

## ***Influencer Marketing Credibility And Its Effect On Purchase Intention In Social Media Platforms***

### **Kredibilitas Pemasaran Influencer Dan Pengaruhnya Terhadap Niat Beli Di Platform Media Sosial**

**Utami Puji Lestari<sup>1\*</sup>, Yenni Kurnia Gusti<sup>2</sup>, Klemens Mere<sup>3</sup>, Mabella Amanda<sup>4</sup>**

Universitas Sunan Giri Surabaya<sup>1</sup>

STIE Widya Wiwaha<sup>2</sup>

Universitas Wisnuwardhana Malang<sup>3</sup>

Universitas Balikpapan<sup>4</sup>

[Utami.unsuri@gmail.com](mailto:Utami.unsuri@gmail.com)

*\*Corresponding Author*

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#### **ABSTRACT**

*The rapid development of digital technology has transformed marketing communication, particularly through the use of social media platforms such as Instagram, TikTok, and YouTube. One of the most widely adopted strategies in digital marketing is influencer marketing, where influencers promote products or services to their followers. This study aims to analyze the influence of influencer marketing credibility on consumer purchase intention in social media environments through a literature review approach. The research applies a systematic literature review (SLR) method by examining previous empirical studies published in reputable academic databases. The findings indicate that influencer credibility—primarily reflected through expertise, trustworthiness, and attractiveness—plays a crucial role in shaping consumer perceptions and influencing purchasing decisions. Influencers who are perceived as knowledgeable, authentic, and relatable tend to build stronger trust among followers, which subsequently increases their willingness to purchase recommended products. Additionally, the interactive nature of social media platforms strengthens the relationship between influencers and audiences, further enhancing the effectiveness of marketing messages. The study concludes that influencer credibility is a key determinant of successful influencer marketing strategies and provides important implications for businesses seeking to improve consumer engagement and purchase intention in digital marketing contexts.*

**Keywords:** *Influencer Marketing, Credibility, Purchase Intention, Social Media Marketing, Consumer Behavior*

#### **ABSTRAK**

Perkembangan pesat teknologi digital telah mengubah komunikasi pemasaran, khususnya melalui penggunaan platform media sosial seperti Instagram, TikTok, dan YouTube. Salah satu strategi yang paling banyak diadopsi dalam pemasaran digital adalah pemasaran influencer, di mana influencer mempromosikan produk atau layanan kepada pengikut mereka. Studi ini bertujuan untuk menganalisis pengaruh kredibilitas pemasaran influencer terhadap niat pembelian konsumen di lingkungan media sosial melalui pendekatan tinjauan pustaka. Penelitian ini menerapkan metode tinjauan pustaka sistematis (SLR) dengan meneliti studi empiris sebelumnya yang diterbitkan dalam basis data akademik yang bereputasi. Temuan menunjukkan bahwa kredibilitas influencer—terutama tercermin melalui keahlian, kepercayaan, dan daya tarik—memainkan peran penting dalam membentuk persepsi konsumen dan memengaruhi keputusan pembelian. Influencer yang dianggap berpengetahuan, autentik, dan mudah dihubungkan cenderung membangun kepercayaan yang lebih kuat di antara pengikut, yang selanjutnya meningkatkan keinginan mereka untuk membeli produk yang direkomendasikan. Selain itu, sifat interaktif platform media sosial memperkuat hubungan antara influencer dan audiens, yang selanjutnya meningkatkan efektivitas pesan pemasaran. Studi ini menyimpulkan bahwa kredibilitas influencer merupakan penentu utama keberhasilan strategi pemasaran influencer dan memberikan implikasi penting bagi bisnis yang berupaya meningkatkan keterlibatan konsumen dan niat pembelian dalam konteks pemasaran digital.

