737
X1.2.2	**0.720**	0.680	0.686	0.706	0.676
X1.3.1	**0.775**	0.767	0.728	0.746	0.723
X1.3.2	**0.794**	0.725	0.713	0.729	0.698
X1.4.1	**0.710**	0.654	0.651	0.647	0.606
X1.4.2	**0.814**	0.732	0.752	0.785	0.726
X2.1.1	0.690	**0.772**	0.708	0.670	0.707
X2.1.2	0.684	**0.763**	0.663	0.669	0.719
X2.2.1	0.721	**0.757**	0.699	0.713	0.656
X2.2.2	0.796	**0.845**	0.767	0.774	0.837
X2.3.1	0.731	**0.765**	0.740	0.758	0.702
X2.3.2	0.738	**0.780**	0.668	0.725	0.684
X2.4.1	0.753	**0.784**	0.720	0.820	0.732
X2.4.2	0.699	**0.739**	0.669	0.675	0.631
X3.1.1	0.713	0.697	**0.775**	0.676	0.685
X3.1.2	0.706	0.710	**0.794**	0.744	0.677
X3.2.1	0.721	0.705	**0.761**	0.761	0.681
X3.2.2	0.741	0.713	**0.789**	0.719	0.705
X3.3.1	0.652	0.658	**0.749**	0.659	0.659
X3.3.2	0.737	0.745	**0.792**	0.737	0.766
Y1.1	0.770	0.759	0.754	**0.822**	0.793
Y1.2	0.692	0.697	0.675	**0.701**	0.699
Y2.1	0.677	0.662	0.637	**0.704**	0.656
Y2.2	0.681	0.653	0.638	**0.711**	0.626
Y3.1	0.767	0.742	0.708	**0.770**	0.723
Y3.2	0.685	0.706	0.676	**0.731**	0.669
Y4.1	0.721	0.705	0.761	**0.761**	0.681
Y4.2	0.713	0.721	0.713	**0.808**	0.718
Y5.1	0.642	0.614	0.655	**0.700**	0.653
Y5.2	0.753	0.784	0.720	**0.820**	0.732
Y6.1	0.748	0.703	0.694	**0.728**	0.650
Y6.2	0.758	0.732	0.724	**0.792**	0.698
Z1.1	0.796	0.845	0.767	0.774	**0.837**
Z1.2	0.718	0.701	0.643	0.736	**0.739**
Z2.1	0.689	0.669	0.634	0.648	**0.747**
Z2.2	0.655	0.647	0.656	0.662	**0.746**
Z3.1	0.700	0.722	0.728	0.685	**0.798**
Z3.2	0.687	0.675	0.701	0.746	**0.746**
Z4.1	0.656	0.653	0.659	0.697	**0.741**
Z4.2	0.666	0.703	0.717	0.682	**0.791**

The table shows that the correlation value of each indicator with the construct it measures is higher than the correlation with other constructs. This indicates that all indicators have met the criteria for discriminant validity and are therefore valid and suitable for use in research. According to Imam Ghozali (2016), an indicator is considered to meet discriminant validity if the cross-loading value on the construct it measures is greater than the cross-loading value on the other constructs.

Another method that can be used to assess discriminant validity is to compare the square root of the Average Variance Extracted (AVE) for each construct to the correlation between that construct and other constructs in the model. The minimum AVE value set is greater than 0.5.

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The results of the discriminant validity test using the Average Variance Extracted (AVE) method can be seen in the following table:

Table 17. AVE Value

No	Variables	Average Variance Extracted (AVE)	The implied AVE value	Note
1.	*Storytelling Marketing*(X1)	0.609	0.5	Valid
2.	Content Quality (X2)	0.602	0.5	Valid
3.	Influencer Credibility (X3)	0.603	0.5	Valid
4.	Purchase Decision (Y)	0.571	0.5	Valid
5.	Purchase Intention (Z)	0.591	0.5	Valid

Based on the table, it can be seen that the AVE value of the Storytelling Marketing variable is 0.609 > 0.5, the AVE value of the Content Quality variable is 0.602 > 0.5, the AVE value of the Influencer Credibility variable is 0.603 > 0.5, the AVE value of the Purchase Decision variable is 0.571 > 0.5, and the AVE value of the Purchase Intention variable is 0.591 > 0.5. This shows that each variable has good discriminant validity.

