

The Effect Of Reizuka Ari's Credibility, Attractiveness, And Brand Preference On Skincare Purchase Intention Among Gen Z in Surabaya

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Abstract. *The increasing popularity of social media has made influencer marketing an important strategy for influencing consumers' purchase intention, particularly among Generation Z. In the skincare industry, influencers play a significant role in shaping consumers' purchasing decisions through their credibility, attractiveness, and ability to build brand preference. This study aims to examine the influence of influencer credibility, influencer attractiveness, and brand preference on skincare purchase intention among Generation Z in Surabaya, using Reizuka Ari as the research context. This study employed a quantitative research approach using a purposive sampling technique involving two hundred Generation Z respondents in Surabaya who had watched skincare related content created by Reizuka Ari on TikTok. Data were collected through an online questionnaire and analyzed using multiple linear regression with IBM SPSS Statistics version 27 after passing validity, reliability, and classical assumption tests. The results reveal that influencer credibility, influencer attractiveness, and brand preference each have a positive and significant partial effect on purchase intention, with brand preference emerging as the strongest predictor. These findings indicate that strengthening brand preference while collaborating with credible and attractive influencers can effectively enhance skincare purchase intention among Generation Z in Surabaya.*

Keywords: *Influencer Credibility; Influencer Attractiveness; Brand Preference; Purchase Intention; Generation Z; Skincare.*

Abstrak. *Meningkatnya popularitas media sosial telah menjadikan pemasaran influencer sebagai strategi penting untuk memengaruhi niat pembelian konsumen, khususnya di kalangan Generasi Z. Dalam industri perawatan kulit, influencer memainkan peran penting dalam membentuk keputusan pembelian konsumen melalui kredibilitas, daya tarik, dan kemampuan mereka untuk membangun preferensi merek. Studi ini bertujuan untuk meneliti pengaruh kredibilitas influencer, daya tarik influencer, dan preferensi merek terhadap niat pembelian perawatan kulit di kalangan Generasi Z di Surabaya, dengan menggunakan Reizuka Ari sebagai konteks penelitian. Studi ini menggunakan pendekatan penelitian kuantitatif dengan teknik purposive sampling yang melibatkan dua ratus responden Generasi Z di Surabaya yang telah menonton konten terkait perawatan kulit yang dibuat oleh Reizuka Ari di TikTok. Data dikumpulkan melalui kuesioner online dan dianalisis menggunakan regresi linier berganda dengan IBM SPSS Statistics versi 27 setelah melewati uji validitas, reliabilitas, dan asumsi klasik. Hasil penelitian menunjukkan bahwa kredibilitas influencer, daya tarik influencer, dan preferensi merek masing-masing memiliki pengaruh parsial positif dan signifikan terhadap niat pembelian, dengan preferensi merek muncul sebagai prediktor terkuat. Temuan ini menunjukkan bahwa penguatan preferensi merek sambil berkolaborasi dengan influencer yang kredibel dan menarik dapat secara efektif meningkatkan niat pembelian perawatan kulit di kalangan Generasi Z di Surabaya.*

Kata kunci: *Kredibilitas Influencer; Daya Tarik Influencer; Preferensi Merek; Niat Beli; Generasi Z; Perawatan Kulit.*

1. INTRODUCTION

Digital transformation has significantly reshaped contemporary marketing strategies, positioning the internet and social media as central tools for companies to reach consumers and influence their purchase intentions. The growing presence of digital

technology in everyday life has gradually reshaped not only people's lifestyles but also the way consumers emotionally react to marketing messages delivered through digital channels. Before making a purchase decision, consumers now tend to rely heavily on digital media as their main source of information. In this context, social media plays a crucial role in shaping the interaction between consumers and brands. Along with this shift, influencer marketing has emerged as a modern marketing approach that leverages the social influence of individuals on digital platforms to promote products or services.

In marketing literature, purchase intention is defined as the result of customers' cognitive processing of specific brand stimuli, reflecting their interest in choosing that product in the future. In the social media environment, consumer purchase intention is often formed as a result of exposure to persuasive information and content presented by influencers, which then triggers interest in trying the product (Prayoga & Artanti, 2021). One of the key factors influencing purchase intention is influencer credibility. The credibility of an influencer plays an important role in determining how persuasive their messages are and how well those messages are received by followers.