**Kata Kunci:** Pemasaran Influencer, Kredibilitas, Niat Pembelian, Pemasaran Media Sosial, Perilaku Konsumen

## 1. Introduction

The rapid growth of digital technology and social media platforms has significantly transformed the way businesses communicate with consumers. Social media platforms such as Instagram, TikTok, and YouTube have become powerful marketing channels that allow brands to interact directly with consumers and promote products in more engaging ways. One of the most prominent marketing strategies emerging from this digital transformation is influencer marketing. Influencer marketing refers to a marketing approach in which individuals with a large number of followers on social media promote products or services to their audience (Lou & Yuan, 2019). This strategy has gained popularity because influencers are perceived as more relatable, authentic, and trustworthy compared to traditional advertising channels.

In recent years, influencer marketing has become an essential component of digital marketing strategies for many companies. Businesses increasingly collaborate with influencers to reach targeted audiences and create persuasive promotional messages. According to research by De Veirman, Cauberghe, and Hudders (2017), influencers can significantly shape consumers' attitudes toward brands and products through their online content. Unlike traditional celebrities, social media influencers often develop closer relationships with their followers, creating a sense of trust and personal connection. As a result, followers may perceive influencer recommendations as credible sources of information when making purchase decisions.

Credibility plays a critical role in determining the effectiveness of influencer marketing. The concept of credibility generally refers to the extent to which a communicator is perceived as trustworthy, knowledgeable, and reliable by the audience (Ohanian, 1990). In the context of influencer marketing, credibility typically consists of three major dimensions: expertise, trustworthiness, and attractiveness. Influencers who demonstrate expertise in a particular field are more likely to be considered knowledgeable and capable of providing reliable product recommendations. Similarly, influencers perceived as honest and authentic tend to build stronger trust with their followers. Attractiveness, which may include physical appeal, personality, or lifestyle, also contributes to an influencer's ability to capture audience attention and influence consumer perceptions.

Several studies have highlighted the importance of influencer credibility in shaping consumer behavior, particularly purchase intention. Purchase intention refers to the likelihood that consumers will plan or be willing to buy a particular product after being exposed to marketing communication (Ajzen, 1991). In social media environments, influencers often act as opinion leaders who can shape consumer attitudes and influence purchasing decisions. Research by Lou and Yuan (2019) indicates that influencer credibility significantly affects consumer trust and purchase intention toward promoted products. When followers perceive an influencer as credible, they are more likely to develop positive attitudes toward the brand and ultimately show stronger intentions to purchase the product.

Despite the growing popularity of influencer marketing, concerns regarding authenticity and credibility have also emerged. As influencer marketing becomes increasingly commercialized, some audiences begin to question the sincerity of influencer endorsements. Sponsored content and paid partnerships may lead followers to perceive promotional messages as less authentic or biased (Evans et al., 2017). This situation creates challenges for marketers because reduced credibility may weaken the persuasive power of influencer marketing campaigns. Therefore, understanding how influencer credibility influences consumer purchase intention becomes an important issue for both academics and marketing practitioners.

Another important aspect that influences influencer marketing effectiveness is the unique characteristics of social media platforms. Social media platforms provide interactive communication environments where users can like, comment, and share content instantly. This interactivity enhances the diffusion of marketing messages and allows influencers to build stronger relationships with their audiences. According to Kaplan and Haenlein (2010), social media platforms enable users to generate and exchange content in ways that significantly impact consumer decision-making processes. Consequently, influencers operating within these platforms can shape consumer perceptions not only through promotional messages but also through personal storytelling, lifestyle representation, and direct interaction with followers.

Furthermore, the increasing reliance on social media for product information has strengthened the role of electronic word-of-mouth (eWOM) in influencing consumer behavior. Influencers often function as key sources of eWOM because their opinions and experiences with products are widely shared among followers. Research by Djafarova and Rushworth (2017) suggests that consumers, particularly younger generations, tend to rely heavily on social media influencers when evaluating products and brands. The perceived credibility of influencers therefore becomes a critical determinant of whether their recommendations are accepted or rejected by consumers.

