_____

Research Article

The Effect of Beauty Influencer Trust on Brand Credibility, Advertising Credibility, Corporate Credibility and Purchase Intention of Local Skincare Products

Wening Pawestriningrum, Ratna Roostika [a]
Department of Management, Faculty of Business and Economics
Universitas Islam Indonesia, Sleman, Special Region of Yogyakarta
Indonesia

[a]Corresponding author: ratna.roostika@uii.ac.id

ABSTRACT

This study aims to examine the effect of beauty influencer trust on brand credibility, advertising credibility, corporate credibility, and purchase intention for local skincare products. The type of sampling used is purposive sampling with a total of 243 respondents in Indonesia. The analytical method used is the Structural Equation Modeling (SEM) using AMOS (Analysis of Moment Structure) 24 software. This study finds that beauty influencer trust has a positive and significant effect on brand credibility and advertising credibility, while beauty influencer trust has an effect but not significant on corporate credibility. Advertising credibility has a positive and significant effect on brand credibility and corporate credibility. Brand credibility has a positive and significant effect on corporate credibility. Corporate credibility has a positive and significant effect on purchase intention for local skincare products.

Keywords: beauty influencer trust, brand credibility, advertising credibility, corporate credibility, purchase intention

INTRODUCTION

The competition in the business world is very fierce and rapidly growing, making those who are in the field think about ways to survive. One of the businesses that are rapidly growing is beauty or cosmetics. Skincare products are one of the beauty products or cosmetics that attract public attention. Companies in this field

_____

are constantly competing to get public attention and increase their purchase intention on the products. The strategy implemented by companies is using beauty influencers to advertise their skincare products.

The use of beauty influencers as advertisers is a promising strategy because they can draw lots of attention from the public. Through their great delivery message ability, they can increase the public's purchase intention. According to Taillon et al. (2020), it is because beauty influencers have attractiveness and similarity with their followers, even the public.

Beauty influencers that have a great reputation and are considered the best in their field, mostly know how to bring consumers' trust to the products (Hussain et al., 2020). Consumers' trust can have a significant impact on the skincare products' purchase intention promoted by beauty influencers. Purchase intention is based on several factors: brand awareness, brand knowledge, and brand trust (Purwianti & Ricarto, 2018). Thus, beauty influencers are needed to advertise the products to meet these factors.

The previous study discusses the effects of celebrity trust on advertising credibility, brand credibility and corporate credibility, both directly and based on the moderating variables of age, gender, and ethnicity. According to the previous study, this study aims to examine the effect of beauty influencer trust on brand credibility, advertising credibility, corporate credibility, and purchase intention for local skincare products in Indonesia.

LITERATUR REVIEW AND HYPOTHESIS

Beauty Influencer Trust

Trust is defined as a person's willingness to understand the specific actions of others, so beauty influencer trust shows how far the followers and the public understand the delivered contents honestly and objectively (Hussain et al., 2020; Kim et al., 2014). Honest and objective products review is what consumers looking for from beauty influencers.

Expertise and attractiveness are factors that can increase consumers' trust in beauty influencers. Expertise refers to the knowledge, skills, and experience owned by beauty influencers in their field that is beauty (Deshbhag & Mohan, 2020). The attractiveness owned by beauty influencers are physical, knowledge, nature, and lifestyle (Umeogu, 2012). These factors can affect consumers' trust in beauty influencers and their perception of the reviewed products (Hussain et al., 2020; Suki, 2014).

Besides that, cognitive and affective factors can influence the consumers' trust. Cognitive factors concern a person's behavior, knowledge, and rational behavior, while affective factors concern a person's emotions, feelings, moods,

style and temperament (Savolainen, 2015). Thus, Consumers prefer to trust beauty influencers if they use the product and review it according to the results of using the product.

Brand Credibility

Brand credibility is one of the most needed parts of the product. Brand credibility is defined as consumers' trust in the brand's ability to be able to fulfill the brand's claims about products (Hussain et al., 2020). According to consumers' assessment of the brand's product, the brand should meet consumers' expectations about the brand to have good credibility (Erdem & Swait, 2004).

