

# The Effectiveness of Social Media Influencers in Driving Beauty Product Purchase Decisions through Content Quality

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## ABSTRACT

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The increasing adoption of social media influencers in digital marketing strategies underpins this research, particularly in triggering purchase decisions for Glad2Glow beauty products. This research tests the argument that an influencer's effectiveness depends not only on their popularity but also on the quality of the content they present. The purpose of this study is to analyze the influence of social media influencers on content quality and purchase decisions and to confirm the role of content quality as a mediating variable. A quantitative approach was applied in this study by collecting data from 168 female consumers who use Glad2Glow products. The analysis was conducted using structural equation modeling to test the relationship between variables. The research findings show that the presence of social media influencers can significantly increase content quality but does not have a significant direct influence on purchase decisions. Furthermore, content quality was found to have a significant positive effect on purchase decisions and was proven to strongly mediate the intervening relationship. Practically, this study emphasizes that corporations must ensure that the content produced by influencers is relevant, authentic, and persuasive, rather than simply relying on the credibility of the figure.

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## ABSTRAK

Peningkatan adopsi social media influencer dalam strategi pemasaran digital mendasari penelitian ini, khususnya dalam memicu keputusan pembelian produk kecantikan Glad2Glow. Penelitian ini menguji argumen bahwa efektivitas seorang influencer tidak hanya bergantung pada tingkat popularitasnya, melainkan juga pada mutu konten yang disajikan. Tujuan dari studi ini adalah untuk menganalisis pengaruh social media influencer terhadap content quality dan purchase decision, serta mengonfirmasi peran content quality sebagai variabel pemediasi. Pendekatan kuantitatif diterapkan dalam penelitian ini dengan mengumpulkan data dari 168 konsumen perempuan pengguna produk Glad2Glow. Analisis dilakukan menggunakan Structural Equation Modeling untuk menguji hubungan antarvariabel. Temuan penelitian memperlihatkan bahwa keberadaan social media influencer mampu meningkatkan content quality secara signifikan, tetapi tidak memberikan pengaruh langsung yang signifikan terhadap purchase decision. Selanjutnya, content quality ditemukan berpengaruh positif signifikan terhadap keputusan pembelian dan terbukti kuat memediasi hubungan intervensi tersebut. Secara praktis, studi ini menekankan bahwa korporasi harus memastikan konten yang diproduksi influencer bersifat relevan, autentik, dan persuasif, bukan sekadar mengandalkan kredibilitas figur semata.

## INTRODUCTION

Rapid advancements in internet connectivity, changing patterns of consumer behavior, and the expansion of the digital marketplace have contributed to the remarkable growth of the beauty industry in recent years. Beauty products are no longer marketed solely through brick-and-mortar stores and conventional advertising but have transformed into a digital-based marketing system that relies on direct interaction with consumers through social media (Abraham et al., 2022; Thuy et al., 2025; Hossain et al., 2025). Platforms such as Instagram, Tiktok, and Youtube have become key platforms for building marketing communications, creating engagement, and influencing consumer purchasing decisions (Ren et al., 2022; Tran et al., 2024; Yin et al., 2026; Ngo et al., 2026). This phenomenon is further reinforced by the increasing dominance of Generation Z and millennials as key consumer groups characterized by digital engagement, responsiveness to online recommendations, and a tendency to use social media as a primary source of information before making a purchase (Ying et al., 2025).

In line with the rapid development of digital marketing in the beauty industry, Glad2Glow's product marketing strategy has become relevant, reflecting the use of social media influencers to accelerate purchasing decisions. Glad2Glow is a growing and widely recognized beauty brand through an intensive digital promotion strategy, particularly through TikTok and Instagram. The brand utilizes influencers as a primary tool to build brand awareness, increase consumer interaction, and drive purchase decisions through various forms of content such as product reviews, usage tutorials, and user experience testimonials.

The intensity of social media use in marketing activities has encouraged companies in the beauty sector to integrate influencers as an important part of their promotional strategy in attracting attention and influencing consumer decisions (Hossain et al., 2025; Djafarova et al., 2025; Levin et al., 2025). Influencers are seen as having the ability to build emotional closeness with audiences, create trust, and shape positive perceptions of a product through shared personal experiences (Hussain et al., 2024; Olbermann & Schramm, 2025; Franklin et al., 2025). Compared to traditional advertising, recommendations from influencers are often considered more authentic and more capable of influencing consumer purchasing intentions and decisions (Ndasi & Cheung, 2026). The presence of beauty influencers on social media has shifted marketing communication patterns from one-way communication to interactive persuasion, allowing consumers to actively engage in the product evaluation process (Benevento et al., 2025).

However, the effectiveness of social media influencers in driving purchasing decisions does not always produce consistent impacts (Cheah et al., 2024; Dhiman & Singh, 2025; Krause & Henkel, 2025). Many companies allocate large budgets for influencer marketing, but not all campaigns result in a significant increase in purchase

conversions. A large number of followers does not always directly correlate with the level of trust or consumer purchasing decisions. This condition shows that the success of influencer marketing is not only determined by the popularity of the influencer but also by how the marketing message is delivered through quality content (Tran et al., 2024; Thongmak, 2025; Ndasi & Cheung, 2026). Today's consumers are becoming more critical of promotional content, particularly endorsements that appear overly commercial, inauthentic, or irrelevant to their factual needs (Dhiman & Singh, 2025).

