



THE EFFECT OF PERSUASIVE COMMUNICATION AND INFLUENCER SOURCE CREDIBILITY ON THE PURCHASE DECISION OF TIMEPHORIA LIPCREAM PRODUCTS ON INSTAGRAM SOCIAL MEDIA @TASYAFARASYA WITH BRAND AWARENESS MEDIATION

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Article Info

ABSTRACT

The purpose of this study is to analyze the influence of persuasive communication and credibility of influencer sources on purchasing decisions for Timephoria lip cream products on Instagram social media @tasyafarasya with brand awareness as a mediating variable. Instagram is used as a digital marketing medium that is able to disseminate messages in a personal and persuasive manner, thereby influencing consumer perceptions and behavior in the purchasing decision-making process. This study uses a quantitative approach with a survey method. The research sample consisted of 400 respondents who are active Instagram users, follow the @tasyafarasya account, and have purchased Timephoria lip cream products. Data collection was carried out through an online questionnaire, while data analysis used measurement model testing (outer model), structural model (inner model), and path analysis. The results showed that persuasive communication had a significant effect on purchasing decisions ($t = 23.427$; $p < 0.05$) and the credibility of influencer sources also had a significant effect on purchasing decisions ($t = 28.076$; $p < 0.05$). In addition, the credibility of the influencer source significantly influences purchasing decisions through brand awareness ($t = 8.775$; $p < 0.05$), and persuasive communication significantly influences purchasing decisions through brand awareness ($t = 14.241$; $p < 0.05$ and $t = 5.026$; $p < 0.05$). Simultaneously, persuasive communication and the credibility of the influencer source significantly influence purchasing decisions through brand awareness ($t = 5.130$; $p < 0.05$ and $t = 4.892$; $p < 0.05$). The overall results of the path analysis show a significant and positive influence ($p = 0.000$). These findings confirm that persuasive communication and influencer credibility through brand awareness have a positive influence on the purchasing decisions of Instagram followers @tasyafarasya.

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1. INTRODUCTION

The development of the internet in the era of globalization has become a major catalyst in global social, economic, and cultural transformation. According to (Castells, 2000) the internet is the backbone of a "network society" that connects people in a social structure based on networks and information. The role of the internet is expanding, from just a communication medium to a digital ecosystem that supports trade, education, and government. Social media is used as a medium to interact with others and allows them to interact with others. Because of the ease of the process of interacting with each other without meeting in person, long-distance people are certainly loved by people from various circles. Social media can not only be used for interaction, they can also be used to share images and videos, such as Instagram, Twitter, or YouTube, with various types of content. Social media, according to (Nasrullah, 2015) is a medium where people work together to create user-generated content.

Social media marketing is practiced to engage customers in online social locations where customers can manage their time (David Evans & Jake McKee, 2010). And according to (Santoso, 2017), social media marketing is a marketing method to create awareness, recognition, memory, and action for a brand, product, or business. Individuals or groups, both long-term and short-term, can benefit from utilizing social media tools such as social media networks. According to (Ahmad & Dhanar, 2023), social media can also be used as an effective business promotion tool because it is accessible to anyone, allowing for a wider promotional network. Shifting from traditional promotional methods to social media offers many benefits. Social media allows for the rapid and interactive dissemination of information, direct communication with audiences, and widespread product introduction. In a business context, social media allows marketers to advertise products online and reach consumers more efficiently. This is important because many people get the latest information and shop through their devices. Promotion through social media is a marketing strategy that aims to increase sales by convincing consumers to buy products. This promotion helps manufacturers create product awareness, meet consumer needs, and encourage them to seek further information through social media. (Solomon, 2015).

According to Wang & McCarthy (2020), videos uploaded to Instagram come in a wide variety of formats, including news, entertainment, and product reviews. The variety of content available on Instagram is also evolving. One example is Instagram review content, which is video content that reviews products favored by influencers. Review content is a form of content that includes an evaluation or assessment of a particular product, service, artwork, media, or experience. According to experts, review content is a form of evaluation or assessment designed to provide information, recommendations, or criticism of a product, service, or work. Kotler & Keller (2016) state that a review is an assessment of a product or service that aims to inform others about its quality and performance.

