

# HOW SOCIAL MEDIA MARKETING ACTIVITIES SHAPE BRAND CREDIBILITY AND DRIVE PURCHASE INTENTION IN MAKEUP ARTIST SERVICES

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## ABSTRACT

This research examines the connection between SMMAs, Brand Credibility, and Purchase Intention within the makeup artist service industry, using the Stimulus–Organism–Response (SOR) framework as its theoretical foundation. In service industries, consumers largely depend on information from social media to assess and select service providers. A quantitative research design was applied, and data were gathered via an online questionnaire from 250 respondents in Jakarta. The data were assessed through PLS-SEM. The results show that SMMAs have a significant impact on both Brand Credibility and Purchase Intention. Furthermore, Brand Credibility exerts a positive influence on Purchase Intention and serves as an intermediary variable in the link between SMMAs and Purchase Intention. Overall, the study underscores the pivotal role of carefully designed social media initiatives in enhancing brand credibility and reinforcing consumers' intentions to purchase services.

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## INTRODUCTION

Social media has risen to become a primary channel for communication, information sharing, and digital marketing. Global social media adoption reached 63.9% in 2025, underscoring its growing impact on consumer behavior (S. Kemp, 2025). In Indonesia, about 67% of users actively search for brand-related information via social media, underscoring the essential role of social media in shaping consumer perceptions and buying decisions (We Are Social & Meltwater, 2025).

Within the beauty sector, particularly makeup artist (MUA) services, platforms like Instagram and TikTok serve as the primary avenues for promotion and personal branding. Makeup artists utilize these platforms to showcase portfolios, share client experiences, and attract potential customers. This study focuses on makeup artist services because social media has become a highly competitive promotional arena for this industry. The researcher's observation shows that makeup artist-related hashtags reached approximately 166 million posts on Instagram and 23.6 million posts on TikTok, indicating the high visibility and competition of MUA services on digital platforms. AsiaPac Digital (2025) shows that while digital engagement in product sectors can easily convert into purchases through shoppable features, this is less applicable to services such as makeup artist services. As a result, purchase decisions in service contexts rely heavily on consumer trust.

In this context, brand credibility is essential in shaping consumer decisions. Brand credibility is the degree to which consumers see a

brand as trustworthy, reliable, and able to deliver on its promises (Erdem & Swait, 2004). Previous studies have found that brand credibility often serves as a crucial intermediary between SMMA and consumers' purchase intentions, especially in service industries that rely heavily on consumer trust (Saraç et al., 2025). Without strong credibility, consumer engagement on social media may not effectively lead to purchasing behavior.

Social media marketing activities are central drivers of consumer perceptions and behavior. These activities include trendiness, informativeness, entertainment, customization, interaction, and e-wom (Kim & Ko, 2012; Godey et al., 2016; Li et al., 2025). Effective implementation of SMMA can enhance consumer engagement, strengthen brand credibility, and ultimately increase purchase intention (Chen & Lin, 2019).

This research employs the SOR framework to explain the proposed relationships. In accordance with SOR theory, external stimuli influence individuals' internal evaluations, which subsequently result in particular behavioral responses (Mehrabian & Russell, 1974). In this research, SMMA is defined as the stimulus, brand credibility is regarded as the organism, and purchase intention is viewed as the response. This framework is particularly relevant in understanding consumer behavior in digital and service-based contexts (Abdou, 2025).

Although research on social media marketing activities continues to grow, most prior studies have focused on product-based industries, while service contexts remain

relatively underrepresented (Hazzam, 2022; Fetais et al., 2023; Malarvizhi et al., 2022). In addition, earlier work has often examined mediators such as brand love and brand image, whereas the intermediary function of brand credibility has received comparatively less attention (Fetais et al., 2023; Li et al., 2025; Algharabat, 2017; Malarvizhi et al., 2022; Nurhadi et al., 2025). Furthermore, previous studies have produced inconsistent evidence regarding brand credibility's relationship with purchase intention. The inconsistency can be seen from previous studies showing different results. Lubis & Hayu (2025) discovered that the credibility of the brand did not directly influence purchase intention, whereas Rahayu et al. (2024), Sekhar et al. (2022), Baek & King (2011), E. Kemp & Bui (2011), Srivastava et al. (2020), and Bairrada et al. (2021) found a positive and significant relationship. These inconsistencies indicate that the connection between the credibility of a brand and consumers' purchasing intentions warrants further exploration, particularly in the context of MUA services.

