Influencer Communication, Online Customer Reviews, and Consumer Attitude Formation toward Purchase Intention of MS GLOW Skincare

Fajar Ari Kurniawati*
Universitas Muhammadiyah Yogyakarta, 55184, Indonesia
niafajara@gmail.com

Siti Dyah Handayani
Universitas Muhammadiyah Yogyakarta, 55184, Indonesia
siti_dyah@umy.ac.id

Abstract

The intensification of digital communication in the beauty and skincare industry has positioned influencer communication and online customer reviews as key mechanisms in shaping consumer attitudes and purchase intentions. In the context of MS GLOW skincare, this study examines how influencer communication and online customer reviews function as persuasive digital messages that contribute to consumer attitude formation and subsequent behavioral outcomes. Specifically, this study analyzes the roles of influencer credibility, influencer attractiveness, and online customer reviews in shaping customer attitudes, as well as the mediating role of consumer attitude in the formation of brand awareness, brand loyalty, and electronic word-of-mouth (e-WOM) leading to purchase intention. Using a quantitative approach, data were collected from 260 MS GLOW consumers in Central Java and the Special Region of Yogyakarta and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that online customer reviews play the most influential role in consumer attitude formation, while influencer credibility does not show a significant effect, and influencer attractiveness exhibits a negative effect. Consumer attitude emerges as a central communicative outcome that strengthens brand awareness, brand loyalty, and e-WOM, with brand loyalty and e-WOM directly driving purchase intention. These findings emphasize that purchase intention is shaped through a communication process in which meaning is negotiated via influencer communication and peer-based reviews rather than through influencer attributes alone.

Keywords: *Influencer Communication, Online Customer Reviews, Consumer Attitude, e-WOM, Purchase Intention*

1. Introduction

The development of digital technology has fundamentally transformed the marketing communication model from a one-way to an interactive and participatory process. In digital communication, audiences are no longer positioned as passive recipients of messages but as active participants in the processes of meaning-making, evaluation, and message production across various digital platforms (Kabir et al., 2025). Social media, online review platforms, and influencer-based content are creating new communication spaces in which brands, communicators, and consumers dynamically interact, collectively construct meaning, and influence consumption decisions (Benevento et al., 2025; Ilieva et al., 2024)

This communication transformation is significantly reshaping how brands build relationships with audiences. Marketing messages are no longer monopolized by brands as a single sender but are produced, distributed, and interpreted through communication networks that engage influencers and consumers (Rehman et al., 2022). In this context, the effectiveness of communication is determined not only by how often the message is delivered but also by how the audience interprets, trusts, and negotiates it within the digital communication space (Migkos et al., 2025).

Celebrity influencers in the digital ecosystem serve not only as promotional tools but also as digital communicators who convey identity, credibility, and symbolic authority in brand messaging. Influencers are perceived by the audience as representing specific experiences, skills, and lifestyles (Ampornklinkaew, 2025; Ingrassia et al., 2022) Meanwhile, online customer reviews serve as a form of horizontal communication among consumers that reflects real experiences, subjective judgments, and social validation (Rachmiani et al., 2024). Influencer content and digital reviews function as persuasive messages that compete with one another and together shape the audience's perception of the brand (Han & Balabanis, 2024).

From a communication perspective, it is essential to understand influencers and online reviews not only for their effectiveness in sales but also as communicative messages that shape the audience's cognitive and emotional processes. The credibility, appeal, and authenticity of the message are significant factors influencing the audience's evaluation and interpretation of the information received, particularly in product categories associated with a relatively high level of usage-related risk, such as skincare (Alim et al., 2025; Theodoratou & Argyrides, 2024)

To examine the communication process, this study adopts a theoretical approach that treats theory as a tool for analyzing the meaning of messages. Source Credibility Theory and Source Attractiveness Theory

explain the communicator attributes that affect message acceptance, while the Elaboration Likelihood Model (ELM) explains how audiences process messages through central and peripheral routes (C.-Y. Li, 2013; H. Li & See-To, 2024). Together, these three approaches enable a more in-depth analysis of how influencer messages and digital reviews are perceived, evaluated, and internalized by audiences in digital communication.

In this framework, customer attitude is not treated solely as a mediating variable but rather as a product of message interpretation. Consumer attitudes reflect the audience's evaluation of the communicator's credibility, message appeal, and social validation derived from other consumer reviews. Thus, attitude is a communication output that indicates whether the message succeeds or fails in forming the desired meaning.