Content quality is a crucial element in bridging the influence of influencers on purchasing decisions (Brüns & Meibner, 2024). Content that is informative, visually appealing, relevant, credible, and provides added value to consumers is more effective in building and encouraging purchase decisions (Tran et al., 2024). In the beauty industry, consumers tend to require detailed information about product benefits, user experiences, results, and convincing visual evidence before deciding to purchase. Therefore, the presence of influencers without the support of high-quality content is often insufficient to generate strong purchasing decisions.

Existing literature has devoted considerable attention to the influence of social media influencers on consumer purchasing decisions. However, most research focuses on the direct relationship between the two variables, leaving the role of content quality as a mediating variable largely unexplored, particularly in the context of beauty product marketing. This is supported by previous research findings that found social media influencers significantly influence purchasing decisions (Dinh & Lee, 2024; Adhidarma & Kiky, 2025; Purnama & Putra, 2025). However, this influence weakens when the quality of the message or content is unable to convince consumers to purchase (Brüns & Meibner, 2024; Dhiman & Singh, 2025; Febriyantie & Nur, 2025). This situation suggests the need for further study. Moreover, it is currently very difficult to distinguish between human-generated content and AI-generated content (Rungruangjit et al., 2024).

This study extends existing knowledge by investigating the mediating role of content quality in explaining how social media influencers shape consumers' beauty product purchase decisions. This approach provides a more comprehensive perspective, demonstrating that influencer effectiveness depends not only on personal credibility but also on the quality of the content they produce. Furthermore, this study focuses on beauty product consumers, a sector with one of the highest levels of digital competition and heavily reliant on influencer marketing strategies. This focus is crucial because consumer behavior in the beauty industry has unique characteristics that are heavily influenced by product visualizations, testimonials, and social proof from influencers.

This study aims to analyze the influence of social media influencers on beauty product purchasing decisions and the influence of social media influencers on content quality; analyze the influence of content quality on purchasing decisions; and examine the mediating role of content quality in the relationship between social media influencers

and purchasing decisions. The results of this study are expected to provide academic contributions to the development of digital marketing literature, particularly regarding influencer marketing and consumer behavior, as well as provide practical input for cosmetic companies in designing strategies for evaluating the use of influencers and developing quality digital content.

## **LITERATURE REVIEW**

### **Stimulus Organism Response Theory**

Stimulus organism response (SOR) theory explains that consumer behavior is formed through a process that begins with stimulation from the external environment (stimulus), then processed within the individual (organism), until finally resulting in real action (response) (Mehrabian & Russell, 1974). The SOR theory provides an understanding that the success of influencer marketing lies not only in the influencer's popularity but also in the ability to deliver quality content that can influence the psychological processes of consumers until finally resulting in purchasing decisions. Influencers are positioned as stimuli for information, recommendations, and persuasion that consumers directly receive through social media (Cheah et al., 2024; Hossain et al., 2025). However, the influence of influencers does not occur automatically, because consumers first assess the quality of the content delivered (Jabbour et al., 2026). At this stage, the quality of the content plays a role as an organism, namely an internal process that reflects how consumers understand, interpret, and feel the message received. Content that is informative, interesting, authentic, relevant, and able to clearly demonstrate product benefits will build consumer trust and interest in the promoted product (Brüns & Meibner, 2024; Rungruangjit et al., 2024; Thongmak, 2025; Pei et al., 2026). When the quality of the content is assessed as good, consumers will be more confident and encouraged to make a final response in the form of a purchasing decision.

### **Social Media Influencer**

Social media influencer have the ability to influence audience attitudes, perceptions, and decisions through their activities on social media. According to (Cheah et al., 2024), social media influencers shape audience attitudes through blogs, tweets, or other social media platforms. Dinh & Lee, (2024) explain that influencers are individuals who have the power to influence consumer purchasing decisions due to their knowledge, authority, position, or the relationships they build with their followers. According to (Chekima et al., 2020; Belanche et al., 2021; Hussain et al., 2024; Eslami et al., 2024), influencers are seen as online figures who consistently build personal branding and have the ability to create high engagement with audiences through the content they share. In the context of digital marketing, influencers not only act as information providers but also as modern opinion leaders who are able to build trust, create emotional closeness, and

influence consumer behavior in the purchasing decision-making process, especially for beauty products that rely heavily on recommendations, reviews, and social proof on social media (Franklin et al., 2025; Levin et al., 2025).

Influencers with high credibility, expertise, attractiveness, and a high level of trust tend to be able to produce content that is more convincing, relevant, and valuable to the audience. This shows that the higher the quality of an influencer, the greater the opportunity to create quality content that is effective in conveying marketing messages (Dhiman & Singh, 2025; Pandit et al., 2026). Content created by influencers not only functions as a promotional medium but also as a means of education and shaping consumer perceptions of the product. Influencers who are authentic and trusted by the audience can increase the perception of content quality because the messages conveyed are considered more honest, informative, and persuasive (Djafarova et al., 2025; Blanc et al., 2026). The link between social media influencers and purchase decisions occurs when recommendations, reviews, or personal experiences shared by influencers are able to shape consumer confidence in a product ((Dinh & Lee, 2024; Cristina et al., 2025). Influencers influence purchasing decisions, particularly for beauty products, which rely heavily on visuals, testimonials, and social proof (Adhidarma & Kiky, 2025; Putri & Abdulah, 2026). Consumers tend to be more confident in purchasing products recommended by influencers who are perceived as credible and emotionally connected, making influencers a crucial factor in driving purchasing decisions in the digital marketing era (Cheah et al., 2024; Wang et al., 2025).