C. Composite Reliability

***Table 18.*Composite Reliability Test Results**

No	Variables	Composite Reliability	Required Composite Reliability Value	Note
1.	*Storytelling Marketing*(X1)	0.925	0.7	Reliable
2.	Content Quality (X2)	0.924	0.7	Reliable
3.	Influencer Credibility (X3)	0.901	0.7	Reliable
4.	Purchase Decision (Y)	0.941	0.7	Reliable
5.	Purchase Intention (Z)	0.920	0.7	Reliable

Based on the table, it shows that the Composite Reliability value for the Stortelling Marketing variable is 0.925 > 0.7. The Composite Reliability value for the Content Quality variable is 0.924 > 0.7. The Composite Reliability value for the Influencer Credibility variable is 0.901 > 0.7. The Composite Reliability value for the Purchase Decision variable is 0.941 > 0.7. The Composite Reliability value for the Purchase Intention variable is 0.920 > 0.7. This shows that the five variables have a composite reliability of > 0.7, so the five variables have good reliability and are in accordance with the required minimum value limit.

D. Cronbach Alpha

Table 18. Cronbach Alpha Test Results

No	Variables	Cronbach's Alpha	Cronbach's Alpha value implied	Note
1.	*Storytelling Marketing*(X1)	0.908	0.7	Reliable
2.	Content Quality (X2)	0.905	0.7	Reliable
3.	Influencer Credibility (X3)	0.868	0.7	Reliable
4.	Purchase Decision (Y)	0.931	0.7	Reliable
5.	Purchase Intention (Z)	0.901	0.7	Reliable

Based on the table, it can be seen that the Cronbach's Alpha value for the Storytelling Marketing variable is 0.908 >0.7. The Cronbach's Alpha value for the Content Quality variable is 0.905 >0.7. The Cronbach's Alpha value for the Influencer Credibility variable is 0.868 >0.7. The Cronbach's Alpha value for the Purchase Decision variable is 0.931 >0.7. The Cronbach's Alpha value for the Purchase Intention variable is 0.901 >0.7. Of the five variables, all have Cronbach's Alpha values >0.7. So, all five variables are declared reliable.

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4. Structural Model or Inner Model Test

A. Structural Equation Modeling (SEM) Model

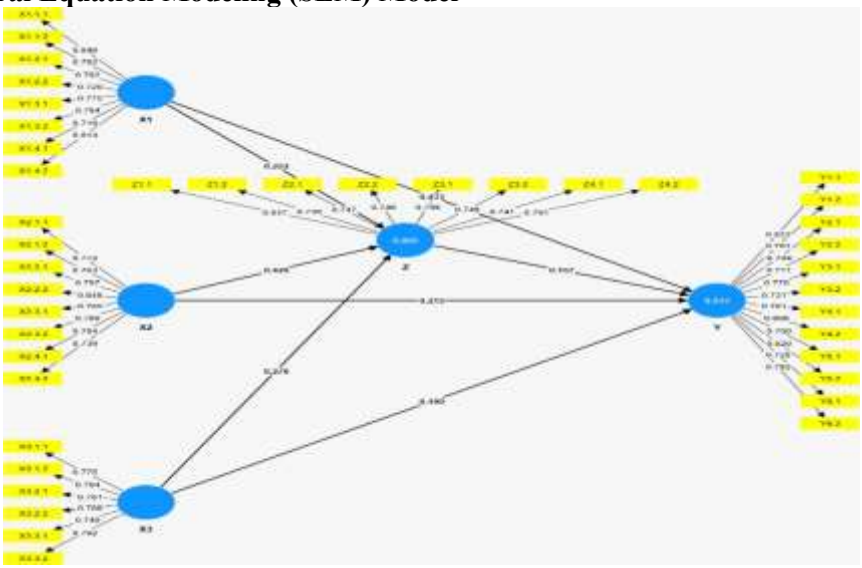


Figure 1. Structural Equation Modeling (SEM) model

Causality Model

Based on the Structural Equation Modeling (SEM) model in Figure 1, the following causality equation is obtained.

Structural Equation I

$$Z = 0{,}252X_1 + 0{,}429X_2 + 0{,}276X_3 + e_1$$

The equation shows that the Purchase Intention variable is influenced by Storytelling Marketing, Content Quality, and Influencer Credibility.