In addition to credibility, attractiveness is also an important element that influences the effectiveness of messages delivered by influencers. This factor is also seen as a driving force that encourages consumers to make purchase decisions. In addition, an attractive influencer is perceived to possess a combination of intellectual ability, lifestyle appeal, a positive attitude toward the brand, and good communication skills.

Another factor that influences purchase intention is brand preference. Brand preference can essentially be explained through three key independent variables that contribute to the dependent variable, namely purchase intention. These explanatory variables are brand image, brand trust, and product quality. Brand image is defined as a set of beliefs held by consumers about a particular brand, reflecting how consumers perceive and associate the brand in their minds. The second variable, brand trust, is a crucial factor used to measure preference and is believed to play an important role in shaping brand preference, which subsequently influences purchase intention. Lastly, product quality refers to a product's ability to perform its intended functions and to meet or even exceed customer expectations as a whole (Foster, 2018).

The selection of credibility, attractiveness, and brand preference as the three variables of interest in this study is grounded in Source Credibility Theory, which posits that a communicator's persuasive power stems from audience perceptions of their expertise, trustworthiness, and attractiveness. The skincare category was selected as the product focus of this study because it represents the largest and fastest-growing segment within Indonesia's beauty and personal care industry.

Reizuka Ari was chosen as the subject of this research because he is recognized as one of Indonesia's leading beauty influencers, known for his consistent output of skincare-focused content on TikTok, particularly product reviews and recommendations. This study also focuses on Generation Z in Surabaya. Surabaya was chosen because it serves as a major center of economic, industrial, and digital activities in East Java. As part of the north-south industrial corridor of East Java, Surabaya demonstrates a high level of economic agglomeration, with a strong dominance of the industrial and service sectors.

Based on various previous studies, inconsistencies can be found in research findings regarding the influence of credibility, attractiveness, and brand preference on consumers' purchase intention. For instance, a study by Wibowo and Hisyjanto (2020) reported that influencer credibility does not have a significant effect on purchase intention. In contrast, research conducted by Prayoga and Artanti (2021) found that influencer credibility has a

positive and significant influence on purchase intention. Furthermore, Wulandari and Septrizola (2021) revealed that attractiveness does not always emerge as a dominant factor, which differs from the findings of Seruni et al. (2024) that emphasize the importance of both trust and attractiveness in stimulating purchase intention among young consumers. This pattern of inconsistency is also visible specifically within research on Reizuka Ari: Kusmiyati (2024) found credibility and attractiveness to be significant predictors, while Komara and Zulfiati (2026) found the opposite for the same influencer, suggesting that credibility and attractiveness alone may not fully explain purchase intention toward his content, and that brand preference may serve as an important additional explanatory variable that has not yet been tested alongside the other two.

This study is important in addressing the existing research gap by examining the influence of influencer credibility, attractiveness, and brand preference on skincare purchase intention among Generation Z in Surabaya, using beauty influencer Reizuka Ari as the research subject. The results of this study are expected to provide theoretical contributions to the development of influencer marketing literature, as well as practical insights for the beauty industry in designing communication strategies that are effective and relevant to today's younger consumers.

Based on the background discussion presented above, which combines an established but inconsistently understood influencer, a rapidly growing skincare market, and a Generation Z population that is both highly active on social media and central to current skincare consumption trends, this study formulates a title that integrates all three variables examined, credibility, attractiveness, and brand preference, applied specifically to Reizuka Ari, skincare purchase intention, and Generation Z consumers in Surabaya.

2. LITERATURE REVIEW

A. Source Credibility Theory

This study adopts Source Credibility Theory as its main theoretical foundation, as proposed by Hovland, Janis, and Kelly in *Communication and Persuasion* (1953). The core assumption of this theory is that persuasive effectiveness increases when the source or communicator delivering the message is perceived as credible. The essence of Source Credibility Theory lies in the idea that message recipients are more easily persuaded when they perceive the source of the message as credible. Source credibility refers to the level of trust placed by the audience in the communicator, which in turn affects how convincing the message claims are. Early models of this theory emphasize that message effectiveness is largely determined by the perceived expertise and trustworthiness of the source or endorser. The three main dimensions that form source credibility are trustworthiness, expertise, and attractiveness.

B. Brand Equity Theory

Another foundational theory for this research is Aaker's Brand Equity Theory. This framework defines brand equity as a collection of assets and liabilities linked to a brand's name or symbol. These elements either add to or take away from the value a product or service provides to the consumer. According to Aaker (1991), brand equity consists of several key dimensions, including brand awareness, brand associations, perceived quality, brand loyalty, and other proprietary brand assets.