H1: Social media influencers have a positive effect on content quality.

H2: Social media influencers have a positive effect on purchase decisions.

### **Content Quality**

Content quality is the level of content's ability to convey valuable, relevant, accurate, engaging information and effectively meet audience needs. Hussain et al., (2024); Gombos & Molontay, (2025) explain that content quality relates to the extent to which a marketing message provides useful information, builds engagement, and creates a positive experience for consumers. Meanwhile, Ndasi & Cheung, (2026) emphasize that content quality is determined by accuracy, completeness, relevance, timeliness, and ease of understanding for users. In the context of social media, content quality also includes attractive visuals, message authenticity, information credibility, and the content's ability to build engagement with the audience (Tran et al., 2024). Thus, content quality can be understood as the overall quality of messages conveyed through digital media that can influence perceptions and trust and ultimately drive consumer purchasing decisions.

Content quality plays a crucial role in influencing purchasing decisions because consumers tend to base their decisions on information deemed relevant, credible, and responsive to their needs (Adhidarma & Kiky, 2025; Purnama & Putra, 2025). In digital

marketing, informative, engaging, authentic, and easily understood content can increase consumer trust in the product being promoted, thereby increasing the likelihood of a purchase (Tran et al., 2024). Highly credible influencers may not necessarily be able to drive purchasing decisions if the content they deliver is low-quality, uninformative, or perceived as inauthentic by consumers (Dhiman & Singh, 2025; Pei et al., 2026). Conversely, when influencers are able to present relevant, persuasive content and provide concrete evidence of the product's benefits, consumers will more easily confirm their purchase. Content quality is a determining factor in whether an influencer's message is positively received by the audience or ignored (Blanc et al., 2026). The success of influencer marketing depends not only on the influencer's popularity but also on the quality of the content, which is able to convert consumer attention into actual purchases (Brüns & Meibner, 2024; Ampornklinkaew, 2025; Ndasi & Cheung, 2026).

H3: Content quality has a positive effect on purchase decisions.

H4: Content quality has a positive mediating effect on the relationship between social media influencers and purchase decisions

### Purchase Decision

A purchase decision is the final stage in the consumer behavior process when an individual makes a choice to purchase a product or service after going through the process of recognizing needs, searching for information, and evaluating various available alternatives (Domarchi et al., 2024). Kotler & Keller, (2016) explain that a purchase decision is a consumer's action to actually purchase the most preferred brand after considering various internal and external factors that influence that choice. Meanwhile, (Thi & Nguyen, 2024) state that a purchase decision is a selection from two or more alternative purchasing options, so consumers must have several options before finally making a decision. According to Ye et al., (2026), a purchase decision is a problem-solving approach process that includes recognizing needs, searching for information, evaluating, making a purchase decision, and post-purchase behavior. In the context of digital marketing, the purchase decision is an important indicator for assessing the success of a promotional strategy because it reflects the extent to which consumers are influenced by the information, recommendations, and experiences they obtain before making a transaction.

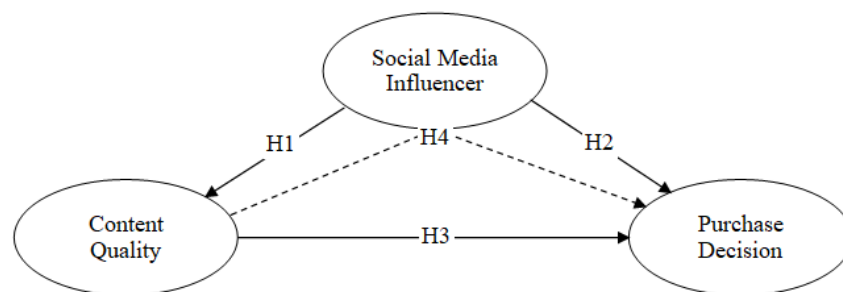


Figure 1. Conceptual Framework

## METHOD

This study employed a quantitative research design with a causal-associative approach to investigate the causal relationships among social media influencers, content quality, and consumer purchase decisions. The causal-associative method was selected to examine both the direct influence of social media influencers on purchasing decisions and the indirect influence mediated by content quality. The research focused on consumers of Glad2Glow beauty products who were familiar with or had been exposed to promotional content delivered by social media influencers, including Syifa Hadju, Aliyyah Kohl, Fitri Utami, and Aqeela Aza Calista through digital platforms such as Instagram, Tiktok, and YouTube. Since the exact number of Glad2Glow consumers in Kendari City could not be determined, the study treated the population as unknown. Sample size determination followed the recommendation of (Hair et al., 2017), which suggests selecting a sample ranging from five to ten times the total number of measurement indicators. Given that this study employed 28 indicators, the required sample size was established based on this guideline.