Structural Equations II

$$Y = 0{,}433X_1 + 0{,}215X_2 + 0{,}190X_3 + 0{,}157Z + e_2$$

The equation shows that the Purchase Decision variable is influenced by Storytelling Marketing, Content Quality, Influencer Credibility, and Purchase Intention.

B. R-Square

Table 20. R-Square Test Results

Variables	R-square	R-square adjusted
Purchase decision	0.933	0.931
Purchase Intention	0.869	0.866

Based on the table, it is known that the R-Square value for the Purchase Decision variable is 0.933 with an Adjusted R-Square value of 0.931. This shows that the Storytelling Marketing, Content Quality, Influencer Credibility, and Purchase Intention variables are able to explain the Purchase Decision variable by 93.3%, while the remaining 6.7% is explained by other variables outside the research model. The R-Square value for the Purchase Intention variable is 0.869 with an Adjusted R-Square value of 0.866. This shows that the Storytelling Marketing, Content Quality, and Influencer Credibility variables are able to explain the Purchase Intention variable by 86.9%, while the remaining 13.1% is explained by other variables outside the research model.

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C. F-Square

Table 21. F-Square Test Results

Variables	Purchase decision	Purchase Intention
Storytelling Marketing	0.259	0.047
Content Quality	0.063	0.150
Influencer Credibility	0.070	0.081
Purchase decision		
Purchase Intention	0.048	

Based on the table, it is known that the F-Square value of the Storytelling Marketing variable on Purchase Decisions is 0.259, so it is included in the medium effect category. While the F-Square value of Storytelling Marketing on Purchase Intention is 0.047, so it is included in the small effect category. The F-Square value of the Content Quality variable on purchase decision is 0.063, so it is included in the small effect category. Meanwhile, the F-Square value of Content Quality on Purchase Intention is 0.150, so it is included in the medium effect category. The F-Square value of the Influencer Credibility variable on Purchase Decisions is 0.070, so it is included in the small effect category. The F-Square value of Influencer Credibility on Purchase Intention is 0.081, so it is included in the small effect category. The F-Square value of the Purchase Intention variable on Purchase Decisions is 0.048, so it is included in the small effect category.

D. Path Analysis

Table 22. Path Analysis Test Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Note
X1.1.1 -> Z1.1	0.252	0.244	0.105	2,391	0.017	Positive & significant
X2.1.1 -> Z1.1	0.429	0.426	0.101	4,253	0.000	Positive & significant
X3.1.1 -> Z1.1	0.276	0.285	0.090	3,080	0.002	Positive & significant
X1.1.1 -> Y1.1	0.433	0.424	0.082	5,300	0.000	Positive & significant
X2.1.1 -> Y1.1	0.215	0.217	0.086	2,495	0.013	Positive & significant
X3.1.1 -> Y1.1	0.190	0.190	0.062	3,050	0.002	Positive & significant
Z1.1 -> Y1.1	0.157	0.163	0.096	1,645	0.100	Positive & insignificant
X1.1.1 -> Y1.1	0.040	0.041	0.033	1,204	0.229	Positive & insignificant
X2.1.1 -> Y1.1	0.068	0.066	0.039	1,720	0.085	Positive & insignificant
X3.1.1 -> Y1.1	0.043	0.048	0.036	1,219	0.223	Positive & insignificant

Based on the results of the path analysis, out of 10 hypothesis testing paths, six hypotheses were accepted because they had a positive and significant influence, namely Storytelling Marketing, Content Quality, and Influencer Credibility on Purchase Intention and Purchase Decisions. Meanwhile, four hypotheses were rejected, namely the influence of Purchase Intention on Purchase Decisions and the indirect influence of Storytelling Marketing, Content Quality, and Influencer Credibility on Purchase Decisions through Purchase Intention. Thus, Purchase Intention was not proven to be a mediating variable in the relationship between the three variables and Purchase Decisions.