According to (Chaffey, 2015), reviews, especially those created by consumers, are user-generated content that significantly influence purchasing decisions and brand credibility. Therefore, review content can be created by influencers who aim to recommend and review a product they use, such as influencer Tasya Farasya, a content creator with 7.1 million followers on Instagram. One of the review videos posted by beauty influencer Tasya Farasya on her Instagram account is a product review of the brand "TimePhoria," specifically its lip cream. The video, uploaded on February 1, 2025, has been viewed more than 89.2 million times on Tasya Farasya's Instagram account. In the review, Tasya Farasya provides a positive response to TimePhoria products. Positive comments also flooded the comments section of the video. The positive response in the comments section of Tasya Farasya's Reels upload of TimePhoria product reviews on Instagram demonstrates the enthusiasm and positive reception of the review from viewers. These comments indicate that viewers trust Tasya Farasya's judgment and are interested in the products reviewed.

In this case, persuasive communication and influencer communication credibility play a significant role in purchasing decisions through the content presented, as seen in the collaboration between Tasya Farasya and the Timephoria lip cream product. As a well-known beauty influencer in Indonesia, Tasya is known for her expertise, trustworthiness, attractiveness, Parasocial Interaction, and Social Influence in delivering product reviews. These three aspects form her high credibility in the eyes of the audience (Hovland & Kelley, 1953).

This research is also considered important to be conducted because it can provide an understanding of how much influence persuasive communication and credibility of influencer sources have on the Purchase Decision of Timephoria lip cream products on Instagram social media @tasyafarasya with Brand Awareness Mediation. This research can provide in-depth insight into how persuasive communication and influencer source communication carried out by Tasya Farasya influence purchasing decisions with brand awareness mediation.

2. RESEARCH METHODS

This research method uses a quantitative approach with a positivistic paradigm to test the causal relationship between variables through empirical data collection and analysis. The measurement scale used is an ordinal scale with a Likert scale instrument, developed based on the indicators of each variable. The population in this study

were Instagram social media users who follow the Instagram account @tasyafarasya and have purchased Timephoria lip cream products. Sampling was conducted using purposive sampling with specific criteria, and the sample size was determined using the Slovin formula with a 5% margin of error, resulting in 400 respondents.

Data collection was conducted through questionnaires as primary data, while data analysis included descriptive analysis. The outer model test aimed to assess the quality of the research instrument in measuring latent constructs. This test included the validity and reliability of the indicators used. The outer model ensures that the indicators accurately represent the constructs under study before testing the relationships between variables in the inner model. The inner model test aimed to evaluate the causal relationships between latent constructs in the research model. This test was conducted after the measurement model (outer model) was declared valid and reliable. The inner model was used to assess the extent to which the independent variables explain the dependent variable and to test the formulated research hypotheses. Path analysis is a statistical analysis technique used to analyze direct and indirect causal relationships between variables in a research model. In the context of Structural Equation Modeling–Partial Least Squares (SEM-PLS), path analysis is used to test the strength and direction of influence between latent constructs according to the formulated conceptual framework. All analyses were conducted using SEM-PLS.

3. RESULT AND ANALYSIS

Measurement Model Test (Outer Model)

This study aims to examine the extent to which the indicators used represent the latent constructs under study. Data were obtained through questionnaires distributed to 400 respondents, which were then analyzed to evaluate the strength of the relationship between each indicator and the latent variable it represents.

Construct Reliability and Validity

Validity and reliability testing of the outer model was conducted through convergent validity, which aims to assess the level of correlation between each indicator and the construct being measured. In this case, the analysis was conducted by examining the cross-loading results between latent variables. A construct is declared valid if the obtained factor loading value exceeds 0.70 (Hair et al., 2019).

This study involved two independent variables, one dependent variable, and one mediating variable. In addition to relying on convergent validity, reliability and construct validity were also evaluated using two test indicators in the PLS-SEM approach. The first indicator is Cronbach's Alpha, which is used to measure internal consistency between items within a construct, with a value range between 0 and 1—where values closer to 1 indicate a higher level of consistency. Additionally, composite reliability was used as an additional measure to assess construct reliability.

Based on the evaluation of the measurement model, all indicators for the four variables had outer loading values above 0.70. This indicates that each indicator meets convergent validity criteria and optimally represents the construct being measured. Furthermore, the Cronbach's Alpha and Composite Reliability values for all variables also exceeded the minimum required threshold (0.70), as follows: Persuasive Communication (X1) at 0.961, Influencer Source Credibility (X2) at 0.977, Purchase Decision (Y) at 0.970, and Brand Awareness at 0.945. These findings indicate that each construct has a very high level of internal reliability, thus concluding that this research instrument is consistent and reliable in measuring the intended constructs.