All indicators were adapted from previous research, consisting of eight indicator items for the social media influencer variable adapted from (Dhiman & Singh, 2025; Krause & Henkel, 2025); twelve indicator items for the content quality variable (Krause & Henkel, 2025; Rungruangjit et al., 2024); and eight indicator items for the purchase decision variable adapted from (Hossain et al., 2025). The sample size was set at six times the 28 indicator items, representing 168 respondents.

**Table 1.** Definition and Measurement of Research Variables

| Operational Definition of Variables                                                                                                                                                                                                 | Indicator Items                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Source                                                     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------|
| Social Media Influencer refers to the consumer's assessment of the credibility, expertise, attractiveness, and relatability of an influencer who conveys information or recommendations regarding beauty products via social media. | SMI1. The influencer promoting this product has a large following on social media.<br>SMI2. The influencer is widely known by many people on social media.<br>SMI3. I believe that the influencer provides honest reviews about the product.<br>SMI4. The influencer possesses good knowledge regarding the product being promoted.<br>SMI5. The influencer has an attractive appearance, which makes me interested in the product being promoted.<br>SMI6. The influencer's communication style makes me feel comfortable following their recommendations.<br>SMI7. The influencer can influence me to consider purchasing the product.<br>SMI8. Recommendations from the influencer encourage me to try the product being promoted. | Adapted from (Dhiman & Singh, 2025; Krause & Henkel, 2025) |
| Content Quality refers to the consumer's assessment of the quality                                                                                                                                                                  | CQ1. The promotional content delivered aligns with my needs.<br>CQ2. Information within the promotional                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Adapted from (Rungruangjit et                              |

| Operational Definition of Variables                                                                                                                                                                                                                    | Indicator Items                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Source                              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|
| of beauty product content created by an influencer, evaluated based on clarity, completeness, relevance, accuracy of information, and quality of presentation in supporting product evaluation prior to purchase.                                      | <p>content relates to the product I am looking for.</p> <p>CQ3. The promotional content provides comprehensive information about the product.</p> <p>CQ4. I gain a clear explanation regarding the product's benefits from the content.</p> <p>CQ5. The promotional content appears genuine and not contrived.</p> <p>CQ6. I feel the content reflects a real experience with the product.</p> <p>CQ7. The visual presentation of the promotional content looks attractive and professional.</p> <p>CQ8. Images or videos used in the content make me more interested in the product.</p> <p>CQ9. The promotional content can convince me to consider purchasing the product.</p> <p>CQ10. The message within the promotional content successfully influences my interest in the product.</p> <p>CQ11. Information conveyed in the promotional content remains consistent over time.</p> <p>CQ12. The influencer delivers a consistent promotional message across every product post.</p> | al., 2024; Krause & Henkel, 2025)   |
| Purchase Decision refers to the consumer's actual decision to purchase a beauty product showcased or recommended by an influencer, as reflected in product selection, brand choice, timing of the purchase, and the actual completion of the purchase. | <p>PD1. I feel confident in my decision to purchase the promoted product.</p> <p>PD2. I have no hesitation in choosing this product over others.</p> <p>PD3. I am in the habit of purchasing products recommended by trusted influencers.</p> <p>PD4. I frequently purchase the same product due to prior satisfaction.</p> <p>PD5. I am willing to recommend the product to others.</p> <p>PD6. I often suggest that family or friends purchase the product.</p> <p>PD7. I intend to purchase the product again in the future.</p> <p>PD8. I will continue to choose this product for future purchases.</p>                                                                                                                                                                                                                                                                                                                                                                              | Adapted from (Hossain et al., 2025) |

Source: Data processed, 2026

Research data were collected through a structured questionnaire, distributed digitally and in printed format to participants who met the specified sampling criteria. Participants consisted of customers who had experience purchasing or using Glad2Glow products and were active on social media to obtain information about beauty products. This questionnaire used a five-point Likert scale, with response options ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). To ensure accuracy and consistency in measurement, each item in the questionnaire was tested for validity and reliability before

the main analysis. The obtained data were then explained using Partial Least Squares Structural Equation Modelling (PLS-SEM) operated in SmartPLS 3.0. This approach is considered appropriate because it allows for the simultaneous assessment of complex relationships between latent variables and efficiently assesses direct and indirect (mediation) effects within a contextual framework.

## RESULT AND DISCUSSION

### Result

Based on respondent characteristics, all 168 respondents in this study were female (100%). This study did not restrict participation to women. Eligible respondents were consumers of Glad2Glow beauty products who were familiar with or had been exposed to promotional content delivered by social media influencers, including Syifa Hadju, Aliyyah Kohl, Fitri Utami, and Aqeela Aza Calista. However, all 168 respondents who participated in the data collection were women. This composition may reflect the audience reached through the recruitment process and their exposure to the promotional content of these influencers. Nevertheless, the study did not collect evidence establishing why men did not participate, so this explanation remains tentative. The absence of male respondents is therefore acknowledged as a sampling limitation, and the findings should not be generalized to male consumers.