One of the main implications of strong brand equity is the formation of brand preference, which is the tendency of consumers to choose a particular brand over other brands in the same category. In the context of digital marketing, brand preference is not only influenced by product quality but also by marketing communications involving influencers. Credible and engaging influencers are able to build positive associations with

the brand, enhance perceptions of quality, and strengthen consumers' emotional connection with the brand, which ultimately drives purchase intent.

3. RESEARCH METHOD

This study employs a quantitative approach. The research location is focused in Surabaya and conducted from February to June 2026. The population for this research encompasses the community of followers or viewers of the creator Reizuka Ari, specifically those residing in Surabaya. This study employs a Non-Probability Sampling method, specifically utilizing Purposive Sampling. The minimum sample size required for this study is 200 respondents. In this study, the primary data is gathered directly by distributing online questionnaires to respondents, and the secondary data was gathered through a literature review of various sources, including textbooks, national and international academic journals, and relevant prior research articles. The validity testing process was carried out by calculating the correlation value between the scores on each statement item and the total score for each variable using the Pearson Product Moment correlation formula. The reliability test is performed using statistical software (such as SPSS), whise a variable is declared reliable if the calculated Cronbach's Alpha is greater than 0.60. The data analysis is conducted in three systematic stages: classical assumption tests; descriptive analysis; and multiple linear regression analysis.

4. RESULT AND DISCUSSION

A. Results of Classical Assumption Test

Result of Normality Test

Table 1. Kolmogorov-Smirnov Test

One Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		200
Normal Parameters a,b	Mean	.00000000
	Std. Deviation	2.97992791
Most Extreme Differences	Absolute	0,063
	Positive	0,063
	Negative	-0,061
Test Statistic		0,063
Asymp. Sig. (2-tailed)		0,053

Based on Table above the results of the Kolmogorov-Smirnov test, a test statistic of 0,063 was obtained with an Asymp. Sig. (2-tailed) of 0,053. This significance value is greater than the set significance level of 0,05, which statistically indicates that the residual data are normally distributed. Therefore, the assumption of normality in this regression model is fulfilled, and hypothesis testing in this study can proceed.

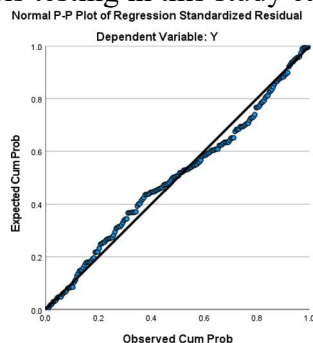


Figure 1 P-Plot of Regression Standardized Residual Results

Based on Figure 3, the results of the statistical test are further reinforced by a graphical analysis using the Normal P-P Plot of Regression Standardized Residuals, with Purchase Intention (Y) as the dependent variable. As observed in the graph, the data points are consistently distributed along and in very close proximity to the diagonal line throughout the entire range of the plot, from the lower left to the upper right. No significant deviations are observed at any point, indicating that the residual data in the regression model follows a normal distribution pattern. This visual evidence confirms that the normality assumption of the regression model is satisfactorily met.

Results of Multicollinearity Test

Table 2 Multicollinearity Test Result

Variable		Colinearity Statistic	
		Tolerance (>0,10)	VIF (<10)
1	Credibility	0,771	1,298
2	Attractiveness	0,752	1,330
3	Brand Preference	0,882	1,134

Based on table above, test results presented in the Coefficients table, it is evident that all independent variables in this study meet the statistical tolerance criteria. The Credibility variable has a tolerance value of 0,771, Attractiveness has a tolerance value of 0,752, and Brand Preference has a tolerance value of 0,882. Thus, all tolerance values in this study are above 0,10. Furthermore, the Variance Inflation Factor (VIF) values are well below 10,00, with Credibility having a VIF of 1,298, Attractiveness having a VIF of 1,330, and Brand Preference having a VIF of 1,134. Therefore, it can be concluded that there is no evidence of multicollinearity or strong correlation between the independent variables within the regression model. This confirms that the regression model used is ideal and suitable for proceeding to the hypothesis testing stage.