Three aspects, expertise, trustworthiness, attractiveness, are consumers' standards to measure the credibility of the brands (Ohanian, 1990; Wang & Yang, 2011). Expertise describes a company's competencies, trustworthiness is determined by consumers' assumption towards the brand, and attractiveness is assessed by consumers evaluating about brand's sympathetic behavior, intelligence, and personality-related to its appearance (Wang & Yang, 2011).

Advertising credibility

Advertising credibility is defined as how far consumers trust the message contained in the advertisement (Hussain et al., 2020). Advertising credibility refers to consumers' trust in an advertised product's claims, the use of the right media to spread the advertising's contents, and contents (Prendergast et al., 2009). The consumers' trust in a brand will be able to form the advertising credibility.

Advertising credibility can also be built through transparent communication. Transparency in delivering the messages will be clarified the motives of the advertisement (Weismueller et al., 2020). The messages must be obvious and content interesting ideas so that the brand will be remembered by the consumers.

Corporate Credibility

Corporate credibility refers to consumers' trust in corporate abilities and skills in delivering the right information about their brand (Jin & Muqaddam, 2019). Corporate credibility indicates customer satisfaction in corporate abilities to give the products or services according to their wishes (Choi & Rifon, 2002).

Corporate credibility can be recognized by the corporate image. Corporate image is the amount of trust, ideas, and impressions left by corporate on consumers (Kim et al., 2014). The corporate image formed because of the corporate effort to influence the consumers' opinion about them. The other

_____

factors that affect the consumers' opinion directly or indirectly are media, labor unions, social organizations, and industry associations (Kim et al., 2014).

Consumers' perception plays an important role in credibility forming for a corporate (Jahanzeb et al., 2013). It is because their perceptions influence their attitude towards advertising, products, and their decision to buy the product (Jahanzeb et al., 2013). Corporate credibility will differentiate the corporate from the others (Jahanzeb et al., 2013). Strong corporate credibility makes their brand stand out and different from the others.

Purchase Intention

Purchase intention is an individual plan to buy products or services (Weismueller et al., 2020). Purchase intention refers to the activity that happens after consumers evaluate some products (Lin & Ching Yuh, 2010). Consumers will take an action to buy the wanted products after evaluating them, is the product in a good condition or not.

Purchase intention raises consumers' possibility of the consideration to buy (Lin & Ching Yuh, 2010). It represents the desire to purchase and repurchase products in the future (Lin & Ching Yuh, 2010). According to Dodds et al., (1991), purchase intention can be measured over consumers' statements about their consideration to buy the product, willingness to recommend the product to the other, and having the opportunity to buy the product.

Empirical Review

Previous study stated that sources of credibility can increase consumers' responses about advertising, brand, and corporate (Erdem & Swait, 2004; Hussain et al., 2020; Ohanian, 1990). Other study mentioned that beauty influencer trust also has a positive effect on increasing the credibility in advertising, brand, corporate, and purchase intention (Dwivedi & Johnson, 2013; Hussain et al., 2020; Kim et al., 2014).

A product's brand is considered to have good credibility when the beauty influencer who reviewed the brand has good credibility too (Awobamise & Jarrar, 2018). Beauty influencers with good credibility in reviewing and promoting a brand will affect the advertising and brand's corporate credibility (Awobamise & Jarrar, 2018). In previous study, advertising conducted by beauty influencers showed a positive relationship to brand and company credibility (Kim et al., 2014).

H1: Beauty influencer trust has a positive effect on brand credibility.

H2: Beauty influencer trust has a positive effect on advertising credibility.

_____

H3: Beauty influencer trust has a positive effect on corporate credibility.