Furthermore, brand awareness, brand loyalty, and electronic word-of-mouth (e-WOM) are understood as audience communication responses that emerge after attitudes are formed. Brand awareness reflects the extent to which the message successfully establishes the brand's presence in the audience's awareness. Brand loyalty denotes the long-term relationship between the audience and the brand, whereas e-WOM is an advanced form of communication in which the audience acts as a communicator, returning to spread the message within its social network (Jannah & Izaak, 2025; Putra & Purwanto, 2023). These responses indicate the sustainability of the communication process and form the basis for the formation of buying intent as a social consequence of repeated communication interactions.

MS GLOW was selected as a research context not only for its commercial success but also for the high intensity of digital communication via influencers and e-WOM across various social media platforms. MS GLOW is an active digital communication space in which brand messages, influencer content, and consumer reviews interact, shaping public discourse about skincare products. This context makes MS GLOW a relevant object of study for understanding how digital communication shapes consumer attitudes, responses, and buying intentions.

Although prior research has investigated the impact of influencers and online reviews on purchase intentions, most studies have primarily concentrated on the relationships among variables and the final outcomes of consumer behavior. Research that situates influencers and electronic word-of-mouth (e-WOM) within the communication process, viewing audiences as active participants in message interpretation, remains comparatively scarce. Consequently, a research gap exists in understanding

how meaning is constructed and how audience communication responses are developed within the framework of digital communication.

Based on this, this study aims to analyze the digital communication process by examining the role of influencers and online reviews as persuasive messages, how the audience interprets these messages and forms attitudes, and how these attitudes trigger communication responses in the form of brand awareness, brand loyalty, e-WOM, and, finally, purchase intent. The focus of this research is not only on what influences but also on how digital communication works to build relationships between brands and audiences.

2. Method

This study employed an explanatory quantitative methodology, utilizing a survey design to investigate causal relationships between variables. Primary data were collected via an online questionnaire using a 5-point Likert scale, distributed to a sample of skincare consumers in Indonesia who had been exposed to digital marketing content on TikTok. A purposive sampling technique was applied. The selection criteria required respondents to: (1) be active TikTok users, (2) self-report having been exposed to MS Glow-related content on TikTok, (3) self-report familiarity with content from Tasya Farasya, a key beauty influencer associated with MS Glow on the platform, and (4) reside in Central Java or Yogyakarta. The inclusion of Tasya Farasya as a specific influencer criterion is based on her prominent role as a brand ambassador for MS Glow and her high engagement rates on TikTok, which makes her content a relevant touchpoint for studying influencer effects in this specific brand context. This aligns with research emphasizing the importance of influencer-brand congruence in marketing effectiveness. It is acknowledged that reliance on self-reported exposure and the use of a panel-based purposive sample may affect the generalizability of the findings.

In accordance with the guidelines established by Hair et al. (2017) for Structural Equation Modeling (SEM), a target minimum sample size of 340 respondents was determined based on the 34 indicators in the research model. Respondents were recruited using the Poplite by Populix online panel platform. After data collection and a rigorous cleaning process, which included removing incomplete responses, straight-lining patterns, and respondents who failed the attention-check questions, a final valid sample of 260 respondents was obtained for analysis. This discrepancy between the target (340) and the final analyzed sample (260) is explicitly reported here to ensure transparency. The final sample of 260 meets the

minimum requirement for PLS-SEM analysis, although statistical power is reduced.

The questionnaire was developed by adapting established scales from prior literature to ensure validity. All constructs were measured using a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). Key constructs were measured as follows: Beauty Influencer Credibility (4 items assessing expertise and trustworthiness), Beauty Influencer Attractiveness (4 items assessing physical and social appeal), Online Customer Reviews (5 items assessing volume and valence of reviews), Customer Attitude (4 items assessing overall brand evaluation), Brand Loyalty (4 items assessing repeat purchase intention and commitment), Brand Awareness (3 items assessing brand recognition and recall), Electronic Word-of-Mouth (4 items assessing sharing intention), and Purchase Intention (3 items assessing likelihood to buy). The initial instrument was reviewed for content validity, and minor wording adjustments were made. The final items demonstrated adequate psychometric properties as reported in the Results. The online questionnaire was distributed through the Poplite platform over a two-week period. Potential panelists were screened based on the eligibility criteria mentioned above. From the initial pool of respondents, a total of responses were collected. After data cleaning procedures that removed incomplete surveys and inconsistent response patterns (e.g., straight-lining), 260 valid responses were retained for analysis, resulting in a usable response rate of approximately. While the panel-based approach facilitates recruitment, potential non-response bias cannot be ruled out, though the platform's quota management aimed for demographic balance within the specified regional criteria.