Results of Heteroscedasticity Test

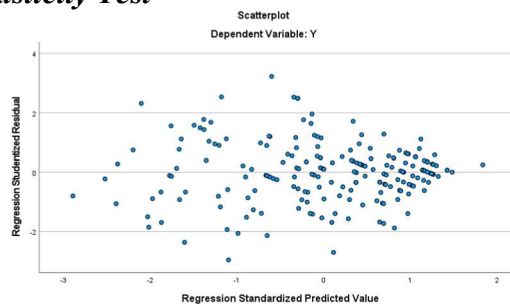


Figure 2 Heteroscedasticity Test with Scatterplot

Based on the scatterplot displayed above, the plot of Regression Studentized Residuals against Regression Standardized Predicted Values demonstrates that the data points are spread randomly and evenly across both positive and negative values on the vertical axis, with no discernible systematic pattern such as a funnel shape, curve, or any clustering trend around the horizontal line at zero. The data points appear to be scattered arbitrarily throughout the plot without forming any particular structure. These results indicate that there is no heteroscedasticity present in this study, confirming that the regression model used satisfactorily fulfills the required classical assumption criteria.

B. Multiple Linear Regression Analysis Results

Table 3. Output SPSS Coefficients Table

Coefficients				
Model	Unstandardized	Standardized	t	Sig.

		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	0,785	1,063		0,738	0,461
	Credibility (X1)	0,201	0,043	0,246	4,719	<,001
	Attractiveness (X2)	0,254	0,051	0,256	4,851	<,001
	Brand Preference (X3)	0,575	0,055	0,508	10,448	<,001
a. Dependent Variable: Purchase Intention						

Based on Table above, all independent variables in this study demonstrate a positive and significant effect on the dependent variable, namely Purchase Intention (Y). This is evidenced by significance values (Sig.) of <0,001 for all independent variables, which are well below the threshold of 0,05, indicating that the regression model constructed is statistically reliable in explaining the relationships between the variables in this study.

The unstandardized coefficients B presented in the table show that Brand Preference holds the highest coefficient value of 0,575, followed by Attractiveness at 0,254, and Credibility at 0,201. This indicates that Brand Preference is the variable that contributes most significantly to changes in Purchase Intention.

The standardized coefficients yield consistent results, with Brand Preference exhibiting the strongest correlation at 0,508, followed by Attractiveness at 0,256, and Credibility at 0,246. These findings reinforce the conclusion that Brand Preference is the dominant factor influencing Purchase Intention in this model. Based on the Coefficients table, the multiple linear regression equation formed in this study is as follows:

$$Y = 0,785 + 0,202X1 + 0,254X2 + 0,575X3 + e$$

Description:

Y: Purchase Intention

X1: Credibility

X2: Attractiveness

X3: Brand Preference

α : Constant

$\beta_1, \beta_2, \beta_3$: Regression Coefficients

e:Error

The constant value in this study is 0,785. This figure indicates that if all independent variables are zero or absent, the value of Purchase Intention is 0,785. The regression coefficient for the Credibility variable (X1) is 0,201. This positive value indicates a positive correlation, meaning that if Credibility increases by one unit, assuming all other variables remain constant, Purchase Intention will increase by 0,201. The coefficient value for the Attractiveness variable (X2) is 0,254. This positive coefficient indicates that if Attractiveness improves by one unit, Purchase Intention will also increase by 0,254, provided that all other variables remain constant. The regression coefficient for the Brand Preference variable (X3) is 0,575. This figure indicates that for every one-unit increase in Brand Preference, Purchase Intention will increase by 0,575, assuming all other variables remain constant. Of the three independent variables examined in this study, namely Credibility (X1), Attractiveness (X2), and Brand Preference (X3), all three positively influence consumers' Purchase Intention. Among these three variables, Brand Preference holds the greatest and most dominant influence in this study.

Coefficient of Determination (R²)

Table 4. Coefficient Determination Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
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1	0,769	0,591	0,585	3,003
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Based on the findings in Table above, the R-squared (R^2) value is 0,591 and the Adjusted R-squared value is 0,585. These findings indicate that the variation in the Purchase Intention variable (Y) can be explained by the independent variables in this study, namely Credibility (X1), Attractiveness (X2), and Brand Preference (X3).

The Adjusted R-squared value of 0,585 indicates that, after adjusting for the number of independent variables in the model, 58,5% of the variation in Purchase Intention can be explained by the three independent variables in this study. Meanwhile, the remaining 41,5% is explained by other variables outside this study's model, such as Social Media Advertising, Influencer Endorsement, and Live Streaming.