Advertising credibility has a positive impact on consumer attitudes because high credibility will increase the persuasion rate to consumers (Hussain et al., 2020). Previous study mentioned that advertising credibility has an impact on advertising behavior to the brand, corporate, and purchase intention (Hussain et al., 2020; MacKenzie & Lutz, 1989). Advertising that has good credibility will be affected the brand credibility and the corporate (Hussain et al., 2020).

H4: Advertising credibility has a positive effect on brand credibility.

H5: Advertising credibility has a positive effect on corporate credibility.

In previous study, the trusted brands create a positive effect on a brand's image and it will affect the corporate image directly or indirectly (Hussain et al., 2020). Create a positive effect on a brand's image and it will affect the corporate image directly or indirectly (Hussain et al., 2020). Brand credibility is influenced by a brand's knowledge and skill to give the right information (Li et al., 2011). It will make the product meets consumers' expectation so that their purchase intention increases as well as the corporate credibility (Li et al., 2011).

H6: Brand credibility has a positive effect on corporate credibility.

In previous study, it was said that the higher the credibility of the company, the higher the purchase intention of the company's product brand (Li et al., 2011). Companies that provide good products and services will increase their credibility, further contributing to product or service brand loyalty which will also affect consumers' purchase intentions (Kim et al., 2014).

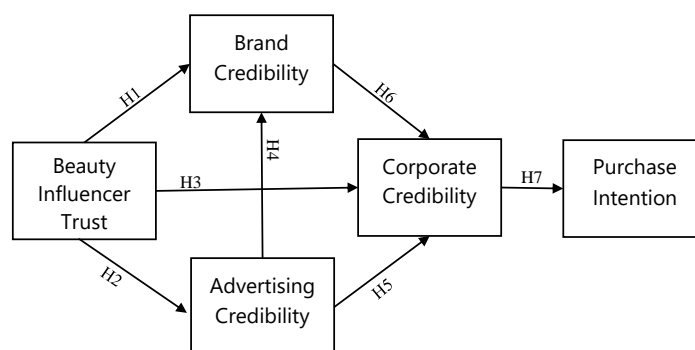*H7: Corporate credibility has a positive effect on consumers' purchase intention.*

Figure 1. Research Concept Framework

_____

METHODOLOGY

The researcher used a purposive sampling method with primary data collection and a total of 243 respondents. The respondents of this study are users of local skincare products spread throughout Indonesia. Data was obtained by distributing Google Form questionnaires online.

Data Analysis Technique

Statistical analysis was carried out using statistical techniques to prove the formed hypothesis. The tool used for this study is Structural Equation Modeling (SEM). SEM is a statistical analysis technique that combines aspects of factor analysis and regression that allows researchers to be able to test the variables studied simultaneously (Hair et al., 2017). This study uses the AMOS version 24 application program.

Analysis and Findings

Normality Test
The assumption of normality data must be met so that the data can be further processed for the SEM model. The normality test of the data is carried out by observing the skewness value in the assessment of normality with a critical ± 2.58 at the 0.01 level.

Table 1. Normality Test Result

Variable	min	max	skew	c.r.	kurtosis	c.r.
PI4	3	7	-0,216	-1,168	-1,159	-3,129
PI3	3	7	-0,409	-2,21	-0,964	-2,604
PI2	1	7	-0,461	-2,488	-0,038	-0,103
PI1	2	7	-0,389	-2,103	-0,803	-2,17
CC1	3	7	-0,207	-1,12	-1,102	-2,975
CC2	3	7	-0,122	-0,661	-1,088	-2,937
CC3	3	7	-0,199	-1,073	-0,932	-2,515
CC4	3	7	0,068	0,365	-1,092	-2,95
CC5	4	7	-0,273	-1,475	-1,06	-2,861
AC1	3	7	-0,264	-1,424	-0,783	-2,115
AC2	2	7	-0,322	-1,74	-0,557	-1,503
AC3	3	7	-0,129	-0,699	-0,842	-2,273
AC4	3	7	-0,026	-0,14	-1,074	-2,899
BC7	3	7	-0,3	-1,619	-0,957	-2,585