Data analysis was performed using Structural Equation Modeling (SEM) with a Partial Least Squares (PLS) approach in SmartPLS 3.0 software, following a two-stage analytical procedure. The first stage involved specifying the measurement model with all constructs and their respective indicators as reflective measures. The model's identification was ensured as a reflective composite model following PLS-SEM conventions. The second stage evaluated the structural relationships between latent variables. Specifically, the analysis included: (1) assessment of the measurement model for convergent validity, discriminant validity, and composite reliability; (2) evaluation of the structural model for collinearity issues and explanatory power (R^2 values); and (3) hypothesis testing using a bootstrapping procedure with 5,000 subsamples to determine the significance of path coefficients. The path coefficients were deemed statistically significant, thus supporting the hypotheses, if the p-value was

less than 0.05 or the t-value exceeded 1.96, corresponding to a 95% confidence interval (Hair et al., 2017b).

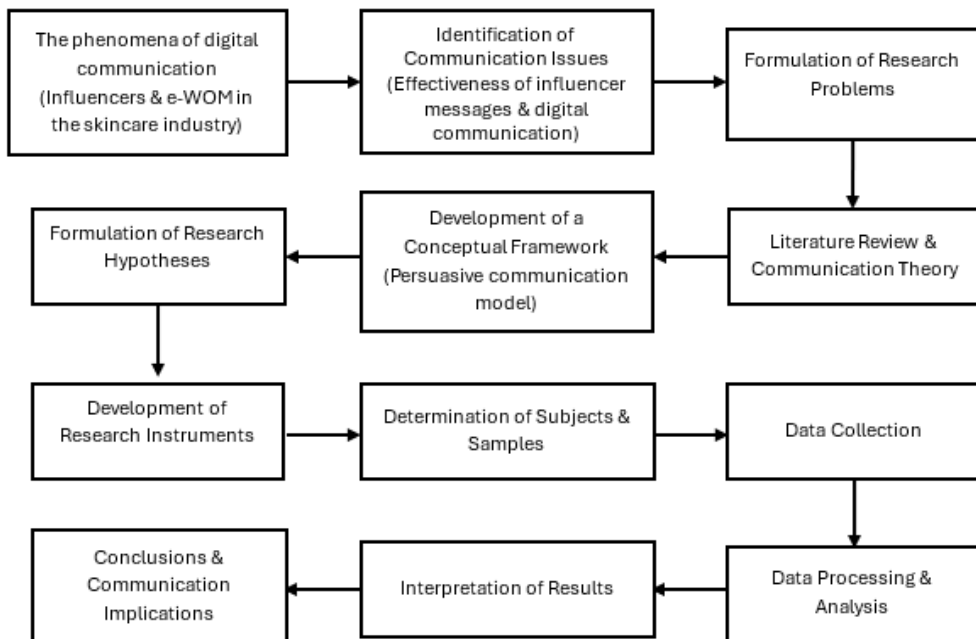The research flow from this research can be seen below:

Figure 1. Research Flow

3. Results

3.1 Characteristics of Respondents

Based on the respondent characteristics data in Table 1, the characteristics of the 260 research samples can be explained as follows. The generational distribution indicates a predominance of Gen Z respondents (140; 53.85%), whereas Millennials comprised 120 (46.15%). In terms of gender, a significant imbalance was observed, with the vast majority of respondents being female (231, 88.85%) compared with male (29, 11.15%). The educational attainment of respondents was predominantly a Bachelor's degree (113 respondents or 43.46%), followed by High School/Vocational School (62 respondents or 23.85%) and Diploma (60 respondents or 23.08%), with the lowest proportion holding a Master's or Doctorate degree (25 respondents or 9.62%). Geographically, the sample was evenly distributed between residences in Central Java and Yogyakarta, with 130 respondents (50%) in each location.

Table 1. Characteristics respondents

Variables	Item	Frequency	Percentage (%)
Generation	Millenial	120	46.15
	Gen-Z	140	53.85
Gender	Male	29	11.15
	Female	231	88.85
Education	SMA/SMK	62	23.85
	D3	60	23.08
	S1	113	43.46
	S2/S3	25	9.62
Domicile	Jawa Tengah	130	50.00
	Yogyakarta	130	50.00

Source: Author's work (2025)

The demographic profile reveals a notable dominance of female respondents (88.85%), which aligns with the primary target market for skincare products in Indonesia. While this gender distribution enhances the relevance of findings for the core consumer segment, it also introduces a significant limitation regarding the generalizability of results across genders. This imbalance may particularly influence the measurement of constructs such as Beauty Influencer Attractiveness (BIA) and Credibility (BIC), as perceptions of these source characteristics can be subject to gender-based variation. Consequently, the findings of this study should be interpreted primarily within the context of female consumer behavior in the skincare domain.