The Adjusted R^2 value of 58,5% indicates that the constructed regression model possesses a moderately high explanatory power and reasonable predictive capability in explaining the Purchase Intention variable in this study.

Model Fit Test (F Test)

Table 5. Results of Model Fit Test with ANOVA

Model	F	Sig.
1 Regression	94,367	<0,001b

Based on Table above, the results of the F-test presented in the ANOVA table show a calculated F-value of 94,367 with a significance value of less than 0,001. Since this significance value is well below the threshold of 0,05, it can be concluded that Influencer Credibility, Attractiveness, and Brand Preference simultaneously have a significant effect on Purchase Intention.

These findings indicate that the multiple linear regression model developed in this study is significant and suitable for explaining the relationship between the independent variables, namely Credibility, Attractiveness, and Brand Preference, and the dependent variable, Purchase Intention. It can therefore be concluded that the model developed in this study meets the criteria for model fit (Goodness of Fit) and can thus be used as the basis for proceeding with partial hypothesis testing using the t-test.

Hypothesis Testing Using the t-Test Approach

Table 6. T-test Results

Relations	t-value	Sig.	Results
Credibility→ Purchase Intention	4,719	0,000	Positive and Significance
Attractiveness →Purchase Intention	4,851	0,000	Positive and Significance
Brand Preference→ Purchase Intention	10,448	0,000	Positive and Significance

Based on Table above, the Credibility variable yielded a regression coefficient (B) of 0,201, with a calculated t-value of 4,719 greater than the critical t-value of 1,972 and a significance level of 0,000 less than 0,05; therefore, Hypothesis 1 is accepted. A positive coefficient indicates that the higher the level of credibility perceived by consumers, the greater the increase in their Purchase Intention. Thus, Credibility has been proven to have a positive and significant effect on Purchase Intention.

The Attractiveness variable yielded a regression coefficient (B) of 0,245, with a calculated t-value of 4,851 > the critical t-value of 1,972 and a significance level of 0,000 < 0,05; therefore, Hypothesis 2 is accepted. A positive coefficient indicates that an increase in the perceived attractiveness of the endorser contributes to a higher level of consumer Purchase Intention. Therefore, Attractiveness is proven to have a positive and significant effect on Purchase Intention.

The Brand Preference variable yielded a regression coefficient (B) of 0,575, with a

calculated t-value of 10,448 > the critical t-value of 1,972 and a significance level of $0,000 < 0,05$; therefore, Hypothesis 3 is accepted. The positive direction of the coefficient reflects that a stronger brand preference among consumers drives a greater increase in their Purchase Intention. Thus, Brand Preference is proven to have a positive and significant effect on Purchase Intention.

Based on the overall test results, the three independent variables, namely Credibility (X1), Attractiveness (X2), and Brand Preference (X3), were each found to have a positive and significant effect on Purchase Intention. Judging by the t-statistic values, Brand Preference has the most dominant influence with a t-statistic of 10,448, followed by Attractiveness (X1) at 4,851, and Credibility(X2) at 4,719. These findings indicate that Brand Preference(X3) is the variable that contributes most strongly to shaping consumer Purchase Intention compared to the other two variables.

C. Discussion

The Effect of Credibility on Purchase Intention

Based on data analysis, the findings of this study indicate that Credibility has a positive and significant effect on Purchase Intention. These results demonstrate that credibility is not merely a superficial attribute, but a fundamental factor that significantly shapes consumers' willingness to purchase products promoted by influencers on social media (Carissa & Rodhiah, 2025). This finding is consistent with Source Credibility Theory as proposed by Hovland, Janis, and Kelley (1953), which forms the main theoretical foundation of this study. The theory posits that persuasive effectiveness increases when a message source is perceived as credible, particularly through the dimensions of trustworthiness and expertise. The result of this study empirically confirms this proposition: Reizuka Ari's audience, when perceiving him as trustworthy, honest, competent, and professional, translate that perception directly into a stronger intention to purchase the skincare products he promotes, reinforcing the core assumption of Source Credibility Theory within a TikTok-based influencer marketing context.