Meanwhile, the Average Variance Extracted (AVE) values for the four variables also exceeded the minimum threshold of 0.50, with X1 at 0.599; X2 at 0.717; Y was 0.707; and Z was 0.695. This indicates that each construct has adequate convergent validity, meaning that most of the variance in its indicators can be explained by the latent construct it represents. Thus, the measurement model in this study has met the validity and reliability criteria, making it suitable for use in the structural model analysis in the next stage.

Discriminant Validity

Analysis of the relationship between latent variables requires validity testing, including discriminant validity testing. The cross-loading technique is used to assess discriminant validity by comparing the correlation of an indicator with its own construct and with other constructs. Discriminant validity is met if the correlation of an indicator with its construct is higher than with other constructs, ideally above 0.7 (Hair et al., 2019). The results of the study showed that the indicator index value was higher than with its construct, indicating good discriminant validity.

Based on the cross-loading results, the indicators in construct X1 (X1.1 to X1.18) show the highest loading value for construct X1 compared to other constructs, with a value range of 0.752 to 0.805. This indicates that all indicators in X1 are valid in measuring the construct. The same thing is also seen in construct X2, where indicators X2.1 to X2.15 have high loadings for construct X2 (0.795–0.896) and much lower for other constructs, so it can be concluded that indicator X2 is also valid. In construct Y, indicators Y.1 to Y.15 have high loadings for construct Y (0.809–0.882). However, there is an indication of a fairly close relationship with construct X1

because the loading value for X1 is also relatively high (around 0.68–0.79), although it is still lower than the loading on construct Y itself. Meanwhile, construct Z also has valid indicators with a loading value on Z of 0.810–0.857, but shows closeness to construct Y because the cross-loading on Y is also quite high (0.64–0.71). The cross-loading results indicate that all indicators have met the requirements of convergent validity because the highest loading is always on the construct that should be. However, there are potential problems with discriminant validity, especially between constructs X1 and Y and between Y and Z.

Composite Reliability and Cronbach's Alpha

Table 1. Composite Reliability and Cronbach's Alpha Results

Variabel	Cronbach's Alpha	rho A	Composite Reliability	Average Variance Extracted (AVE)
Persuasive Communication (X1)	0.961	0.961	0.964	0.599
Credibility of Influencer Sources (X2)	0.972	0.977	0.974	0.717
Buying Decision(Y)	0.926	0.927	0.936	0.530
Brand Awareness (Z)	0.945	0.945	0.953	0.695

The table above presents the results of the evaluation of the reliability and validity of the constructs using four indicators, namely Cronbach's Alpha, rho_A, Composite Reliability, and Average Variance Extracted (AVE) for each variable in the model. All Cronbach's Alpha values were recorded above the minimum limit of 0.70, namely 0.961 for Persuasive Communication (X1), 0.977 for Influencer Source Credibility (X2), 0.927 for Purchase Decision (Y), and 0.945 for Brand Awareness, which indicates a very good level of internal consistency for each construct. The Composite Reliability values for the four variables also exceeded the threshold of 0.70, which strengthens the conclusion that these constructs have high reliability. Furthermore, the AVE values for all variables were also above the minimum value of 0.50-0.599 (X1), 0.717 (X2), 0.530 (Y), and 0.695 (Z), respectively indicating that more than 50% of the indicator variance could be explained by its latent construct. Therefore, it can be concluded that all constructs in this study have met the criteria for convergent validity and adequate internal reliability.

Structural Model Test (Inner Model)

Nilai R-Square

The R-Square value is an important indicator in assessing the quality of the structural model (inner model) in path analysis. This indicator is used to measure how much of the variance of the dependent variable can be explained by the independent variables and mediating variables in the model. Based on the evaluation criteria proposed by (Ghozali & Latan, 2015), an R-Square value of 0.75 indicates that the model has a high level of predictive accuracy (strong), a value of 0.50 reflects moderate predictive ability (moderate), while a value of 0.25 indicates that the model has low explanatory power (weak). The R-Square values obtained in this study can be seen in detail in the following table.

Table 2. R-Square Value

Dependent Variable & Mediating Variable	R-Square	R-Square Adjusted
Buying Decision (Y)	0.855	0.854
Brand Awareness (Z)	0.720	0.718

The table shows that the R-Square value for the dependent variable Purchase Decision (Y) is 0.855, and (Z) is 0.720 with Adjusted R-Square values of 0.854 and 0.718. This value indicates that 85.5% of the variability of Purchase Decision and 72% of the mediating variable of brand awareness.