3.2 Validity and reliability test results

The assessment of the measurement model confirms that all constructs satisfy rigorous validity and reliability criteria. As presented in Table 2, all indicator loadings exceeded the recommended threshold of 0.70. The Average Variance Extracted (AVE) for each construct was above 0.50, demonstrating adequate convergent validity. Composite Reliability (CR) and Cronbach's Alpha values for all constructs significantly surpassed the 0.70 benchmark, indicating excellent internal consistency.

Table 2. The result of the measurement model

Variabel	Indikator	Outer Loadings	AVE	Composite Reliability	Cronbach's Alpha
Celebrity	CIC_1	0.834	0.62	0.885	0.927
Influencer	CIC_2	0.769	3		

Variabel	Indikator	Outer Loadings	AVE	Composite Reliability	Cronbach's Alpha
Credibility (CIC)	CIC_3	0.759			
	CIC_4	0.805			
	CIC_5	0.846			
	CIC_6	0.717			
Celebrity Influencer Attractiveness (CIA)	CIA_1	0.709	0.663	0.901	0.964
	CIA_2	0.790			
	CIA_3	0.778			
	CIA_4	0.780			
	CIA_5	0.923			
	CIA_6	0.886			
Online Customer Reviews (OCR)	OCR_1	0.719	0.666	0.899	0.918
	OCR_2	0.803			
	OCR_3	0.802			
	OCR_4	0.799			
	OCR_5	0.930			
	OCR_6	0.829			
	OCR_7	0.775			
	OCR_8	0.616			
Customer Attitude (ATT)	ATT_1	0.761	0.616	0.876	0.892
	ATT_2	0.740			
	ATT_3	0.759			
	ATT_4	0.819			
	ATT_5	0.876			
	ATT_6	0.744			
Brand Loyalty (BLO)	BLO_1	0.736	0.618	0.875	0.881
	BLO_2	0.732			
	BLO_3	0.735			
	BLO_4	0.755			
	BLO_5	0.872			
	BLO_6	0.870			
Brand Awareness (BRA)	BRA_1	0.724	0.731	0.928	0.971
	BRA_2	0.752			
	BRA_3	0.899			
	BRA_4	0.898			
	BRA_5	0.919			
	BRA_6	0.913			
E-WOM (EWM)	EWM_1	0.902	0.722	0.924	0.955
	EWM_2	0.905			
	EWM_3	0.883			

Variabel	Indikator	Outer Loadings	AVE	Composite Reliability	Cronbach's Alpha
	EWM_4	0.878			
	EWM_5	0.758			
	EWM_6	0.757			
Purchase Intention (PIN)	PIN_1	0.931	0.875	0.980	0.980
	PIN_2	0.935			
	PIN_3	0.926			
	PIN_4	0.936			
	PIN_5	0.939			
	PIN_6	0.938			
	PIN_7	0.934			
	PIN_8	0.945			

Source: Author's work (2025)

Table 3. Discriminant validity of the measurement model

Variable	ATT	BIA	BIC	BLO	BRA	EWM	OCR	PIN
ATT	0.785							
BIA	0.213	0.814						
BIC	0.179	0.228	0.790					
BLO	0.392	0.175	0.154	0.786				
BRA	0.254	0.091	0.146	0.684	0.855			
EWM	0.272	0.086	0.180	0.598	0.515	0.850		
OCR	0.562	0.540	0.310	0.298	0.177	0.171	0.816	
PIN	0.255	0.256	0.313	0.394	0.269	0.442	0.419	0.935

Source: Author's work (2025)

Discriminant validity was assessed using two methods in Table 3. First, the Fornell-Larcker criterion was applied, where the square root of the AVE for each construct (diagonal values) was greater than its correlations with other constructs. Second, the Heterotrait-Monotrait (HTMT) ratio was calculated, with all values below the conservative threshold of 0.90, providing robust evidence of discriminant validity.

Following the confirmation of discriminant validity, the analysis proceeds to the evaluation of the structural model. To facilitate interpretation of the causal relationships examined in this study, the conceptual research model illustrating the pathways among exogenous variables, primary and secondary mediators, and purchase intention is presented in Figure 2. This visual framework supports the discussion of the structural equation modeling results in the subsequent section.
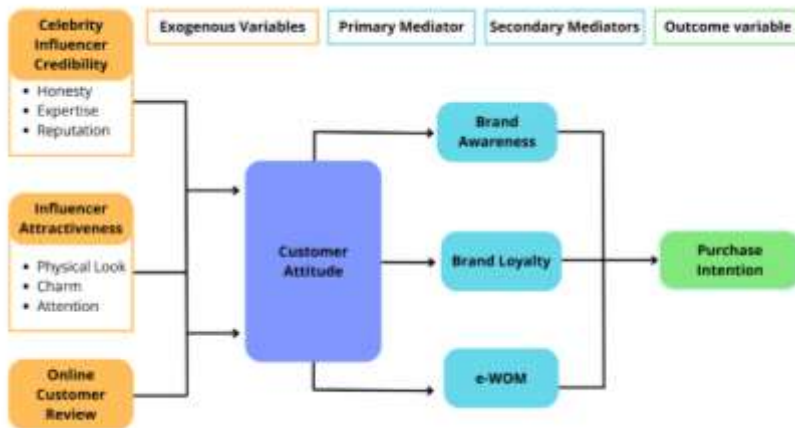
Figure 2. PLS-SEM Output of Structural Equation Model