Variable	min	max	skew	c.r.	kurtosis	c.r.
BC6	3	7	-0,417	-2,255	-0,866	-2,34
BC5	3	7	-0,421	-2,272	-0,882	-2,382
BC4	3	7	-0,29	-1,567	-1,122	-3,03
BC3	3	7	-0,332	-1,794	-1,004	-2,711
BC2	3	7	-0,06	-0,322	-1,159	-3,129
BC1	3	7	-0,195	-1,056	-0,966	-2,609
BET1	2	7	-0,048	-0,258	-0,581	-1,569
BET2	1	7	-0,647	-3,495	0,123	0,332
BET3	3	7	-0,684	-3,692	-0,341	-0,92
BET4	3	7	-0,431	-2,327	-0,84	-2,267
BET5	3	7	-0,163	-0,88	-1,057	-2,853
BET6	3	7	0,02	0,106	-0,939	-2,537
BET7	3	7	-0,152	-0,82	-1,027	-2,774
BET8	3	7	-0,519	-2,805	-0,826	-2,232
BET9	3	7	-0,584	-3,155	-0,613	-1,656
BET10	3	7	-0,675	-3,643	-0,51	-1,377
Multivariate					255,915	38,631

Source: Data Processing (2022)

The results of the normality test are the data is normally distributed, this was because the skewness value in the range of ± 2.58.

Outliers
Outliers were evaluated using an analysis of multivariate outliers seen from the value of the Mahalanobis Distance. Mahalanobis Distance is calculated using the chi-square value on the degree of freedom of 30 indicators at the level of $p < 0.001$ with the formula $X^2 (30;0.001) = 59.703$.

Table 2. Mahalanobis Distance Test Result

Observation number	Mahalanobis d-squared	p1	p2
147	59,023	,001	,191
100	59,004	,001	,020
160	58,619	,001	,002
85	58,396	,001	,000
117	58,351	,001	,000
30	58,291	,001	,000
38	57,784	,002	,000
121	57,458	,002	,000

13	57,331	,002	,000
124	57,123	,002	,000

Source: Data Processing (2022)

The results of the Mahalanobis Distance test of the processed data did not detect a value greater than 59.703, so it can be concluded that there is no outlier data.

Validity and Reliability Test

Confirmatory analysis consists of validity and reliability tests to test the concepts built using several measurable indicators. The validity test was measured using the loading factor value and the reliability test was measured by looking at the construct reliability value. The indicator is considered valid when its loading factor is 0.50 with an ideal value of 0.70 (Ghozali, 2017). Construct reliability is good if the construct reliability value is > 0.7 and the variance extracted value is > 0.5.

Table 3. Validity Test Result

Variable	Indicator	Loading Factor	Cut Off	Description
Beauty Influencer Trust	BET1	0,819	0.5	Valid
	BET2	0,864	0.5	Valid
	BET3	0,856	0.5	Valid
	BET4	0,88	0.5	Valid
	BET5	0,841	0.5	Valid
	BET6	0,905	0.5	Valid
	BET7	0,881	0.5	Valid
	BET8	0,908	0.5	Valid
	BET9	0,91	0.5	Valid
	BET10	0,87	0.5	Valid
Brand Credibility	BC1	0,893	0.5	Valid
	BC2	0,899	0.5	Valid
	BC3	0,914	0.5	Valid
	BC4	0,907	0.5	Valid
	BC5	0,952	0.5	Valid
	BC6	0,925	0.5	Valid
	BC7	0,934	0.5	Valid
Advertising Credibility	AC1	0,948	0.5	Valid
	AC2	0,935	0.5	Valid
	AC3	0,937	0.5	Valid
	AC4	0,923	0.5	Valid
	CC1	0,913	0.5	Valid