However, although many studies have examined influencer marketing, there is still limited understanding regarding the specific mechanisms through which influencer credibility affects purchase intention across different social media platforms. Different platforms may create different forms of engagement, communication styles, and audience perceptions. For instance, visual-based platforms such as Instagram and TikTok emphasize aesthetic appeal and lifestyle representation, while video-based platforms such as YouTube allow influencers to provide more detailed product reviews. These differences may influence how audiences evaluate influencer credibility and how persuasive their recommendations become.

Given the increasing importance of influencer marketing in digital business strategies, examining the relationship between influencer credibility and purchase intention is both theoretically and practically relevant. From a theoretical perspective, this research contributes to the development of marketing and consumer behavior literature by exploring how credibility factors influence consumer decision-making in digital environments. From a practical perspective, the findings of this study can provide valuable insights for marketers in designing effective influencer marketing strategies that enhance consumer trust and encourage purchasing behavior.

Therefore, this study aims to analyze the influence of influencer marketing credibility on consumers' purchase intention in social media platforms. Specifically, the research focuses on how dimensions of influencer credibility—such as expertise, trustworthiness, and attractiveness—affect consumers' intention to purchase products promoted through social media. By understanding these relationships, businesses can develop more effective marketing strategies and build stronger connections with their target audiences in the increasingly competitive digital marketplace.

## 2. Research Methods

This study employs a **literature review approach** to examine the relationship between influencer marketing credibility and consumers' purchase intention in social media environments. A literature review is a research method used to systematically identify, evaluate, and synthesize previous studies related to a particular research topic in order to develop a comprehensive understanding of the existing body of knowledge (Snyder, 2019). Through this approach, the study aims to analyze theoretical perspectives, empirical findings, and research trends regarding influencer credibility and its impact on consumer purchasing behavior in digital marketing contexts.

The literature review in this research follows a systematic literature review (SLR) procedure to ensure methodological rigor and transparency in selecting relevant academic sources. Systematic literature review is a structured method for collecting and analyzing previous research using clearly defined procedures for searching, screening, and synthesizing literature (Tranfield, Denyer, & Smart, 2003). This approach allows researchers to minimize bias and provide a reliable synthesis of existing knowledge.

#### Literature Search Strategy

The first stage of the research process involved identifying relevant academic publications related to influencer marketing credibility and purchase intention. The literature search was conducted through several reputable academic databases, including Google Scholar, Scopus, and Web of Science. These databases were selected because they contain high-quality peer-reviewed articles widely used in marketing and social science research.

To locate relevant studies, several keywords were used during the search process. The main keywords included “influencer marketing,” “influencer credibility,” “social media marketing,” “purchase intention,” and “consumer behavior.” These keywords were combined using Boolean operators such as AND and OR to obtain more precise search results. For example, search strings such as “influencer marketing AND purchase intention,” and “influencer credibility AND social media marketing” were used to identify studies that specifically examine the relationship between influencer credibility and consumer purchase decisions.

### 3. Results and Discussions

#### Overview of Selected Literature

Based on the systematic literature review process, a number of empirical studies examining influencer marketing credibility and consumer purchase intention were identified and analyzed. The selected literature mainly focused on the role of influencer characteristics, credibility dimensions, consumer trust, and social media engagement in influencing purchasing behavior. Most studies confirmed that influencer credibility plays a crucial role in shaping consumer perceptions and influencing purchase intention in digital marketing environments.

The literature reviewed indicates that social media platforms have become essential communication channels between brands and consumers. Platforms such as Instagram, TikTok, and YouTube enable influencers to disseminate product information to large audiences quickly and interactively. These platforms facilitate direct engagement between influencers and followers through comments, likes, and content sharing, which enhances the credibility of promotional messages and strengthens the influence of influencer recommendations on consumer purchase decisions (De Veirman et al., 2017).

Previous research demonstrates that consumers often perceive influencers as opinion leaders who provide valuable product information. As a result, influencer marketing has become a powerful strategy for brands seeking to influence consumer attitudes and purchasing behavior in online environments (Lou & Yuan, 2019). However, the effectiveness of influencer marketing largely depends on how audiences perceive the credibility of the influencer delivering the promotional message.