3.3 Structural equation model

Evaluation of the inner structural model is essential for estimating the causal pathways between latent constructs and determining the model's explanatory power. This phase of analysis entails two critical assessments: testing for multicollinearity to ensure discriminant validity and computing the coefficient of determination (R^2) to measure predictive strength.
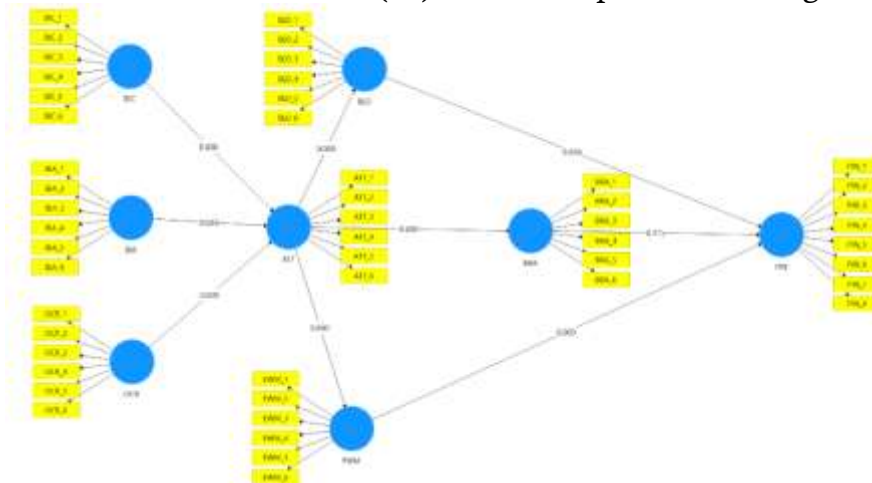

Figure 3. PLS-SEM Output of Structural Equation Model
Source: Author's work (2025)

The results from SmartPLS 3, detailed in Table 4, indicate that multicollinearity is not a concern. The Inner VIF values for all exogenous variables (BLO=2.224, BRA=1.944, CIA=1.419, CIC=1.113, EWM=1.609, OCR=1.489, PIN=2.224) are substantially beneath the

accepted tolerance limit of 5.00. Consequently, the model is free from significant multicollinearity, thereby validating the integrity of the data and permitting further statistical examination of the structural paths.

Table 4. Multicollinearity test and R-Square of the structural model test

Variabel	Inner Colinearity Statistic (VIF)		R-Square
	ATT	PIN	
ATT			0.328
BIA	1.419		
BIC	1.113		
BLO		2.224	0.154
BRA		1.944	0.064
EWM		1.609	0.074
OCR	1.489		
PIN			0.224

Source: Author's work (2025)

Based on the analysis of the inner model, it was discovered that Beauty Influencer Credibility (BIC) has a positive yet statistically insignificant effect on Customer Attitude (ATT), indicating that credibility alone is not yet a strong enough factor to shape consumer attitudes. In contrast, Beauty Influencer Attractiveness (BIA) was found to have a negative and significant impact on ATT, suggesting that an influencer's physical attractiveness may not necessarily enhance and could even reduce positive consumer perceptions. Meanwhile, Online Customer Reviews (OCR) significantly and positively influenced ATT, confirming that online reviews are a crucial element in forming consumer attitudes. Furthermore, ATT serves as a key mediating variable, significantly and positively affecting Brand Loyalty (BLO), Brand Awareness (BRA), and electronic Word-of-Mouth (e-WOM), underscoring the role of positive consumer attitudes in strengthening brand loyalty, raising brand recognition, and encouraging positive online recommendations. Additionally, Brand Loyalty (BLO) was shown to have a significant positive influence on Purchase Intention (PIN), confirming that loyal consumers are more likely to intend to purchase. However, Brand Awareness (BRA) had a negative and insignificant effect on PIN, implying that greater brand recognition does not necessarily lead to higher purchase intention. On the other hand, e-WOM significantly and positively influenced PIN, reinforcing that positive word-of-mouth communication plays an essential role in driving

purchase decisions. Overall, this model highlights the importance of consumer attitude, brand loyalty, and e-WOM in enhancing purchase intention, while influencer credibility and brand awareness did not show significant effects.