This finding is also consistent with the distinctive characteristics of Generation Z as digital consumers. Unlike older generations, Generation Z consists of digital natives who are accustomed to critically evaluating online information before placing their trust in it. They also place greater emphasis on authenticity and relatability when following social media influencers (Lestari & Islami, 2025). These characteristics help explain why credibility, rather than mere exposure or popularity, exerts a significant influence on their purchase intention. Instead of accepting influencer recommendations at face value, Generation Z consumers actively assess whether an influencer is honest, competent, and trustworthy before allowing that perception to influence their purchasing decisions. This finding is further supported by (Nugroho, Rahayu, & Hapsari, 2022), who similarly reported that social media influencer credibility significantly influences Generation Z's purchase intention in the beauty and cosmetics industry. Together, these findings reinforce the argument that credibility plays a particularly important role in shaping purchase intention among Generation Z consumers, especially within the context of influencer marketing.

In practice, influencer credibility encompasses several key dimensions, including trustworthiness, honesty, competence, visual appeal, recognizability, and professionalism. When consumers perceive an influencer as a reliable and knowledgeable source of information, they are more likely to accept and act upon the influencer's recommendations. This trust-building process effectively reduces consumers' hesitation in the decision-making process, thereby strengthening their purchase intention toward the

promoted brand (Sesar, Martinčević, & Boguszewicz-Kreft, 2022).

This result aligns with several previous studies, including (Oktaviani & Marliani, 2025; Prayoga & Artanti, 2021; Putri & Wulandari, 2024; Sesar et al., 2022), all of which found that influencer credibility has a positive and significant effect on purchase intention. However, the finding does not align with several other studies. Melianti et al. (2026) found that digital influencer credibility had a positive but insignificant effect on purchase intention, while Martiningsih and Setyawan (2022) found that trustworthiness, one of credibility's core dimensions, had no significant effect even though attractiveness and expertise did. Similarly, HA, Daud, and Rosa (2019) found that among trustworthiness, expertise, and attractiveness, only trustworthiness had a significant partial effect. This divergence suggests that the effect of credibility on purchase intention may be sensitive to how the construct is operationalized and to the specific platform and product category under study.

More specifically, this finding also speaks directly to the phenomenon gap. It aligns with Tyas and Rahayu (2026) and Kusmiyati (2024), both of whom found Reizuka Ari's credibility to significantly affect purchase-related outcomes, but it does not align with Komara and Zulfiati (2026), who found that trustworthiness did not have a significant direct effect on purchase intention toward products he promotes, with parasocial interaction and FOMO proving more influential instead. A plausible explanation for this divergence lies in how credibility was measured: Komara and Zulfiati (2026) isolated trustworthiness as a single narrow dimension, whereas this study measured credibility through a broader composite of trust, honesty, competence, visual appeal, recognizability, and professionalism, which may capture a more complete picture of how Generation Z consumers in Surabaya actually evaluate Reizuka Ari as an information source.

These findings align with Rich (1997), who explains that source credibility consists of elements of trust, honesty, and expertise in conveying information. This is further supported by Sesar et al. (2022), who emphasized that influencers with high credibility levels are able to increase audience trust in brands, which subsequently drives purchase intention. Additionally, Wahab et al. (2024) highlighted that honesty and professionalism in delivering product content play a significant role in building a genuine relationship between influencers and their audience.

In the context of this study, influencers who consistently demonstrate competence in explaining product benefits, maintain an honest and professional presence on social media, and possess strong visual appeal are proven to be more effective in converting audience interest into actual purchase intention. Therefore, brands should strategically select influencers whose credibility profile aligns with their target consumers in order to maximize the impact of their influencer marketing campaigns (Wahab et al., 2024).

The Effect of Attractiveness on Purchase Intention

Based on data analysis, the findings of this study indicate that Influencer Attractiveness has a positive and significant effect on Purchase Intention. These results demonstrate that attractiveness is not solely limited to physical appearance, but encompasses a broader set of qualities including the ability to create positive impressions, capture audience attention, and display a pleasant personality that collectively influence consumers' willingness to purchase (Yuan et al., 2016, cited in Tandayong, 2022).

Within the framework of Source Credibility Theory, attractiveness is treated as one of the dimensions of source credibility alongside trustworthiness and expertise (Ohanian, 1990, as cited in Agitashisa, Farida, & Wulandari, 2020), noted that attractiveness does not always translate into advertising trust, since it tends to evoke liking and pleasure rather

than confidence in a message's validity. The result of this study, however, shows that attractiveness translated directly into purchase intention rather than stopping at the engagement stage. This suggests that, in Reizuka Ari's case, attractiveness functions less as an isolated dimension and more as a reinforcing complement to his credibility, a combination that appears to be particularly effective in the TikTok skincare context where visual appeal and perceived expertise are communicated simultaneously through the same short-form video content.