In terms of age, the majority of respondents were between 18 and 25 years old (85 people, or 50.6%), followed by 40 (23.8%) between 26 and 35 years old, 29 (17.3%) between 36 and 45 years old, and 14 (8.3%) over 45 years old. This data indicates that the primary consumers of Glad2Glow products are predominantly young people who actively use social media and are more responsive to digital promotions. Based on occupation, the majority of respondents were students (71 people or 42.3%), then civil servants (36 people or 21.4%), private employees (37 people or 22.0%), and self-employed (24 people or 14.3%). The dominance of students indicates that Glad2Glow products are quite popular among young people who tend to actively follow beauty trends and recommendations from social media influencers. Meanwhile, based on the length of product use, most respondents have used Glad2Glow for 7 to 12 months (93 people, or 55.4%), followed by more than 1 year (43 people, or 25.6%), and 1 to 6 months (32 people, or 19.0%). This shows that most respondents have had quite a long experience using the product, so they can provide a more objective assessment of the quality of promotional content and purchasing decisions for Glad2Glow products.

**Table 2.** Respondent Characteristics

| Item                              | Category         | Frequency | Percentage (%) |
|-----------------------------------|------------------|-----------|----------------|
| Gender                            | Female           | 168       | 100            |
| Age                               | 18 to 25 years   | 85        | 50,6           |
|                                   | 26 to 35 years   | 40        | 23,8           |
|                                   | 36 to 45 years   | 29        | 17,3           |
|                                   | Over 45 years    | 14        | 8,3            |
| Occupation                        | Student          | 71        | 42,3           |
|                                   | Private Employee | 37        | 22             |
|                                   | Entrepreneur     | 24        | 14,3           |
|                                   | Civil Servant    | 36        | 21,4           |
| Duration of Glad2Glow product use | 1 to 6 months    | 32        | 19             |
|                                   | 7 to 12 months   | 93        | 55,4           |
|                                   | > 1 year         | 43        | 25,6           |

**Source:** Data processing results, 2026

To ensure convergent validity, each variable indicator should ideally have an outer loading value greater than 0.70. This threshold indicates that the indicator can explain at least 70% of the variance of the measurement item (Henseler et al., (2016). Based on the data presented in Table 3, all indicators in the Social Media Influencer, Content Quality, and Purchase Decision variables recorded loading factor values above 0.70; thus, all of them are declared to meet the convergent validity criteria. In the social media influencer construct, the outer loading value ranges from 0.713 to 0.888. Indicator SMI5 provides the highest contribution with a value of 0.888, followed by SMI3 at 0.877, SMI4 at 0.874, and SMI2 at 0.871. The accumulation of these figures proves that these indicators have a very strong role in reflecting the dimensions of social media influencers. On the other hand, even though the SMI8 indicator recorded the lowest value of 0.713, this score is still definitely above the minimum limit required to be declared valid.

For the content quality variable, all indicators also demonstrated adequate loading factor values, with values ranging from 0.708 to 0.858. Indicator CQ7 had the highest value of 0.858, indicating its strongest explanation of the content quality construct. While indicator CQ8 had the lowest value of 0.708, it was still acceptable. The relatively high outer loading values for all indicators indicate that content quality dimensions such as information clarity, message relevance, visual appeal, and content credibility adequately represent the content quality variable.

Furthermore, for the Purchase Decision variable, all indicators had outer loading values between 0.773 and 0.833. Indicator PD4 showed the highest value of 0.833, followed by PD2 at 0.813 and PD3 at 0.810, indicating that these indicators play a dominant role in shaping consumer purchasing decisions. Meanwhile, indicator PD7 had the lowest value of 0.773 but still met convergent validity standards.

**Table 3.** Outer Loadings Output

| Item | Social Media Influencer | Content Quality | Purchase Decision |
|------|-------------------------|-----------------|-------------------|
| SMI1 | 0,789                   |                 |                   |
| SMI2 | 0,871                   |                 |                   |
| SMI3 | 0,877                   |                 |                   |
| SMI4 | 0,874                   |                 |                   |
| SMI5 | 0,888                   |                 |                   |
| SMI6 | 0,796                   |                 |                   |
| SMI8 | 0,713                   |                 |                   |
| CQ2  |                         | 0,760           |                   |
| CQ3  |                         | 0,768           |                   |
| CQ4  |                         | 0,778           |                   |
| CQ5  |                         | 0,800           |                   |
| CQ6  |                         | 0,795           |                   |
| CQ7  |                         | 0,858           |                   |
| CQ8  |                         | 0,708           |                   |
| CQ9  |                         | 0,735           |                   |
| CQ11 |                         | 0,721           |                   |
| CQ12 |                         | 0,734           |                   |
| PD2  |                         |                 | 0,813             |
| PD3  |                         |                 | 0,810             |
| PD4  |                         |                 | 0,833             |
| PD5  |                         |                 | 0,802             |
| PD6  |                         |                 | 0,783             |
| PD7  |                         |                 | 0,773             |
| PD8  |                         |                 | 0,783             |

**Source:** Data processing results, 2026

Referring to the data presented in table 4, it can be identified that all variables in this study have met the required reliability and construct validity test standards. Specifically, the Social Media Influencer variable recorded a Cronbach's alpha coefficient of 0.925 and a composite reliability of 0.940. This achievement indicates a very solid level of internal consistency, considering that both values are far above the specified minimum threshold of 0.70. In addition, the Average Variance Extracted (AVE) value of 0.692 confirms that this variable has ideal convergent validity because it has exceeded the minimum standard of 0.50. These empirical results prove that the series of indicators in the Social Media Influencer variable is able to represent the measured construct robustly, accurately, and consistently.