The adequacy of the structural model was evaluated through the coefficient of determination (R-squared). This metric indicates the extent to which the exogenous variables within the model explain the variance observed in the endogenous variables. In other words, R-squared measures the extent to which the exogenous variables collectively influence the changes occurring in the endogenous variables. The results indicate varying levels of predictive strength across the constructs. Specifically, Customer Attitude (ATT) exhibited an R-square value of 0.328, implying that 32.8% of its variance is explained by the predictors in the model, reflecting a moderate level of explanatory power. Similarly, Purchase Intention (PIN) had an R-square of 0.224, indicating that 22.4% of its variance is jointly explained by BLO, ATT, EWM, and BRA. In contrast, the model showed relatively weaker explanatory power for Brand Loyalty (BLO) with an R-square of 0.154, followed by e-WOM (EWM) at 0.074 and Brand Awareness (BRA) at 0.064. The notably low R^2 values for Brand Awareness (BRA) at 0.064 and e-WOM (EWM) at 0.074 indicate that the model provides only a limited explanation for the variance in these constructs. This suggests that other significant factors not included in the current model, such as brand trust, perceived quality, community engagement, or broader social media activity, play a more substantial role in driving brand recall and consumers' intention to engage in electronic word-of-mouth for MS Glow.

3.4 Hypothesis testing

Table 5. Hypothesis Testing Results

Hypothesis	Original Sample	T statistics	P values
Beauty Influencer Credibility terhadap Customer Attitude	0.013	0.243	0.808
Beauty Influencer Attractiveness terhadap Customer Attitude	-0.129	2.239	0.026
Online Customer Review terhadap Customer Attitude	0.628	10.781	0.000
Customer Attitude terhadap Brand Loyalty	0.392	6.273	0.000
Customer Attitude terhadap Brand Awareness	0.254	3.960	0.000

Hypothesis	Original Sample	T statistics	P values
Customer Attitude terhadap eWOM	0.272	4.115	0.000
Brand Loyalty terhadap Purchase Intention	0.242	2.239	0.026
Brand Awareness terhadap Purchase Intention	-0.068	0.816	0.415
eWOM terhadap Purchase Intention	0.332	3.874	0.000

Source: Author's work (2025)

Hypothesis testing was conducted using path analysis in SmartPLS 3, with the significance of each relationship assessed at a p-value threshold of 0.05. The findings revealed mixed outcomes regarding the acceptance of the proposed hypotheses. The first hypothesis, which suggested that Beauty Influencer Credibility positively influences Customer Attitude, was rejected because the result was not statistically significant (p = 0.808). This implies that, within this study, influencer credibility does not measurably shape consumer attitudes. In contrast, the second hypothesis, which posited a positive effect of Beauty Influencer Attractiveness on Customer Attitude, was statistically significant (p = 0.026) but yielded an unexpected negative path coefficient (-0.129). This indicates that a higher perceived attractiveness of the influencer has a significant adverse effect on consumer attitudes, contrary to the initial hypothesis. Meanwhile, the third hypothesis, which examined the influence of Online Customer Reviews on Customer Attitude, received strong support. This relationship was highly significant (p-value < 0.001) and showed the strongest positive effect in the model, with a path coefficient of 0.628. This confirms that online customer reviews are the dominant antecedent of consumer attitudes. Furthermore, the fourth, fifth, and sixth hypotheses, which proposed that Customer Attitude positively influences Brand Loyalty, Brand Awareness, and electronic Word-of-Mouth (eWOM), are all supported (p-values < 0.000 for all). These findings affirm the pivotal role of consumer attitudes in driving brand loyalty, brand awareness, and eWOM dissemination.

Regarding the outcomes, the seventh hypothesis, which stated that Brand Loyalty positively affects Purchase Intention, is supported (p-value = 0.026 < 0.05). In contrast, the eighth hypothesis, which posits a positive effect of Brand Awareness on Purchase Intention, is rejected due to non-significance (p-value = 0.415 > 0.05), suggesting that awareness alone does not directly translate into purchase intention in this model. Finally, the

ninth hypothesis is accepted, demonstrating that eWOM has a highly significant and substantively strong positive influence on Purchase Intention (p-value = 0.000, path coefficient = 0.332). This underscores the critical role of electronic word-of-mouth as the most potent direct predictor of consumers' purchase intentions within the examined framework.

4. Discussion

This section discusses the study's findings by integrating statistical results with a communication perspective to explain how audiences interpret digital messages. To facilitate a clearer and more systematic interpretation of the empirical findings, the key results are synthesized and presented in Table 6. This table summarizes the forms of digital communication, the main research findings, their communication meanings, and the resulting communication implications, which are discussed in detail in the following paragraphs.