Variable	Indicator	Loading Factor	Cut Off	Description
Corporate Credibility	CC2	0,886	0.5	Valid
	CC3	0,928	0.5	Valid
	CC4	0,845	0.5	Valid
	CC5	0,925	0.5	Valid
Purchase Intention	PI1	0,846	0.5	Valid
	PI2	0,805	0.5	Valid
	PI3	0,963	0.5	Valid
	PI4	0,923	0.5	Valid

Source: Data Processing (2022)

Table 4. Reliability Test Result

Variable	Indicator	Loading Factor	CR	Description
Beauty Influencer Trust	BET1	0,819	0,96995	Reliable
	BET2	0,864		
	BET3	0,856		
	BET4	0,88		
	BET5	0,841		
	BET6	0,905		
	BET7	0,881		
	BET8	0,908		
	BET9	0,91		
	BET10	0,87		
Brand Credibility	BC1	0,893	0,97399	Reliable
	BC2	0,899		
	BC3	0,914		
	BC4	0,907		
	BC5	0,952		
	BC6	0,925		
	BC7	0,934		
Advertising Credibility	AC1	0,948	0,96573	Reliable
	AC2	0,935		
	AC3	0,937		
	AC4	0,923		
Corporate Credibility	CC1	0,913	0,9551	Reliable
	CC2	0,886		
	CC3	0,928		
	CC4	0,845		
	CC5	0,925		

Variable	Indicator	Loading Factor	CR	Description
Purchase	PI1	0,846	0,93589	Reliable
Intention	PI2	0,805		
	PI3	0,963		
	PI4	0,923		

Source: Data Processing (2022)

The validity test shows the result of the loading factor with a value of 0.50 which means it can be stated that the questionnaire in this study is valid. The reliability test shows the result of the construct reliability value > 0.7 which can be stated that this study is reliable.

Goodness of Fit

The model feasibility test is used to determine the criteria for a good model or referred to as Goodness of Fit (GOF). The GOF test was conducted to find out how far the hypothetical model fits or fits the sample data.

Table 5. Goodness of Fit Test Result

Goodness of fit index	Cut-off value	Research Model	Model
Chi-Square	Expected small	315,846	Good Fit
RMSEA	≤ 0.08	0,027	Good Fit
GFI	≥ 0.90	0,901	Good Fit
NFI	≥ 0.90	0,962	Good Fit
CFI	≥ 0.90	0,996	Good Fit
ECVI	<ECVI Saturated	3,930	Good Fit
CMIN/DF	< 2	1,124	Good Fit

Source: Data Processing (2022)

The results of the Goodness of Fit measurement above can be seen from the Chi-Square, RMSEA, GFI, CFI, and CMIN/DF index values that have met the Goodness of Fit prerequisites. So, it can be concluded that this study model has a good standard.

Hypothesis Testing

The results of hypothesis testing can be seen by looking at the Critical Ratio (CR) value and the probability (P) value from the results of data processing. The

_____

direction of the relationship between variables can be seen from the estimated value, if the estimated value is positive then the relationship between the variables is positive, whereas if the estimated value is negative, the relationship is negative. Furthermore, if the test results show a CR value above 1.96 and a probability value (P) below 0.05/5%, the relationship between exogenous and endogenous variables is significant.
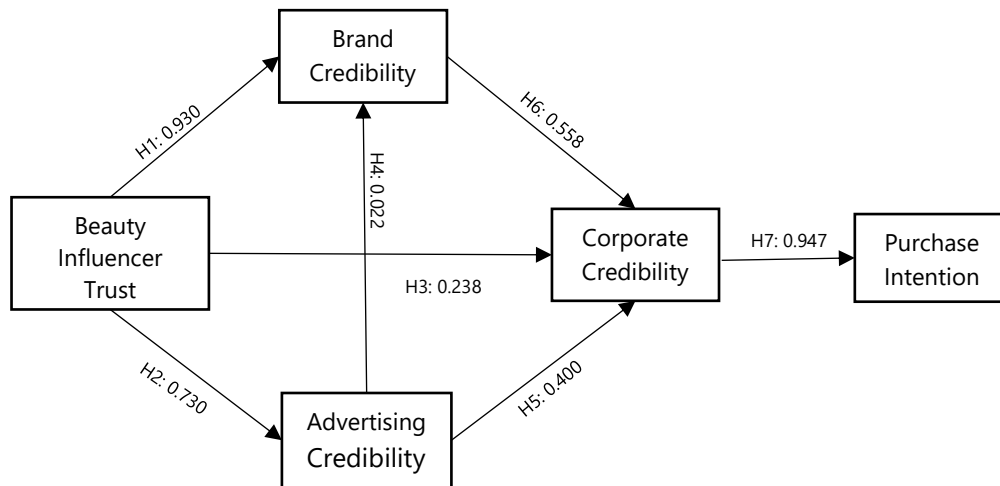