From a generational perspective, this finding also reflects how Generation Z engages with visual, short-form content on platforms such as TikTok. As digital natives, Generation Z consumes highly visual and fast-paced content and tends to form initial impressions of influencers based on their visual appeal, personality, and content presentation before deciding whether to engage further (MEIYUME, 2024). These characteristics help explain why attractiveness significantly influences purchase intention in this study. Rather than functioning merely as a superficial physical attribute, attractiveness serves as an entry point that captures attention and encourages Generation Z consumers to continue engaging with an influencer's content, thereby increasing the likelihood of developing purchase intention. This interpretation is supported by Widyanto and Agusti (2020), who found that attractiveness was among the influencer attributes with a significant positive effect on Generation Z's purchase intention toward beauty products. Together, these findings suggest that within the TikTok skincare context, attractiveness plays a strategic role in converting Generation Z's initial attention into sustained engagement and ultimately into purchase intention.

In practice, influencer attractiveness plays an important role in the process of delivering marketing messages, particularly when the objective is to persuade consumers to take action. When followers perceive an influencer as appealing, they are more likely to engage with the content and develop a favorable attitude toward the promoted brand. This process of association effectively bridges the gap between content consumption and actual purchase intention (Prayoga & Artanti, 2021).

This result aligns with several studies including (Andi Ayu Sukmadewi, Lukman, & Resekiani Mas Bakar, 2022; Malikhah, 2023; Martiningsih & Setyawan, 2022; Widyanto & Agusti, 2020), all of which found attractiveness to have a significant positive effect on purchase intention, and with Susanti (2021), who found attractiveness significant although the weakest of the three variables tested. In contrast, this finding does not align with (Mya et al., 2025; Najib et al., 2019; Wulandari & Septrizola, 2021), who found that attractiveness had no significant effect on purchase intention in their respective contexts. This inconsistency across the literature reinforces the argument made in Chapter I that attractiveness's effect on purchase intention is not universally stable and may depend heavily on the specific influencer and audience being studied.

This finding also directly addresses the phenomenon gap identified for Reizuka Ari specifically. It aligns with Kusmiyati (2024), who found attractiveness to significantly affect purchase-related outcomes, but contrasts with Komara and Zulfiati (2026), who found no significant direct effect of attractiveness on purchase intention toward the same influencer's endorsed products. As with the credibility finding, this divergence may be explained by differences in audience segmentation and product context. Komara and Zulfiati (2026) examined general endorsement products across a broader Generation Z sample, whereas this study focused specifically on skincare products among Generation Z consumers in Surabaya, a category in which visual appeal may carry more direct commercial relevance than in other product categories.

These findings align with Nurfadilah (2023), who highlights that an attractive influencer possesses a combination of intellectual capability, lifestyle appeal, a positive attitude toward the brand, and the ability to communicate information effectively, all of which collectively strengthen followers' confidence in a brand. Furthermore, Wirapraja et al. (2023) emphasized that the attractiveness of marketing message content, including emotional, associative, and lifestyle dimensions, plays a crucial role in ensuring that messages generate meaningful consumer responses in the form of purchase decisions.

In the context of this study, influencers who consistently create positive feelings among followers, present products in an engaging manner, and possess overall appeal are proven to be more effective in driving consumer purchase intention. Therefore, companies should carefully consider influencer attractiveness as a strategic criterion when selecting brand collaborators in order to maximize the effectiveness of their marketing communication (Yuan et al., cited in Tandayong, 2022; Nurfadilah, 2023).

The Effect of Brand Preference on Purchase Intention

Based on data analysis, the findings of this study indicate that Brand Preference has the most dominant positive and significant effect on Purchase Intention among the three variables examined. These results demonstrate that when consumers have already developed a strong preference toward a brand, their likelihood of making a purchase increase substantially, as brand preference directly reflects consumers' deep-rooted favorable attitudes and evaluations toward a particular brand (Ruslim, Nova, Herwindiati, & Cokki, 2023).

This finding can be explained through Aaker's Brand Equity Theory (1991), the second theoretical foundation adopted in this study. According to this framework, brand preference emerges as a key implication of strong brand equity, built through consumers' accumulated experiences, perceptions, and associations with a brand over time. As Keller (1993) explains, credible and engaging influencers help build these positive associations, enhance perceived quality, and strengthen consumers' emotional connection with a brand, which ultimately drives purchase intention more strongly than personal-source factors alone. The dominance of brand preference over credibility and attractiveness in this study's results is therefore theoretically consistent: once an influencer's credibility and attractiveness have helped build positive brand associations, it is the resulting brand-level evaluation, not the influencer's personal traits directly, that most strongly predicts the final purchase decision.