#### Influencer Credibility in Social Media Marketing

Influencer credibility is widely recognized as one of the most important determinants of successful influencer marketing. According to Ohanian (1990), credibility consists of three main dimensions: expertise, trustworthiness, and attractiveness. These dimensions determine whether audiences perceive influencers as reliable sources of information when evaluating products or services.

The literature reviewed shows that expertise refers to the perceived knowledge, competence, and experience of an influencer in a particular domain. Influencers who

consistently share informative and relevant content about specific products or industries tend to be perceived as more knowledgeable. For example, technology influencers who provide detailed product reviews or beauty influencers who demonstrate cosmetic tutorials are often viewed as credible experts in their respective fields. When followers perceive influencers as experts, they are more likely to trust their recommendations and consider purchasing the promoted products (Djafarova & Rushworth, 2017).

Trustworthiness is another essential dimension of influencer credibility. Trustworthiness reflects the degree to which an influencer is perceived as honest, reliable, and authentic. Research indicates that authenticity plays a critical role in building long-term relationships between influencers and their followers. Influencers who communicate transparently and provide genuine opinions about products tend to gain higher levels of trust from their audience. Conversely, excessive promotional content or undisclosed sponsorships may reduce followers' perceptions of authenticity and credibility (Evans et al., 2017).

The third dimension, attractiveness, includes not only physical appearance but also personality, lifestyle, and communication style. Influencers with appealing personalities or lifestyles often attract large numbers of followers who aspire to emulate their behavior or lifestyle choices. This psychological connection may increase the persuasive power of influencer marketing messages, thereby enhancing consumers' purchase intentions.

Overall, the literature suggests that these three dimensions of credibility interact with each other to influence consumer perceptions. Influencers who successfully combine expertise, trustworthiness, and attractiveness are more likely to establish strong credibility and influence consumer decision-making processes.

### **The Influence of Influencer Credibility on Purchase Intention**

Purchase intention refers to the likelihood that consumers will plan or intend to buy a product after being exposed to marketing communication (Ajzen, 1991). In the context of influencer marketing, purchase intention is often influenced by the credibility and persuasive power of the influencer delivering the promotional message.

Several studies confirm that influencer credibility positively affects consumers' purchase intentions. Lou and Yuan (2019) found that credible influencers significantly increase consumer trust toward brands and improve attitudes toward advertised products. When followers perceive influencers as credible and knowledgeable, they are more likely to accept the product recommendations and consider purchasing the products themselves.

Similarly, De Veirman et al. (2017) argue that influencers with a large number of followers can strengthen brand visibility and improve consumer perceptions of products. However, the impact of influencer marketing is not solely determined by follower numbers. Instead, the credibility and authenticity of the influencer play a more significant role in influencing consumer purchasing decisions.

The literature also highlights the role of consumer trust as a mediating factor between influencer credibility and purchase intention. Influencer credibility contributes to the development of trust, which subsequently influences consumers' willingness to purchase products recommended by influencers. In other words, when consumers trust the influencer, they are more likely to believe the promotional message and develop positive attitudes toward the product.

Furthermore, influencer marketing is often closely associated with electronic word-of-mouth (eWOM). Influencers frequently share their personal experiences with products, which can influence the opinions and behaviors of their followers. Positive recommendations from credible influencers can spread rapidly across social media networks, amplifying the impact of marketing campaigns and increasing consumer purchase intentions.

### **The Role of Social Media Platforms in Influencer Marketing Effectiveness**

The effectiveness of influencer marketing is also influenced by the characteristics of different social media platforms. Social media platforms provide interactive environments where influencers can communicate directly with their audiences and create personalized content. According to Kaplan and Haenlein (2010), social media enables users to generate, share, and exchange information in ways that significantly influence consumer decision-making processes.

Different platforms offer different forms of engagement and communication styles. For instance, Instagram and TikTok emphasize visual storytelling, which allows influencers to showcase products through images and short videos. This format is particularly effective for industries such as fashion, beauty, and lifestyle. Meanwhile, YouTube provides longer video formats that allow influencers to present in-depth product reviews, tutorials, and demonstrations.