Accordingly, this research endeavors to explore the impact of SMMA on purchase intention by incorporating brand credibility as an intermediating construct in the makeup artist service context. This research is innovative in its approach to situating brand credibility as a mediating mechanism within the SOR framework for a creative service setting. Unlike previous studies that mainly focused on product-based industries or used mediators such as brand image and brand love, this study highlights credibility as an important internal evaluation that connects SMMA

with consumer purchase intention in makeup artist services.

## **LITERATURE REVIEW**

### ***Stimulus–Organism–Response (SOR) Theory***

The Stimulus–Organism–Response (SOR) theory suggests that external stimuli have the capacity to affect the internal psychological states of individuals, which in turn can result in specific behavioral outcomes (Mehrabian & Russell, 1974). This theory, introduced by Mehrabian & Russell (1974), this theory describes how environmental factors shape human responses. SOR consists of three main components: stimulus, organism, and response. The stimulus pertains to external factors, such as marketing content, that may affect individuals' perceptions and evaluations. Organism represents internal evaluations such as perception or emotion. Response reflects behavioral outcomes such as purchase intention (Ngo et al., 2025; Sultan et al., 2021). In the realm of digital marketing, activities related to SMMA act as stimuli that influence consumers' perceptions and assessments of a brand. These perceptions, especially those related to brand credibility, subsequently influence behavioral responses manifested as purchase intentions.

### ***Social Media Marketing Activities***

SMMA allude to strategically designed marketing initiatives executed on social media platforms, aimed at generating value and shaping consumer perceptions of a brand (An & Ngo, 2025). These activities also aim to build relationships between brands and consumers. SMMA consists of several dimensions. Trendiness

reflects up-to-date content. Informativeness refers to useful information. Entertainment represents enjoyable content. Customization relates to personalized communication. Interaction reflects two-way engagement. E-WOM represents user recommendations (Kim & Ko, 2012; Godey et al., 2016; Li et al., 2025). Effective SMMA increases consumer engagement. Effective SMMA also strengthens consumer trust. These activities contribute significantly to the development of consumers' perceptions of a brand (Islam & Sheikh, 2024).

### ***Brand Credibility***

Brand credibility denotes the degree to which consumers view a brand as reliable, trustworthy, and able to fulfill its commitments (Erdem & Swait, 2004). It is formed through consumers' experiences and learning processes, which shape their level of trust toward a brand (Rahayu et al., 2024). Brands perceived as credible are linked to enhanced perceived quality, diminished perceived risk, and more reliable information, which positively affect consumer evaluations (Chin et al., 2020). Brand credibility is reflected by indicators including trustworthiness, expertise, and attractiveness (Takaya, 2019; Sekhar et al., 2022). In service contexts such as makeup artist services, brand credibility becomes essential because consumers rely on external information before making purchase decisions.

### ***Purchase Intention***

The notion of purchase intention is articulated as the measure of consumers' plans and readiness to purchase a product or service, grounded in their overall judgment

and perception (Shen et al., 2021). It reflects consumers' psychological readiness to perform a purchase action and is shaped by their attitudes, perceptions, and decision-making processes (Wang et al., 2019). The Theory of Planned Behavior posits that the intention to purchase is influenced by three primary factors: attitudes, subjective norms, and perceived behavioral control, all of which contribute to the actual behavior exhibited (Ajzen, 1991).

In digital contexts, the intention to purchase is shaped not only by consumers' cognitive assessments but also by their interactions on social media and their online experiences, which inform their decision-making process (Chen & Lin, 2019). Purchase intention is reflected by indicators including willingness to purchase, purchase preference, purchase planning, and behavioral tendency (Wang et al., 2019; Sun et al., 2024). In makeup artist services, purchase intention is influenced by visual content, engagement on social media, and consumers' perceptions of the service provider's credibility.