Based on the R-Square interpretation guidelines, a value of 0.19 is considered weak, 0.33 moderate, and 0.67 strong. Therefore, the R-Square values of 0.855 and 0.720 are in the moderate category, indicating that this

model has sufficient explanatory power but is not yet strong. The Adjusted R-Square value, which is not significantly different from the R-Square, indicates that the model is relatively stable, even considering the number of predictors in the model. Therefore, although the model does not explain all variables that influence opinion formation, both independent variables still make their own contributions in explaining the dependent variable and the mediating variable.

Hypothesis Testing

Hypothesis testing was conducted to determine the significance of each variable using the T-statistic. The following table presents the path coefficient values in this study:

Table 3. Path Coefficient Value					
	Original Sample Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics	P Values
Persuasive Communication (X1) > Buying Decision (Y)	0.951	0.950	0.041	23.427	0.000
Credibility of Influencer Sources (X2) > Buying Decision(Y)	1.051	1.052	0.037	28.076	0.000
Persuasive Communication (X1) > Credibility of Influencer Sources (X2) > Buying Decision (Y).	0.305	0.302	0.035	8.775	0.000
Persuasive Communication (X1) > Buying Decision (Y) > Brand Awareness (Z).	0.465	0.465	0.033	14.241	0.000
Brand awareness (Z) > Buying Decision (Y).	0.144	0.145	0.029	5.026	0.000
Persuasive Communication (X1) > Brand Awareness (Z) > Buying Decision (Y)	0.151	0.153	0.029	5.026	0.000
Persuasive Communication (X1) > Credibility of Influencer Sources (X2) > Brand Awareness (Z) > Buying Decision (Y)	0.067	0.067	0.014	4.892	0.000

The results of the path coefficient analysis show that Persuasive Communication (X1) has a significant influence on Purchasing Decisions (Y). This is indicated by the original sample value of 0.951, with a t-statistic of 23.427 (greater than the threshold of 1.96 for a significance level of 5%) and a p-value of 0.000 (below 0.05).

Thus, it can be concluded that the higher the Persuasive Communication carried out by the influencer Tasyafarasya, the higher the Purchasing Decision for Timephoria lip cream products.

Furthermore, the variable of Influencer Source Credibility (X2) also has a significant influence on Purchasing Decisions (Y). The original sample value is 1.051, t-statistic 28.076 (greater than the threshold of 1.96 for a significance level of 5%) and p-value 0.000 (below 0.05), which indicates that the higher the credibility of the influencer source tasyafarasya, the higher the purchasing decision for the timephoria lip cream product.

The variables of Persuasive Communication (X1) and Influencer Source Credibility (X2) have a significant influence on Purchasing Decisions (Y). The original sample value is 0.305, t-statistic 8.775 (greater than the threshold of 1.96 for a significance level of 5%) and p-value 0.000 (below 0.05), which indicates that the higher the Persuasive Communication and Credibility of the influencer source carried out by Tasyafarasya, the higher the Purchasing Decision for Timephoria lip cream products.

The Persuasive Communication variable (X1) has a significant influence on the Purchasing Decision (Y) through brand awareness (Z) as a mediator. The original sample value is only 0.465, t-statistic 14.241 (greater than the threshold of 1.96 for a significance level of 5%) and p-value 0.000 (below 0.05), which indicates that the higher the Persuasive Communication carried out by Tasyafarasya, the higher the Purchasing Decision for Timephoria lip cream products through brand awareness.

The Persuasive Communication variable (X1) has a significant influence on the Purchasing Decision (Y) through brand awareness (Z) as a mediator. The original sample value is only 0.144, t-statistic 5.026 (greater than the threshold of 1.96 for a significance level of 5%) and p-value 0.000 (below 0.05), which indicates that the higher the Persuasive Communication carried out by Tasyafarasya, the higher the Purchasing Decision for Timephoria Lipcream products through brand awareness.

The variables of Persuasive Communication (X1) and Influencer Source Credibility (X2) have a significant influence on Purchasing Decisions (Y) through brand awareness (Z) as a mediator, the original sample value is only 0.151, t-statistic 5.130 (greater than the threshold of 1.96 for a significance level of 5%) and p-value 0.000 (below 0.05), which indicates that the higher the Persuasive Communication and Influencer Source Credibility carried out by Tasyafarasya, the higher the Purchasing Decision for Timephoria lip cream products through brand awareness.

With these results, it can be concluded that the persuasive communication process and credibility of influencer sources through brand awareness carried out by an influencer tasyafarasya will influence purchasing decisions made by Instagram followers @tasyafarasya.