**Table 4.** Construct Reliability, Validity and R Square Output

| Variable                | Cronbach's alpha | Composite reliability | (AVE) | R Square |
|-------------------------|------------------|-----------------------|-------|----------|
| Social media influencer | 0,925            | 0,940                 | 0,692 |          |
| Content Quality         | 0,922            | 0,934                 | 0,588 | 0,430    |
| Purchase decision       | 0,906            | 0,926                 | 0,640 | 0,494    |

**Source:** Data processing results, 2026

Instrument testing on the content quality variable yielded a Cronbach's alpha value of 0.922 and a composite reliability of 0.934, demonstrating the reliability of all measurement indicators. Convergent validity for this variable was also met, with an AVE value of 0.588 (above 50%). Regarding the inter-variable contribution, the R-squared value of 0.430 indicates that social media influencers contribute 43.0% to explaining content quality, while the remaining 57.0% is influenced by external factors outside the model.

For the Purchase Decision variable, excellent measurement quality is demonstrated by a Cronbach's alpha value of 0.906 and a composite reliability value of 0.926. Strong convergent validity is also demonstrated by the AVE value of 0.640, which meets statistical regulations. Meanwhile, the R-squared value of 0.494 indicates that the combination of social media influencer and content quality variables can explain 49.4% of purchasing decisions, while the remaining 50.6% is explained by other variables not examined. Overall, these data confirm that the research's structural model meets validity and reliability standards, making it suitable for further in-depth analysis.

**Table 5.** Hypothesis testing

| Hypothesis                                                      | $\beta$ | T Statistik | P Values | Results  |
|-----------------------------------------------------------------|---------|-------------|----------|----------|
| <b><i>Direct Effects</i></b>                                    |         |             |          |          |
| Social Media Influencer -> Content Quality                      | 0,656   | 9,118       | 0,000    | Accepted |
| Social Media Influencer -> Purchase Decision                    | 0,213   | 1,843       | 0,066    | Rejected |
| Content Quality -> Purchase Decision                            | 0,544   | 4,837       | 0,000    | Accepted |
| <b><i>Specific Indirect Effects</i></b>                         |         |             |          |          |
| Social Media Influencer -> Content Quality -> Purchase Decision | 0,357   | 4,348       | 0,000    | Accepted |

**Source:** Data processing results, 2026

Based on the results of the hypothesis testing presented in table 5, a positive and significant relationship between social media influencers and content quality has been confirmed. This evidence is evident from the path coefficient ( $\beta$ ) reaching 0.656, a t-statistic of 9.118, and a p-value of 0.000 (below 0.05). This finding indicates that the increasing role of influencers on social media is in line with the increasing quality of content seen by consumers, so the hypothesis claiming the influence of social media influencers on content quality is acceptable. On the other hand, the analysis of the direct influence of social media influencers on purchasing decisions shows a path coefficient ( $\beta$ ) of 0.213, with a t-statistic of 1.843, and a p-value of 0.066 (above 0.05). These results indicate that the relationship is not significant, indicating that the presence of social media influencers is not strong enough to directly influence beauty product purchasing decisions. Therefore, the hypothesis that assumes a direct impact of social media influencers on purchasing decisions is rejected.

Meanwhile, testing the content quality variable in purchasing decisions shows a significant positive impact, with a path coefficient ( $\beta$ ) reaching 0.544, a t-statistic of 4.837, and a p-value of 0.000 (below 0.05). This empirical evidence emphasizes that

content quality plays a crucial role in driving consumer purchasing decisions. Thus, the hypothesis claiming the influence of content quality on purchasing decisions is accepted. Finally, when testing the indirect effect (a specific indirect effect), the interaction between social media influencers and purchasing decisions, mediated by content quality, shows positive and significant results. This indirect relationship is estimated by a path coefficient ( $\beta$ ) of 0.357, a t-statistic of 4.348, and a p-value of 0.000 (below 0.05). These figures illustrate that content quality functions as a substantial mediating variable in linking the role of social media influencers to consumer purchasing decisions, so this mediation hypothesis is accepted.