These platform characteristics may influence how audiences perceive influencer credibility. For example, detailed product reviews on YouTube may strengthen perceptions of expertise, while visually appealing lifestyle content on Instagram may enhance attractiveness and aspirational appeal. Therefore, the effectiveness of influencer marketing strategies may vary depending on the platform used and the type of content shared by influencers.

Another important aspect of social media platforms is their ability to facilitate two-way communication between influencers and followers. Through comments, messages, and live interactions, influencers can engage directly with their audiences and respond to questions or feedback. This interaction helps strengthen the relationship between influencers and their followers, increasing trust and credibility.

### **Implications for Digital Marketing Strategies**

The findings of this literature review highlight several important implications for businesses and marketers implementing influencer marketing strategies. First, companies should prioritize collaborating with influencers who demonstrate high levels of credibility. Instead of focusing solely on influencers with large numbers of followers, marketers should evaluate influencers based on their expertise, authenticity, and relationship with their audience.

Second, transparency in influencer marketing campaigns is essential for maintaining credibility. Clear disclosure of sponsored content can help maintain trust between influencers and their followers. Consumers are increasingly aware of influencer marketing practices, and transparency can prevent negative perceptions related to hidden advertising.

Third, marketers should carefully select the social media platforms used for influencer marketing campaigns. Different platforms offer different communication styles and audience engagement patterns. Therefore, selecting the appropriate platform based on the product category and target audience can significantly improve the effectiveness of influencer marketing strategies.

Finally, companies should encourage influencers to create authentic and engaging content that reflects their personal experiences with the product. Authentic storytelling can strengthen consumer trust and make promotional messages appear more credible and persuasive.

### **Research Implications and Future Directions**

Despite the growing body of literature on influencer marketing, several research gaps remain. Future studies may further explore the moderating effects of factors such as consumer demographics, product type, and platform characteristics on the relationship between influencer credibility and purchase intention. Additionally, cross-cultural studies may provide

valuable insights into how influencer marketing effectiveness varies across different cultural contexts.

Further research may also examine the role of emerging technologies, such as artificial intelligence and virtual influencers, in shaping consumer perceptions of credibility in digital marketing environments. As social media continues to evolve, understanding these dynamics will become increasingly important for both researchers and marketing practitioners.

#### 4. Conclusion

The findings of this literature review highlight that influencer marketing credibility plays a significant role in shaping consumer purchase intention within social media environments. The analysis of previous studies indicates that the credibility of influencers—primarily reflected through expertise, trustworthiness, and attractiveness—substantially influences how audiences perceive marketing messages. When influencers are perceived as knowledgeable and authentic, consumers tend to develop stronger trust toward the information they provide, which positively affects their attitudes toward the promoted products. Consequently, credible influencers are more likely to persuade followers and stimulate their intention to purchase recommended products.

Furthermore, the results emphasize that social media platforms provide an interactive environment that strengthens the influence of credible influencers on consumer behavior. Through platforms such as Instagram, TikTok, and YouTube, influencers can build closer relationships with their audiences by sharing authentic experiences, engaging directly with followers, and delivering personalized content. These interactive features enhance the effectiveness of influencer marketing by increasing trust, improving brand perceptions, and encouraging consumers to consider purchasing products recommended by influencers.

Overall, this study confirms that influencer credibility is a crucial factor in determining the effectiveness of influencer marketing strategies in digital marketing contexts. Businesses and marketers should therefore prioritize collaborations with influencers who demonstrate high levels of authenticity, expertise, and transparency. By leveraging credible influencers and selecting appropriate social media platforms, companies can enhance consumer trust, strengthen brand engagement, and ultimately increase purchase intention. Future research is encouraged to further explore additional variables such as consumer demographics, cultural differences, and platform-specific characteristics in order to better understand the dynamics of influencer marketing in the evolving digital landscape.

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