Figure 2. Research Model

Table 6. Research Hypothesis Test Result

Maximum Likelihood Estimates
Regression Standardized: (Group number 1 – Default model)

			Estimate	S.E.	C.R.	P	Label
BC	<---	BET	0,930	0,123	6,307	0,000	par_1
AC	<---	BET	0,730	0,072	15,209	0,000	par_2
CC	<---	BET	0,238	0,159	0,165	0,869	par_3
BC	<---	AC	0,022	0,101	2,119	0,034	par_4
CC	<---	AC	0,400	0,1	3,97	0,000	par_5
CC	<---	BC	0,558	0,129	4,761	0,000	par_6
PI	<---	CC	0,947	0,063	14,564	0,000	par_7

Source: Data Processing (2022)

DISCUSSION

The results of this study indicate that trust in beauty influencers has a positive and significant effect on brand credibility. The higher the consumer trust in beauty

_____

influencers, the greater the brand credibility of a product. The results of this study are by previous study conducted by Hussain et. al (2020) which states that celebrity trust has a positive effect on brand credibility.

The results of this study indicate that trust in beauty influencers has a positive and significant effect on advertising credibility. In this study, it can be interpreted that higher consumer trust in beauty influencers, will affect the credibility of a product's advertisement. This also follows the results of previous studies by Hussain et. al (2020) which state that celebrity trust has a positive effect on advertising credibility.

The results of this study indicate that trust in beauty influencers has a positive but does not significantly affect the credibility of the company. In this study, it can be said that the higher the trust of beauty influencers, the more credibility the company will have. On the other hand, when consumers do not trust beauty influencers, the company's credibility for a product will not be affected. In this study, it was said that the belief in beauty influencers had a positive but not significant effect which could mean that this study was not in accordance with previous study conducted by Hussain et al. (2020) which states that celebrity trust has a positive effect on company credibility.

The results of this study indicate that advertising credibility has a positive and significant effect on brand credibility. This study means that the higher the advertising credibility, the higher the brand credibility of a product. The results of this study are following previous study conducted by Hussain et al. (2020) which states that advertising credibility has a positive effect on brand credibility.

The results of this study indicate that the credibility of advertising has a positive and significant effect on the credibility of the company. In this study, it means that the higher the credibility of the advertisement, the higher the credibility of the company. The results of this study are following previous study conducted by Hussain et al. (2020) which states that advertising credibility has a positive effect on company credibility.

The results of this study indicate that brand credibility has a positive and significant effect on company credibility. This study states that the higher the brand credibility of a product, the higher the credibility of the company. This is in accordance with the results of previous studies conducted by Hussain et al. (2020) which state that brand credibility has a positive effect on company credibility.

The results of this study indicate that the credibility of the company has a positive and significant effect on consumers' purchase intentions. In this study, it is said that the higher the credibility of the company, the higher the consumer's purchase intention for the company's products. This study is following previous study conducted by Hussain et al. (2020) which states that the source of credibility has a positive effect on a person's purchase intention.

_____

LIMITATION

There are still many shortcomings and limitations in this study. Some things that need to be considered are:

1. The number of respondents in this research is very limited, there are only 243 respondents who are still insufficient to describe the actual situation.
2. The 243 respondents do not represent the entire population of Indonesia because not all respondents come from all regions of Indonesia.
3. This study does not guarantee the same results and findings when tested in different places. This is because consumer interest can change from time to time.