Table 6. Communication-Based Interpretation of Research Findings

Categories of communication	Digital Message Form	Research Findings	The Meaning of Communication	Communication Implications
Beauty Influencer Credibility (BIC)	Persuasive messages based on the communicator's expertise, trust, and reputation.	Has a significant effect on customer attitude.	The audience assesses influencers' credibility as an indicator of the message's reliability in the context of skincare.	Communication strategies should emphasize the message's honesty, the consistency of the experience, and the suitability of the influencer for the product.
Beauty Influencer Attractiveness (BIA)	Visual and symbolic messages based on physical	It has no significant effect on custome	Visual appeal is not always interpreted by the skincare	Visual-based communication alone is less effective for products

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Categories of communication	Digital Message Form	Research Findings	The Meaning of Communication	Communication Implications
	appeal and influencer personas.	r attitudes.	audience as a relevant or authentic message.	with a high risk of use.
Online Customer Review (OCR)	Horizontal communication between consumers based on real experience.	Has a significant effect on customer attitude.	Reviews serve as social validation, strengthening the audience's trust in the brand.	The management of eWOM is an important element in the digital brand communication strategy.
Customer Attitude (ATT)	The results of the audience's interpretation of the influencer's message and online reviews.	Significant effect on brand awareness, brand loyalty, and eWOM.	The audience's attitude reflects the success of the persuasive communication process.	The focus of communication should be on attitude formation, not merely on message exposure.
Brand Loyalty dan eWOM	Advanced communication responses and expressions of audience attitudes.	Has a significant effect on purchase intention.	Buying intent arises from ongoing communication interactions.	Buying decisions result from the accumulation of social communication between brands and audiences.

This study demonstrates that the role of beauty influencers in shaping consumer attitudes toward MS GLOW skincare products is determined less by traditional influencer attributes, such as credibility and physical attractiveness, and more by how influencers communicate their

messages. In this context, Tasya Farasya represents a form of influencer communication that emphasizes experiential storytelling, transparency, and audience engagement rather than overt persuasion.

The results of this study indicate that the formation of consumer attitudes and purchase intentions toward the Ms Glow skincare product involves a complex communication dynamic. Specifically, the analysis shows that Beauty Influencer Credibility did not significantly influence Customer Attitude. This outcome challenges the foundational premise of Source Credibility Theory (Hovland & Weiss, 1951), which positions expertise and trustworthiness as primary drivers of persuasive communication.

From a communication perspective, the non-significant effect of Beauty Influencer Credibility suggests that credibility has become a baseline expectation in today's saturated influencer environment. For well-established influencers such as Tasya Farasya, expertise and trustworthiness are often assumed by audiences and therefore no longer function as differentiating persuasive cues.

This finding aligns with the Two-Step Flow Theory, which highlights the increasing reliance of audiences on peer-generated content rather than authority figures (Katz et al., 2017). Contemporary skincare consumers perceive greater authenticity and relevance in feedback from fellow users compared to influencer promotions (Seilatu et al., 2022). Additionally, a mismatch between the influencer's persona and the brand's identity, along with growing fatigue due to excessive celebrity endorsements, further diminishes the role of influencer credibility in shaping consumer attitudes (Widodo & Febrianti, 2021). Influencer communication literature supports this interpretation, emphasizing that audiences increasingly value authenticity, narrative coherence, and perceived sincerity over formal expertise. Influencer messages are therefore processed not as authoritative endorsements but as socially embedded recommendations.

Conversely, Beauty Influencer Attractiveness (BIA) was found to have a significant yet negative influence on Customer Attitude (ATT) (β = -0.129, p = 0.026). While this finding appears to contradict the foundational premise of Source Attractiveness Theory (McGuire, 1985), it reveals important insights into message interpretation in high-involvement product categories such as skincare. Several plausible explanations for this counterintuitive result merit consideration. First, in the context of skincare, a product category associated with health, authenticity, and tangible results, excessive emphasis on physical attractiveness by an influencer may be perceived as superficial or irrelevant, potentially triggering skepticism

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or a 'boomerang effect' among discerning consumers (Widodo & Febrianti, 2021). Second, the measurement of 'attractiveness' in this study, while based on established scales, may not have fully captured its multidimensional nature, potentially over-emphasizing physical appeal at the expense of social or personality-based attractiveness, which might resonate more with the audience. Third, a mismatch between the influencer's highly polished, aspirational image and the brand's desired image of accessible efficacy could reduce identification. The negative effect of attractiveness indicates that excessive emphasis on visual appeal may undermine message effectiveness. When attractiveness is perceived as overly polished or idealized, it can trigger skepticism or social comparison, thereby reducing message acceptance.