Previous research frequently attributes the connection between SMMA and purchase intent to affective and image-related mediators like brand image and brand love. However, in service-based industries, credibility becomes even more important because consumers cannot fully evaluate the service before making a purchase. Therefore, this study considers brand credibility as an appropriate mediating variable to explain how SMMA can stimulate purchase intent, specifically in the context of makeup artist services

Table 1. Summary of Previous Studies

| Study                                           | Context                   | Mediator                | Main Finding                                                 | Research Gap                        |
|-------------------------------------------------|---------------------------|-------------------------|--------------------------------------------------------------|-------------------------------------|
| Fetais et al. (2023)                            | Product-based context     | Brand Image             | SMMA affects consumer responses                              | Less focus on service credibility   |
| Li et al. (2025)                                | Product/brand context     | Brand-related variables | SMMA supports purchase-related outcomes                      | Not specific to service context     |
| Algharabat (2017)                               | Brand context             | Brand Love              | SMMA influences brand-related outcomes                       | Uses emotional mediator             |
| Lubis & Hayu (2025)                             | Product context           | -                       | Brand credibility was not significant                        | Shows inconsistent result           |
| Rahayu et al. (2024);<br>Bairrada et al. (2021) | Brand credibility context | -                       | Brand credibility significantly affects purchase intention   | Needs further testing               |
| This study                                      | Makeup artist services    | Brand Credibility       | SMMA influences purchase intention through brand credibility | Focuses on creative service context |

Source: Processed by researchers (2026)

### ***Social Media Marketing Activities and Brand Credibility***

The activities involved in SMMA play a crucial part in shaping how consumers perceive and evaluate a brand. Effective SMMA increase trust and strengthen brand evaluation. Saraç et al. (2025) found that SMMA significantly influence brand credibility. Pinem et al. (2019) also state that informative content contributes to consumer trust formation. Drawing on this explanation, this research formulates the following hypothesis:

H1: Social Media Marketing Activities have a positive and significant effect on Brand Credibility.

### ***Social Media Marketing Activities and Purchase Intention***

The activities associated with social media marketing affect consumer behavior via engagement and interactive communication that strengthen consumers' relationships with brands. Khan (2022) states that SMMA increases consumer intention to purchase. Similarly, Chen & Lin (2019) demonstrated that the activities conducted on social media platforms enhance purchase intention by fostering both satisfaction and engagement. Ngo et al. (2025) confirm that SMMA dimensions contribute to higher purchase intention. Drawing on this explanation, this research formulates the following hypothesis:

H2: Social Media Marketing Activities have a positive and significant effect on Purchase Intention.

### **Brand Credibility and Purchase Intention**

Brand credibility significantly influences consumer choices by reducing uncertainty and increasing reliance on the brand. When a brand is viewed as trustworthy, consumers are more likely to express a desire to buy its products (Bairrada et al., 2021). Furthermore, Srivastava et al. (2020) emphasized that greater brand credibility contributes to stronger consumer purchase preferences. Drawing on this explanation, this research formulates the following hypothesis:

H3: Brand Credibility has a positive and significant effect on Purchase Intention.

### **Social Media Marketing Activities and Purchase Intention through Brand Credibility**

Brand credibility acts as an intermediary in elucidating how SMMAs affect consumers' purchasing intentions. According to Saraç et al. (2025), SMMA affect purchase intention indirectly through brand credibility. This finding implies that consumer trust has an important role in converting engagement into purchase-related behavior. Drawing on this explanation, this research formulates the following hypothesis:

H4: Brand Credibility mediates the effect of Social Media Marketing Activities on Purchase Intention.

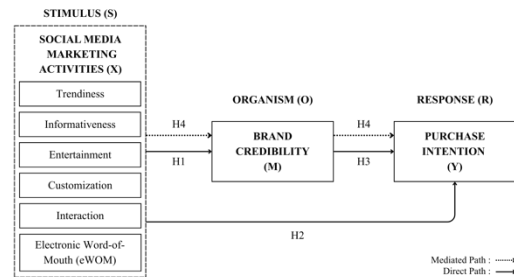


Figure 1. Model of Research

Source: Processed by researchers (2026)

## **RESEARCH METHODS**

This study employs a quantitative explanatory framework to investigate the causal connections among SMMAs, brand credibility, and the intention to buy. This framework enables researchers to validate hypotheses grounded in theory and measure the intensity of associations among variables using statistical methods.