RECOMMENDATION

The researcher provides recommendations to companies to pay attention to the variables studied so that the purchase intention of consumers is increasing. Suggestions are given by researchers on the managerial side to add a reference to strategies that need to be used by the company to increase the number of sales. The researcher also recommends using beauty influencers who have been trusted by consumers to provide reviews on the beauty products they issue to attract sympathy and attention from the public.

CONCLUSION

This study was conducted to determine the relationship of trust to beauty influencers on advertising credibility, brand credibility, company credibility, and consumer purchase intentions on local skincare products. After this study is studied, it can be concluded as follows:

1. Beauty influencer trust has a positive and significant effect on brand credibility. So, it can be concluded that the brand credibility of a product will increase when consumer confidence in beauty influencers increases.
2. Beauty influencer trust has a positive and significant effect on the credibility of the ad. So, it can be concluded that advertising credibility will increase when consumer trust in beauty influencers increases.
3. Beauty influencer trust has a positive but not significant effect on the credibility of the company. These results are different from previous studies.
4. Advertising credibility has a positive and significant effect on brand credibility. So, it can be concluded that brand credibility will increase when advertising credibility also increases.

_____

5. Advertising credibility has a positive and significant effect on the company's credibility. So, it can be concluded that the credibility of the company will increase if the credibility of the advertisement also increases.
6. Brand credibility has a positive and significant effect on the credibility of the company. So, it can be concluded that the credibility of the company will increase when the brand credibility also increases.
7. The credibility of the company has a positive and significant effect on consumer purchase intentions. So, it can be concluded that consumer purchase intention will continue to increase when the company's credibility also increases.

REFERENCES

Awobamise, A. O., & Jarrar, Y. (2018) 'Celebrity Endorsement and Its Impact on Consumer Perception: a Study of Globacom Nigeria Limited', _The Online Journal of Communication and Media Technologies_, 4(2), pp. 1–13. www.tojcam.net

Choi, S. M., & Rifon, N. J. (2002) 'Antecedents and Consequences of Web Advertising Credibility', _Journal of Interactive Advertising_, 3(1), pp. 12–24. https://doi.org/10.1080/15252019.2002.10722064

Deshbhag, R. R., & Mohan, B. C. (2020) 'Study on influential role of celebrity credibility on consumer risk perceptions', _Journal of Indian Business Research_, 12(1), pp. 79–92. https://doi.org/10.1108/JIBR-09-2019-0264

Dodds, W. B., Monroe, K. B., Grewal, D., Dodds, B., & Monroe, B. (1991) 'Effect of Price, Brand, and Store Information Buyers' Evaluations', _Journal of Marketing Research_, 28(3), pp. 307–319.

Dwivedi, A., & Johnson, L. W. (2013) 'Trust-commitment as a mediator of the celebrity endorser-brand equity relationship in a service context', _Australasian Marketing Journal_, 21(1), pp. 36–42. https://doi.org/10.1016/j.ausmj.2012.10.001

Erdem, T., & Swait, J. (2004) 'Brand credibility, brand consideration, and choice', _Journal of Consumer Research_, 31(1), pp. 191–198. https://doi.org/10.1086/383434

Ghozali, I. (2017) 'Model Persamaan Struktural Konsep dan Aplikasi dengan Program AMOS 24 Update Bayesian SEM Edisi 7', Semarang: Universitas Diponegoro.

Hair, J., Hult, G. T., Ringle, C., & Sarstedt, M. (2017)' A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)' - Joseph F. Hair, Jr., G.

_____

Tomas M. Hult, Christian Ringle, Marko Sarstedt. In *Sage*.