This finding suggests that the role of physical attractiveness is not universally positive and can be contingent on product type, audience mindset, and perceived authenticity. From the perspectives of Cognitive Dissonance Theory (Festinger, 1954) and parasocial interaction (Angelique et al., 2021; Panjaitan, 2022), consumers who feel unable to meet beauty standards displayed by influencers may experience psychological discomfort, which is then alleviated by evaluating the brand more negatively. This finding is consistent with parasocial interaction theory, which emphasizes emotional closeness and relatability over aspirational distance in influencer–audience relationships. Influencers who communicate through candid product testing, transparent evaluations, and acknowledgment of product limitations are more likely to foster trust and positive attitudes than those relying solely on visual appeal. In this regard, Tasya Farasya's communication style, characterized by experiential reviews and openness, appears more effective than visual attractiveness alone in shaping consumer attitudes.

Online Customer Reviews have emerged as the paramount factor influencing consumer decision-making, underscoring the supremacy of Electronic Word-of-Mouth (e-WOM) as a trusted communication channel. Reviews function as horizontal communication among consumers, providing social validation based on real experiences. From a marketing communication perspective, influencer content primarily serves as an awareness and conversation trigger, while final attitude formation is validated through peer-generated reviews. This supports the social proof mechanism, whereby collective consumer voices exert greater persuasive power than individual influencers (Cialdini, 2009). Influencers indirectly strengthen this process by encouraging participatory dialogue and motivating audiences to seek, evaluate, and share review-based

experiences. This positions influencers not as the final source of persuasion but as facilitators of broader communicative interaction (Liliana, 2023).

The significant influence of Customer Attitude on Brand Loyalty, Brand Awareness, and e-WOM further highlights the role of communication effectiveness in shaping long-term audience responses. Positive attitudes reflect successful message interpretation and internalization, leading to deeper cognitive and affective engagement with the brand (Havidz et al., 2022; Ramadhana & Ratumbuysang, 2022). These findings indicate that effective influencer communication contributes to relationship-building rather than immediate purchase persuasion.

However, Brand Awareness alone did not significantly influence Purchase Intention, suggesting that visibility without meaningful engagement is insufficient in a competitive skincare market. Consumers require more than mere recognition; they need assurance of quality, positive experiences, and social validation before deciding to purchase (Primadasari & Sudarwanto, 2021). Instead, Brand Loyalty and e-WOM emerged as the strongest predictors of Purchase Intention. Brand loyalty reflects deep commitment and emotional attachment, which naturally drives the intention to repurchase (Martina & Masnita, 2024; Vikranof, 2024). This underscores the importance of relationship-oriented communication strategies that prioritize sustained interaction, shared meaning, and social endorsement over mere exposure. Meanwhile, e-WOM functions as a powerful subjective norm in the Theory of Planned Behavior, where recommendations from trusted others can directly reduce perceived risk and strengthen consumer confidence to try a product (Meilani & Wangdra, 2024; Wulandari et al., 2024). This underscores the importance of relationship-oriented communication strategies that prioritize sustained interaction, shared meaning, and social endorsement over mere exposure.

Overall, these findings reposition beauty influencers from being mere promotional tools to strategic communication agents who facilitate dialogue, meaning-making, and social interaction. Influencer marketing effectiveness is therefore best understood as a function of communicative performance and relational value rather than static personal attributes such as credibility or attractiveness. For marketing managers, this implies that influencer selection should prioritize communication style, authenticity, and audience engagement capability. Managing online reviews, fostering community interaction, and encouraging participatory communication are critical to converting positive attitudes into loyalty and purchase intention.

5. Conclusion

This study concludes that the effectiveness of digital communication surrounding MS Glow skincare products depends less on traditional influencer attributes and more on how messages are communicated, interpreted, and validated within digital interaction spaces. Online Customer Reviews emerge as the most influential communication channel in shaping consumer attitudes, while influencer credibility no longer functions as a decisive persuasive cue. The negative effect of influencer attractiveness further underscores the importance of authenticity and message relevance in skincare communication. Positive consumer attitudes formed through participatory and experience-based communication subsequently strengthen brand loyalty and eWOM, which directly drive purchase intention.

From a communication perspective, these findings reposition influencers as strategic communicators who facilitate dialogue, meaning-making, and social interaction rather than as mere promotional tools. Effective communication strategies should therefore prioritize authenticity, audience engagement, and the management of peer-to-peer review ecosystems. Despite its contributions, this study is limited by its cross-sectional design, demographic concentration, and the modest explanatory power for brand awareness and eWOM. Future research is encouraged to explore influencer communication styles, audience interpretation processes, and contextual moderators across platforms and cultural settings to further develop a communication-centered understanding of digital influence.

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