This dominant effect of brand preference is also consistent with the distinctive purchasing behavior of Generation Z. Unlike previous generations, Generation Z tends to prioritize authenticity and relatability when choosing brands to support rather than relying solely on influencer endorsements (Lestari & Islami, 2025). Furthermore, Generation Z has been identified as a key driver of minimalist and hybrid skincare routines in Indonesia, in which consumers intentionally narrow their choices to a small number of trusted brands instead of frequently experimenting with new products (Euromonitor International, 2025). These characteristics help explain why brand preference emerged as the strongest predictor of purchase intention in this study. Although influencer credibility and attractiveness may initially attract consumers' attention and shape favorable perceptions, Generation Z consumers ultimately base their purchasing decisions on the level of trust and preference they have developed toward the brand itself. This finding therefore reinforces the proposition of Brand Equity Theory that strong brand preference serves as the culmination of positive brand associations and becomes a primary determinant of consumers' purchase intention.

In practice, brand preference encompasses several key dimensions, including consumer interest in a brand, the tendency to choose one brand over competitors, loyalty to a brand despite similar alternatives, and overall brand favorability. When consumers consistently perceive a brand as superior and more appealing compared to its competitors, this positive evaluation naturally translates into stronger purchase intentions. This process is particularly evident in the context of skincare products, where consumers who have developed a preference for a particular brand are more inclined to choose it over other available skincare options (Dam, 2020) (Clarence & Keni, 2022).

This result aligns with the majority of brand-preference-related studies, including (Dam, 2020; Kurniawan, Suryoko, & Listyorini, 2014; Marzuki, 2023; Okayani & Panasea, 2025; Ruslim et al., 2023; Soenyoto, 2015), all of which found brand preference to have a positive and significant effect on purchase intention. This is further consistent with the research gap where studies integrating brand preference with influencers' personal factors, such as credibility and attractiveness, were noted to remain limited, particularly within the beauty product context in Indonesia. By finding brand preference to be the most dominant of the three predictors, this study directly addresses that gap and provides new empirical evidence on how brand preference interacts with, and ultimately outweighs, influencer-level factors in shaping skincare purchase intention among Generation Z.

These findings align with Foster (2018), who explains that brand preference is shaped by three key variables, namely brand image, brand trust, and product quality, all of which collectively contribute to the formation of consumer preferences that subsequently influence purchase intention. Furthermore, Yulastuti (2020) emphasized that brand preference functions as an indicator of brand strength, reflecting a high level of consumer liking for a particular brand even when similar products are offered by competitors, which in turn reinforces consumers' intention to purchase.

In the context of this study, consumers who demonstrate a strong overall preference for a skincare brand, driven by positive brand associations, trust, and perceived product quality, are proven to be significantly more likely to act upon their purchase intentions. Therefore, building and sustaining a strong brand preference through consistent brand image management, quality assurance, and trust-building strategies should be considered a top priority for brands seeking to drive long-term consumer purchase behavior (Ruslim et al., 2023; Laurence & Keni, 2024).

5. CONCLUSION

Reizuka Ari's Credibility has a positive and significant effect on Skincare Purchase Intention among Gen Z in Surabaya. This finding indicates that the higher the level of credibility perceived by Gen Z consumers from Reizuka Ari, the stronger their intention to purchase skincare products. Reizuka Ari's Attractiveness has a positive and significant effect on Skincare Purchase Intention among Gen Z in Surabaya. It can be concluded that Reizuka Ari's attractiveness is an effective element in capturing Gen Z consumers' attention and fostering favorable attitudes toward the promoted skincare brand, which ultimately encourages purchasing decisions. Brand Preference has a positive and significant effect on Skincare Purchase Intention among Gen Z in Surabaya, and emerges as the most dominant variable in this study. This finding signifies that Gen Z consumers in Surabaya who have already developed a strong preference for a particular skincare brand are considerably more inclined to act upon their purchase intentions. Therefore, it can be concluded that brand preference plays the most crucial role in driving Gen Z consumers' skincare purchase behavior, as it reflects a deeply rooted sense of trust,

loyalty, and favorable evaluation toward the brand compared to its competitors.

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