5. Hypothesis Testing

Table 23. Hypothesis Test Results

No	Hypothesis	Information
1.	*Storytelling Marketing*has a positive and significant effect on purchase intention	Accepted
2.	Content quality has a positive and significant effect on purchase intention.	Accepted
3.	Influencer credibility has a positive and significant effect on purchase intention.	Accepted
4.	*Storytelling Marketing*has a positive and significant influence on purchase decisions.	Accepted
5.	Content Quality has a positive and significant influence on Purchase Decisions.	Accepted

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6.	Influencer credibility has a positive and significant influence on purchase decisions.	Accepted
7.	Purchase Intention has a positive but not significant effect on Purchase Decisions.	Rejected
8.	Purchase Intention is not able to mediate the influence of Storytelling Marketing on Purchase Decisions.	Rejected
9.	Purchase Intention is not able to mediate the influence of Content Quality on Purchase Decisions.	Rejected
10.	Purchase Intention is unable to mediate the influence of Influencer Credibility on Purchase Decisions.	Rejected

DISCUSSION

The Influence of Storytelling Marketing on Purchase Intention

Based on the results of the first hypothesis test, Storytelling Marketing has a positive and significant effect on Purchase Intention, with an original sample value of 0.252, T-Statistic 2.391 > 1.96, and P Values 0.017 < 0.05. Thus, Ha1 is accepted and H01 is rejected. These results indicate that the better the storytelling marketing carried out by @dosenkecantikan in promoting Time Phoria, the higher the consumer purchase intention. The delivery of usage experiences, product benefits, and information in an interesting, authentic, communicative, and easy-to-understand manner is able to build consumer interest and emotional closeness to the product. Field findings also show that stories based on usage experiences help respondents understand the benefits of the product and encourage the desire to try and buy Time Phoria.

The results of this study are consistent with Tamba et al. (2025), which obtained a T_count value of 2.963 > T_table 1.985 and a significance of 0.004 < 0.05. The study shows that storytelling marketing has a positive and significant effect on purchase intention because interesting, authentic, and relevant stories are able to build emotional connections and increase consumer trust. These findings are in line with this study, that storytelling marketing through endorsement @dosenkecantikan is able to increase consumer purchase intention in Time Phoria products.

The Influence of Content Quality on Purchase Intention

Based on the results of the second hypothesis test, Content Quality has a positive and significant effect on Purchase Intention, with an original sample value of 0.429, T-Statistic 4.253 > 1.96, and P Values 0.000 < 0.05. Thus, Ha2 is accepted and H02 is rejected. These results indicate that the better the quality of content delivered by @dosenkecantikan in promoting Time Phoria, the higher the consumer's purchase intention. Informative, accurate, relevant, complete, and easy-to-understand content helps consumers obtain information about the benefits, advantages, and uses of the product, thereby increasing interest in trying and purchasing. Field findings also show that respondents consider @dosenkecantikan's content clear, complete, relevant, and appropriate to their needs.

The results of this study are consistent with Vareza et al. (2025), who obtained a T_count value of 3.366 > T_table 1.661 and a significance of 0.001 < 0.05. The study shows that the quality of interesting, informative, relevant, and credible content is able to attract attention, build trust, and increase consumer purchase intention. These findings are in line with this study that the quality of @dosenkecantikan content through Time Phoria endorsement is able to increase consumer purchase intention.

The Influence of Influencer Credibility on Purchase Intention

Based on the results of the third hypothesis test, Influencer Credibility has a positive and significant effect on Purchase Intention, with an original sample value of 0.276, T-Statistic 3.080 > 1.96, and P Values 0.002 < 0.05. Thus, Ha3 is accepted and H03 is rejected. These results indicate that the higher the credibility of @dosenkecantikan, the higher the consumer's purchase intention in Time Phoria products. Credibility reflected in attractiveness, expertise, experience, and the ability to convey

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information honestly can increase consumer trust. Field findings show that respondents assess @dosenkecantikan as knowledgeable about beauty products, providing clear information, and delivering convincing reviews that are in accordance with user experience, thus encouraging interest in trying and purchasing Time Phoria.

The results of this study are consistent with Oktaviani & Marliani (2025), who obtained a T_count value of 3.949 > T_table 1.98861 and a significance of 0.000 < 0.05. The study shows that influencer credibility supported by trust, expertise, and attractiveness can increase consumer confidence and purchase intention. These findings are in line with this study that the credibility of @dosenkecantikan in reviewing Time Phoria products can increase consumer trust and purchase intention.