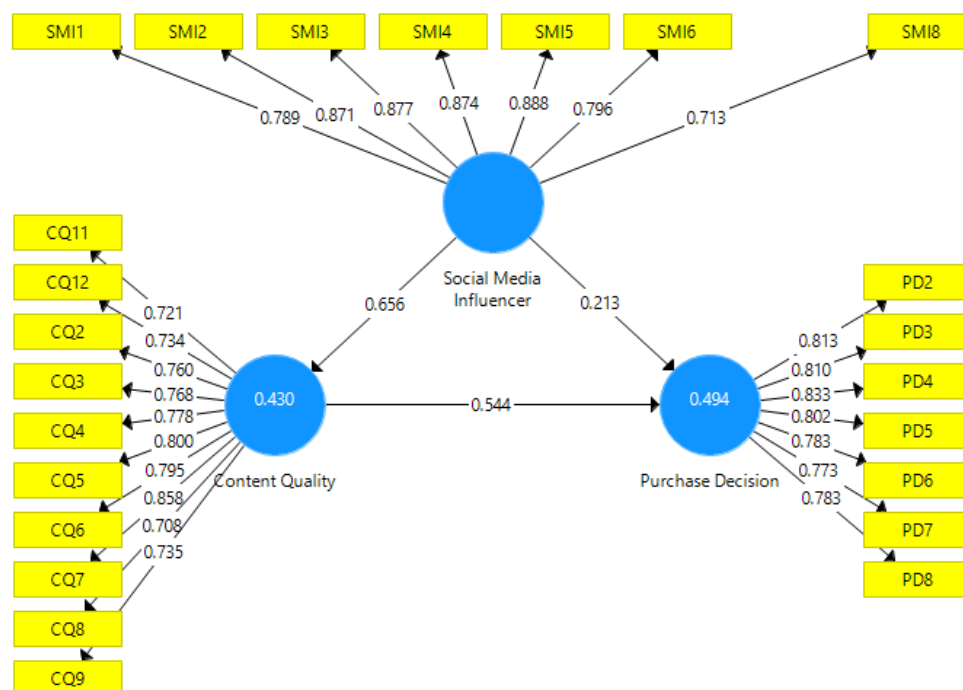


Figure 2. Outer Loadings

## Discussion

### The Influence Of Social Media Influencers On Content Quality

The research results show that social media influencers have a positive and significant impact on content quality. This means that the better the influencer's role on social media, the higher the content quality perceived by consumers. This influence can be explained through the influencer's visibility, credibility, attractiveness, and power. Influencers with high visibility, such as a large following and widespread public recognition, tend to be able to attract audience attention to their content, making it perceived as more relevant to consumers' needs. Furthermore, influencer credibility, reflected in honesty in product reviews and thorough product knowledge, makes the information conveyed more informative and authentic. When consumers trust that influencers provide real-life experiences and honest reviews, perceptions of content

quality increase because the messages received are perceived not as mere promotions but as trustworthy sources of information (Dhiman & Singh, 2025).

Furthermore, influencer attractiveness, through an attractive appearance and a comfortable communication style, also contributes to the visual attractiveness and persuasiveness of published content. Content packaged with attractive visuals and supported by an engaging delivery style will more easily influence consumer interest. Meanwhile, the power of influencers in influencing audience decisions also strengthens the persuasiveness and consistency aspects, because repeated and consistent recommendations can shape positive perceptions of the product. This finding is in line with research by Hussain et al., (2024) which states that influencers with high levels of credibility and attractiveness can improve the quality of digital marketing messages and the effectiveness of brand communications. Dhiman & Singh, (2025); Blanc et al., (2026) also emphasized that marketing communications delivered by trusted sources will result in a higher perception of information quality. Therefore, the success of content quality does not solely depend on the material delivered but is also greatly influenced by the characteristics of the influencer who sends the message.

### **The Influence Of Social Media Influencers On Purchase Decisions**

The results of the study show that influencers on social media do not have a significant positive impact on purchasing choices, which indicates that the presence of influencers on social platforms is not enough to directly encourage consumers in making purchasing decisions. Although influencers are widely known, this popularity does not always translate into consumer confidence in purchasing a product. Consumers tend to consider not only the popularity of an influencer but also their personal needs, product benefits, and actual experience with the product. Similarly, an influencer's attractiveness, attractive appearance, and communication style can attract audience attention, but they do not necessarily convince consumers to purchase. This suggests that an influencer's personal appeal serves more as a trigger for awareness than a primary factor in the final purchase decision.

Furthermore, their credibility and influence are not yet strong enough to directly influence purchase decisions such as product purchasing habits, recommendations to others, or repeat purchases (Febriyantie & Nur, 2025). Although consumers believe influencers provide honest reviews and are knowledgeable about the product, this trust does not necessarily result in a purchase (Ismawati et al., 2025). Purchase decisions are often influenced by other factors such as previous user experience and reviews from fellow consumers. Cai et al., (2025); Fu et al., (2026); Jabbour et al., (2026) emphasized that the effectiveness of influencer marketing is stronger when supported by good quality content, so that influencers only become the initial link in building interest, not the main determinant of consumer purchasing decisions.

### **The Influence Of Content Quality On Purchase Decisions**

The study results indicate that content quality has a positive and significant impact on purchasing decisions. This suggests that the higher the quality of the content presented, the more likely consumers are to make a purchase. This can be explained by the relationship between content quality indicators such as relevance, informativeness, authenticity, visual attractiveness, persuasiveness, and consistency, and purchase decision indicators, namely, product purchase certainty, purchasing habits, recommendations to others, and repeat purchases. Content that is relevant to consumer needs and provides complete and clear information about product benefits will help consumers feel more confident and confident in making purchase decisions. When consumers receive explanations that align with their needs, doubts about the product are reduced, thus strengthening their purchase decision. Furthermore, authentic and uncontrived content increases consumer trust in the product, ultimately encouraging consumers to make purchases a habit due to a sense of security and satisfaction with the information received.