Analysis

Descriptive Analysis of persuasive communication

Based on the analysis, it can be concluded that the recapitulation of respondents' responses to the persuasive communication variable (X1) from 400 respondents resulted in a total score of 23,072 with a percentage of 80.11%. This percentage is included in the very good category. This finding indicates the influence of influencer Tasya Farasya who sends persuasive messages to followers of her Instagram account @tasyafarasya. Of the six dimensions in this variable, researchers found that the attention dimension was the critical thinking dimension with the highest score, at 82.77%. This was followed by the product detail dimension with 82.46%, the message dimension with 82%, the unreasonable dimension with 80.90%, the communicator dimension with 78.50%, and finally, the focus on external matters dimension with 73.40%. This indicates that the persuasive communication process carried out by influencer Tasyafarasya sends persuasive messages to her followers on her personal Instagram account. These results indicate that this persuasive communication demonstrates a very deep cognitive and affective engagement with Tasyafarasya's followers.

Descriptive Analysis of Influencer Source Credibility

Based on the analysis, it can be concluded that the recapitulation of respondents' responses to the influencer source credibility variable (X2) from 400 respondents resulted in a total score of 19,672, or 81.97%. This percentage is included in the very good category. This finding indicates the influence of influencer Tasya Farasya's credibility in attracting her followers to the content uploaded to her Instagram social media. Of the five dimensions in this variable, the researchers found that attention was the trustworthiness dimension with the highest score, at 83.1%. This was followed by social influence with 82.69%, parasocial interaction with 82.23%, attractiveness with 82.06%, and expertise with 81.38%. This indicates that the influencer source, Tasyafarasya, has good credibility, leading many of her Instagram followers to be attracted to the way she presents her review content, specifically about Timephoria lip cream.

Descriptive Analysis of Purchasing Decisions

Based on the analysis, it can be concluded that the recapitulation of respondents' responses to the Purchasing Decision variable (Y) from 400 respondents resulted in a total score of 19,646, with a percentage of 81.86%. This percentage is included in the very good category. This finding indicates the influence of influencer Tasyafarasya, who has promoted the Timephoria lip cream product, thus generating interest in purchasing the product. Of the five dimensions in this variable, the researchers found that the attention dimension was the need for recognition dimension with the highest score, at 82.35%. This was followed by the evaluation of alternatives dimension with 81.98%, the information search dimension with 81.75%, the purchase decision dimension with 82.06%, and the post-purchase evaluation dimension with 81.60%. This indicates that Tasya Farasya's product reviews influence her Instagram followers, thereby generating interest in purchasing the product.

Descriptive Analysis of Brand Awareness

Based on the analysis, it can be concluded that the recapitulation of respondents' responses to the Purchasing Decision variable (Y) from 400 respondents resulted in a total score of 12,699, with a percentage of 88.19%. This percentage is included in the very good category. This finding indicates the influence of influencer Tasyafarasya, who has promoted the Timephoria lip cream product, thus generating interest in purchasing the product. Of the three dimensions in this variable, researchers found that brand recognition scored the highest, at 90.44%. This was followed by recall, with 86.73%. This indicates that Tasya Farasya has an influence on her Instagram followers, thus influencing the extent to which consumers are aware of Timephoria lip cream products

4. CONCLUSION

Based on the results of hypothesis testing and data analysis, it can be concluded that persuasive communication and influencer source credibility have a positive and significant influence on the purchase decision for Timephoria lip cream products on the Instagram account @tasyafarasya. The persuasive communication process delivered by influencers can shape positive perceptions and encourage consumer interest in making a purchase. Furthermore, influencer credibility also plays a significant role in increasing consumer trust in the promoted product. The results show that brand awareness acts as a mediating variable, strengthening the influence of persuasive communication and influencer source credibility on purchase decisions. Therefore, the more effective the persuasive communication and the higher the influencer credibility, the stronger the brand awareness generated, thus positively impacting purchase decisions. Overall, these findings confirm that a marketing communication strategy through influencers that combines persuasive messages, source credibility, and strengthened brand awareness has proven effective in influencing the purchase decisions of @tasyafarasya's Instagram followers. Further research is recommended to expand the research object to include different products, industry categories, or social media platforms to increase the generalizability of the research results. In addition, further research can add other variables, such as brand trust, consumer attitudes, audience engagement, or electronic word of mouth, as well as use different methodological approaches, such as qualitative or mixed methods, to obtain a more comprehensive understanding of the influence of influencer communication on consumer behavior.

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