The Influence of Storytelling Marketing on Purchase Decision

Based on the results of the fourth hypothesis test, Storytelling Marketing has a positive and significant effect on purchase decision, with an original sample value of 0.433, T-Statistic 5.300 > 1.96, and P Values 0.000 < 0.05. Thus, Ha4 is accepted and H04 is rejected. These results indicate that the better the storytelling marketing carried out by @dosenkecantikan, the higher the consumer purchasing decision for Time Phoria products. The delivery of interesting, informative, relevant, and authentic stories about the experience of using and the benefits of the product is able to build emotional closeness, trust, and consumer confidence in choosing the product. Findings in the field show that clear information and usage experiences conveyed by @dosenkecantikan make consumers more confident in purchasing Time Phoria.

The results of this study are consistent with Fajrin & Artadita (2025), who obtained a T_count value of 12.738 > T_table 1.966 and a significance of 0.001 < 0.05. The study shows that storytelling marketing has a positive and significant effect on purchase decision because interesting, authentic, and informative stories can increase consumer confidence. These findings are in line with this study that storytelling marketing through endorsement @dosenkecantikan is able to build consumer trust and confidence, thereby encouraging purchase decision for Time Phoria products.

The Influence of Content Quality on Purchase Decision

Based on the results of the fifth hypothesis test, Content Quality has a positive and significant effect on Purchase Decision, with an original sample value of 0.215, T-Statistic 2.495 > 1.96, and P Values 0.013 < 0.05. Thus, Ha5 is accepted and H05 is rejected. These results indicate that the better the quality of content delivered by @dosenkecantikan in promoting Time Phoria, the higher the consumer purchasing decision. Accurate, complete, relevant, and easy-to-understand content helps consumers obtain information about the benefits, advantages, and uses of the product, thereby increasing understanding, trust, and confidence in making choices. Field findings show that respondents consider @dosenkecantikan's content clear, complete, and appropriate to their needs, thus encouraging Time Phoria purchase decision.

The results of this study are consistent with Valiant & Kencana (2024), which obtained a T_count value of 2.425 > T_table 1.985 and a significance of 0.000 < 0.05. The study shows that quality content that is informative, relevant, and easy to understand can increase consumer confidence in making purchase decision. These findings are in line with this study that the quality of @dosenkecantikan content through Time Phoria endorsements provides consumers with the information they need, thus encouraging purchase decision.

The Influence of Influencer Credibility on Purchase Decision

Based on the results of the sixth hypothesis testing, it is known that Influencer Credibility has a positive and significant effect on Purchase Decision, with an original sample value of 0.190, a T-Statistic of 3.050 > 1.96, and P Values of 0.002 < 0.05. Thus, Ha6 is accepted and H06 is rejected. These results indicate that the higher the credibility of the influencer @dosenkecantikan, the higher the consumer purchasing decision for Time Phoria products.

Influencer credibility, reflected through trustworthiness, expertise, and attractiveness, can increase consumer confidence in recommended products. Field findings indicate that respondents assessed @dosenkecantikan as providing clear, honest information that aligns with their experience and knowledge of the product, thus increasing consumer confidence in making purchase decision.

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The results of this study are consistent with the research of Prasetio & Indriani (2022), which obtained a T-value of 2.652 > 1.661 and a significance level of 0.009 < 0.05. This study showed that influencer credibility has a positive and significant effect on purchase decision. These findings align with this study, which states that the expertise, honesty, and image of @dosenkecantikan, trusted by their followers, can increase consumer confidence in purchasing Time Phoria products.

The Influence of Purchase Intention on Purchase Decisions

Based on the results of the seventh hypothesis test, it is known that Purchase Intention has a positive but insignificant effect on Purchase Decisions, with an original sample value of 0.157, a T-Statistic of 1.645 < 1.96, and P Values of 0.100 > 0.05. Thus, Ha7 is rejected and H07 is accepted. These results indicate that consumer purchase intention has not been able to provide a significant influence on purchase decision for Time Phoria products.

Even if consumers are interested in a product after viewing @dosenkecantikan's content and reviews, that interest doesn't necessarily translate into a purchase. Consumers still consider other factors, such as needs, financial situation, price, and product suitability, before making a purchase decision.

The results of this study are consistent with the research of Apriansyah et al. (2024) which showed that purchase intention did not have a significant effect on purchase decision, with a T count of 0.066 < 1.991 and a significance of 0.948 > 0.05. These findings are in line with this study that although storytelling marketing, content quality, and influencer credibility can increase purchase intention, this interest is not strong enough to drive purchase decision for Time Phoria products.