Furthermore, visual attractiveness and persuasiveness also play a significant role in shaping purchase decisions. An attractive, professional visual appearance, along with the use of images or videos that capture consumers' attention, can increase interest in the product and strengthen their desire to buy. Persuasive promotional messages can convince consumers that a product is worth choosing over other products, thus encouraging repurchase intentions and a willingness to recommend the product to others. Consistency in the information conveyed also strengthens positive consumer perceptions because consistent messages over time create long-term trust. This finding aligns with a study conducted by (Adhidarma & Kiky, 2025), which revealed that the quality of digital content significantly influences consumer shopping behavior. Purnama & Putra, (2025) emphasized that high-quality, engaging, and reliable information can improve purchasing decisions. Other research also shows that informative and persuasive marketing content can build consumer loyalty through repeat purchases and positive recommendations from customers.

### **The Impact Of Content Quality On The Relationship Between Social Media Influencer Influence And Consumer Purchasing Choices**

The research results show that content quality can positively and significantly mediate the relationship between social media influencers and purchase decisions. This means that influencers' influence on consumer purchasing decisions is stronger when supported by high-quality content. Social media influencers with high visibility, such as a large following and widespread public recognition, tend to attract consumers' attention more easily. However, popularity alone is insufficient without credibility, which is when influencers are perceived as honest in their reviews and possess good knowledge of the products being promoted. Furthermore, attractiveness, through an attractive appearance

and a comfortable communication style, also increases audience interest, while influencer power is seen in their ability to encourage consumers to consider and even try recommended products. This influence is more effective when delivered through high-quality content. In the context of promoting Glad2Glow, high-quality content can take the form of visually engaging product demonstrations that combine useful explanations with credible personal experiences. For instance, influencers can show how the product fits into a skincare routine, demonstrate its application and texture through clear close-up footage, and explain its benefits in addressing the needs of the target consumer. A professional presentation is valuable when it helps the audience understand the product and assess its suitability.

Measurement results strongly support the importance of visual presentation and perceived authenticity as key characteristics of content quality. This suggests that well-produced images and videos should be accompanied by realistic reviews of product usage, covering aspects such as the duration of use, the influencer's experience, and any challenges encountered. Such content helps consumers form more realistic expectations. Relevant and informative content should also address questions consumers might have before choosing the product—such as how to use it, what benefits to expect, and how it integrates into their current routines.

These conditions ultimately drive consumer purchase decisions, reflected in their confidence in purchasing a product, their buying habits, their willingness to recommend it to others, and their intention to repurchase. Consumers initially attracted by popular and trusted influencers become more confident in their purchase when the product information they receive is complete, clear, and tailored to their needs. This suggests that purchasing decisions are not solely influenced by the influencer's personality but also by how promotional messages are packaged in quality content. These findings align with those of (Ndasi & Cheung, 2026; Jabbour et al., 2026) who stated that influencer marketing will be more effective when supported by high-quality content, as modern consumers tend to be more critical of digital promotional information. Ampornklinkaew, (2025) research found that influencer credibility and the informative value of content significantly influence consumer purchase intention. Dhiman & Singh, (2025); (Hossain et al., 2025) explained that trust in influencers and the authenticity of content can increase consumer confidence in making purchasing decisions. Thus, content quality acts as a crucial bridge that transforms social influence from influencers into concrete purchasing decisions.

## CONCLUSION

Based on the results obtained, it is concluded that influencers on social media play a crucial role in improving content quality and simultaneously influencing consumers' purchasing choices. Influencers with significant levels of visibility, trustworthiness,

attractiveness, and influence have been shown to create a positive public view of the quality of the messages conveyed—from aspects of relevance, information value, authenticity, visual aesthetics, persuasiveness, and consistency. Furthermore, content quality has been shown to have a significant effect on purchasing decisions, as seen from confidence in making a purchase, shopping behaviour, willingness to recommend a product, and loyalty to make repeat purchases. This study also underscores the role of content quality as a mediating element that strengthens the relationship between the role of influencers and purchasing decisions. This suggests that an influencer's success in driving purchasing actions depends not only on their personal traits, but also on how the marketing message is presented with quality that meets consumers' information expectations.

Theoretically, this study deepens knowledge of digital marketing and marketing communications. The results demonstrate that the success of influencer marketing depends not only on the communicator acting as the driving force but also on the quality of the media content conveying the message. By considering content quality as a strategic mediating factor, this study broadens the perspective on the relationship between social media influencers, content quality, and purchasing decisions. From a managerial perspective, the findings of this study provide practical guidance for companies implementing influencer-focused marketing strategies. It is recommended that companies not only pay attention to influencers' popularity in numbers but also measure their credibility, attractiveness, and persuasive effect. Management should also ensure that promotional materials are produced with high quality, informative, original, visually appealing, persuasive, and consistent to build consumer trust and trigger ongoing purchasing decisions.

For future research, it is recommended to expand the scope of the study to various industry sectors or other digital platforms such as TikTok, YouTube, or online marketplaces to increase the generalizability of the findings. Furthermore, this research model could be improved by adding other variables that can influence purchasing decisions, such as brand image, consumer trust, electronic word of mouth (e-WOM), or perceived value. The use of longitudinal methodology is also highly recommended to study changes in consumer behavior over a long period, especially those related to repeat purchases and customer loyalty. With these developments, it is hoped that future research will be able to provide deeper insights into the dynamics of consumer purchasing decisions amidst the rapid development of the digital marketing ecosystem.

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