Hussain, S., Melewar, T. C., Priporas, C. V., Foroudi, P., & Dennis, C. (2020) 'Examining the effects of celebrity trust on advertising credibility, brand credibility and corporate credibility', *Journal of Business Research*, 109(April 2018), pp. 472–488. https://doi.org/10.1016/j.jbusres.2019.11.079

Jahanzeb, S., Fatima, T., & Butt, M. M. (2013) 'How service quality influences brand equity: The dual mediating role of perceived value and corporate credibility', *International Journal of Bank Marketing*, 31(2), pp. 126–141. https://doi.org/10.1108/02652321311298735

Jin, S. V., & Muqaddam, A. (2019) 'Product placement 2.0: "Do Brands Need Influencers, or Do Influencers Need Brands?', *Journal of Brand Management*, 26(5), pp. 522–537. https://doi.org/10.1057/s41262-019-00151-z

Kim, S. S., Lee, J., & Prideaux, B. (2014) 'Effect of celebrity endorsement on tourists' perception of corporate image, corporate credibility and corporate loyalty', *International Journal of Hospitality Management*, 37, pp. 131–145. https://doi.org/10.1016/j.ijhm.2013.11.003

Li, Y., Wang, X., & Yang, Z. (2011) 'The effects of corporate-brand credibility, perceived corporate-brand origin, and self-image congruence on purchase intention: Evidence from China's auto industry', *Journal of Global Marketing*, 24(1), pp. 58–68. https://doi.org/10.1080/08911762.2011.545720

Lin, L. Y., & Ching Yuh, C. Y. (2010) 'The influence of corporate image, relationship marketing, and trust on purchase intention: the moderating effects of word of mouth', *Tourism Review*, 65(3), pp. 16–34. https://doi.org/10.1108/16605371011083503

MacKenzie, S. B., & Lutz, R. J. (1989) 'An Empirical Examination of the Structural Antecedents of Attitude toward the Ad in an Advertising Pretesting Context', *Journal of Marketing*, 53(2), pp. 48-65. https://doi.org/10.2307/1251413

Ohanian, R. (1990) 'Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness', *Journal of Advertising*, 19(3), pp. 39–52. https://doi.org/10.1080/00913367.1990.10673191

Prendergast, G., Liu, P. yan, & Poon, D. T. Y. (2009) 'A Hong Kong study of advertising credibility', *Journal of Consumer Marketing*, 26(5), pp. 320–329. https://doi.org/10.1108/07363760910976574

Purwianti, L., & Ricarto, T. (2018) 'Analisa Faktor-Faktor Yang Mempengaruhi Purchase Intention Pada Pengguna Smartphone Di Batam'. *Jurnal*

_____

Manajemen Maranatha, 18(1), pp. 41–56. https://doi.org/10.28932/jmm.v18i1.1095

Savolainen, R. (2015) 'The interplay of affective and cognitive factors in information seeking and use: Comparing Kuhlthau's and Nahl's models', *Journal of Documentation*, 71(1), pp. 175–197. https://doi.org/10.1108/JD-10-2013-0134

Suki, N. M. (2014) 'Does celebrity credibility influence Muslim and non-Muslim consumers' attitudes toward brands and purchase intention?', *Journal of Islamic Marketing*, 5(2), pp. 227–240. https://doi.org/10.1108/JIMA-04-2013-0024

Umeogu, B. (2012) 'Source Credibility: A Philosophical Analysis', *Open Journal of Philosophy*, 02(02), pp. 112–115. https://doi.org/10.4236/ojpp.2012.22017

Wang, X., & Yang, Z. (2011) 'The impact of brand credibility and brand personality on purchase intention: An empirical study in China', *Advances in International Marketing,* 21. pp. 137-153. https://doi.org/10.1108/S1474-7979(2011)0000021009

Weismueller, J., Harrigan, P., Wang, S., & Soutar, G. N. (2020) 'Influencer endorsements: How advertising disclosure and source credibility affect consumer purchase intention on social media', *Australasian Marketing Journal*, 28(4), pp. 160–170. https://doi.org/10.1016/j.ausmj.2020.03.002