The Influence of Storytelling Marketing on Purchase Decision through Purchase Intention

Based on the results of the eighth hypothesis testing, it is known that Storytelling Marketing does not have a significant effect on Purchase Decision through Purchase Intention, with an original sample value of 0.040, T-Statistic of 1.204 < 1.96, and P Values of 0.229 > 0.05. Thus, Ha8 is rejected and H08 is accepted. These results indicate that Purchase Intention is not able to mediate the influence of Storytelling Marketing on Purchase Decisions for Time Phoria products.

While storytelling marketing can increase purchase intention through engaging, authentic, and informative storytelling, this interest isn't strong enough to drive a purchase decision. Consumers still consider other factors, such as need, price, product suitability, and personal considerations, before making a purchase.

The results of this study are consistent with the research of Nailul et al. (2026) which showed that purchase intention was unable to mediate the influence of promotion on purchase decision with a P-Value of 0.074 > 0.05. These findings are in line with this study, that the decision to purchase Time Phoria products is more directly influenced by storytelling marketing through the delivery of clear information, building trust, and emotional closeness than through purchase intention as a mediating variable.

The Influence of Content Quality on Purchase Decision through Purchase Intention

Based on the results of the ninth hypothesis testing, it is known that Content Quality does not have a significant effect on Purchase Decision through Purchase Intention, with an original sample value of 0.068, a T-Statistic of 1.720 <1.96, and P Values of 0.085 > 0.05. Thus, Ha9 is rejected and H09 is accepted. These results indicate that Purchase Intention is not able to mediate the influence of Content Quality on Purchase Decisions for Time Phoria products.

Accurate, comprehensive, relevant, and easy-to-understand content can increase consumer purchase intention. However, this interest isn't strong enough to drive a purchase decision because consumers still consider their needs, price, product suitability, and personal considerations.

The results of this study are consistent with the research of Nailul et al. (2026) which showed that purchase intention was unable to mediate the influence of promotion on purchase decision with a P-Value of 0.074 > 0.05. These findings are in line with this study, which states that the decision to

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purchase Time Phoria products is more directly influenced by the quality of informative content and its ability to build consumer confidence than through purchase intention as a mediating variable.

The Influence of Influencer Credibility on Purchase Decision through Purchase Intention

Based on the results of the tenth hypothesis testing, it is known that Influencer Credibility does not have a significant effect on Purchase Decision through Purchase Intention, with an original sample value of 0.043, T-Statistic of 1.219 < 1.96, and P Values of 0.223 > 0.05. Thus, Ha10 is rejected and H010 is accepted. These results indicate that Purchase Intention is not able to mediate the influence of Influencer Credibility on Purchase Decisions for Time Phoria products.

The credibility of @dosenkecantikan, reflected through trustworthiness, expertise, and attractiveness, can increase consumer purchase intention. However, this interest is not yet strong enough to drive a purchase decision, as consumers still consider their needs, price, product suitability, and personal preferences.

The results of this study are consistent with the research of M. Akhsin Nailul et al. (2026) which showed that purchase intention was unable to mediate the influence of promotion on purchase decision with a P-Value of 0.074 > 0.05. These findings are in line with this study that the decision to purchase Time Phoria products is more directly influenced by the credibility of influencers in building consumer trust and confidence than through purchase intention as a mediating variable.

Conclusion

This study shows that storytelling marketing, content quality, and influencer credibility have a positive and significant effect on purchase intention and purchase decisions for Time Phoria products among Andrea Christina's followers (@dosenkecantikan). Of the ten hypotheses tested, six were accepted, while four were rejected. Purchase intention has a positive but insignificant effect on purchase decision and is unable to mediate the influence of storytelling marketing, content quality, and influencer credibility on purchase decision. Thus, purchase decision are more directly influenced by these three marketing factors. These findings indicate that engaging storytelling, good information quality, and influencer credibility are important factors in encouraging consumers to make purchase decision.

This study has limitations because respondents only came from Andrea Christina's followers who had purchased Time Phoria products, with a total of 153 respondents and a purposive sampling technique, so the results of the study cannot be generalized to all cosmetic product consumers. Future research is recommended to expand the characteristics of respondents, use a more diverse sample, and consider other variables such as price, needs, product suitability, brand trust, and consumer experience. Practically, the results of the study can provide input for Time Phoria and influencers in developing marketing strategies by maintaining authentic storytelling, improving the quality of content information, and maintaining influencer credibility to directly drive purchase decision..

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