The research was conducted in Jakarta, Indonesia, because of its significant internet accessibility and vibrant social media engagement. Information was gathered from March to April 2026 by utilizing an online survey shared through Google Forms.

### **Participants and Sampling**

The participants in this research are people living in Jakarta, Indonesia. Jakarta was chosen because of its high internet penetration and active digital usage, which makes it a suitable setting for examining social media behavior and makeup artist services. A non-probability sampling technique employing purposive sampling was used to guarantee that participants fulfilled the standards pertinent to the research aims, especially exposure to social media marketing activities related to MUA services. However, this non-random

approach may restrict the applicability of the findings (Sugiyono, 2017).

The criteria for sample selection include: (1) residing in Jakarta, (2) aged between 17 and 40 years old, (3) actively using social media, and (4) having visited social media pages of makeup artist services. These criteria ensured that respondents had adequate exposure to SMMA and relevant experience in the MUA context.

The sample size was determined by referring to the PLS-SEM guideline, which suggests that the minimum number of respondents should equal ten times the most significant number of indicators in any construct (Hair et al., 2021). Since the SMMA construct comprises 17 indicators, the essential sample size was set at 170 respondents. The research gathered responses from 250 respondents, thus exceeding the minimum threshold and supporting reliable analysis (Hair et al., 2021).

### **Data Collection**

Data were conducted through a structured online survey. Each question was assessed on a five-point Likert scale, from "strongly disagree" to "strongly agree," to understand the views of participants regarding SMMA, brand reliability, and intent to purchase. This approach is effective and commonly utilized in studies related to consumer behavior.

The measurement items were designed in light of past research and modified to fit the context of makeup artist services in Jakarta. The adapted indicators were further assessed through validity and reliability testing using PLS-SEM to confirm that each item was suitable

for measuring SMMA, brand credibility, and purchase intention.

### **Data Analysis**

Information was examined utilizing Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS 4. This methodology was chosen for its effectiveness for forecasting applications, capability to manage intricate models consisting of various constructs and indicators, as well as its suitability for advanced constructs (Hair et al., 2021). The evaluation was conducted in two primary phases: the assessment of the measurement (outer) model and the evaluation of the structural (inner) model.

For the outer model, the examination of convergent validity was conducted using outer loadings and AVE. Indicators were deemed valid when the outer loadings surpassed 0.70 and the AVE measurements were over 0.50. The assessment of discriminant validity utilized the HTMT ratio along with the Fornell–Larcker criterion. The measurement of reliability was carried out with Cronbach's Alpha and Composite Reliability, where values greater than 0.70 signified satisfactory reliability. Since SMMA were formulated as a higher-order construct, a two-stage embedded approach was employed to achieve more precise and stable estimates (Hair et al., 2021).

For the inner model, multiple criteria were employed: the determination coefficient ( $R^2$ ) to evaluate the explanatory capacity (with thresholds of 0.75, 0.50, and 0.25 signifying strong, moderate, and weak levels); effect size ( $f^2$ ) to calculate the impact of each exogenous construct; predictive relevance ( $Q^2$ ) to analyze the strength of the model's

predictions (scores exceeding zero reflect predictive relevance); and the VIF to identify multicollinearity (scores lower than 5.00 suggest that multicollinearity is not a major concern) (Hair et al., 2021).

Hypotheses were evaluated through a bootstrapping method in SmartPLS 4 to analyze both direct and indirect influences. A relationship is regarded as significant when the t-statistic exceeds 1.96, and the p-value is below 0.05, adhering to the 5% significance threshold. Direct effects focused on the connections between constructs, while indirect effects

explored how brand credibility functioned as an intermediary in the connection between SMMAs and the intention to make purchases.

Since this research was based on self-reported information, common method bias is acknowledged as a possible limitation. While every VIF value stayed under the suggested limit, it is recommended that upcoming studies incorporate further assessments, such as Harman's single-factor analysis or comprehensive collinearity VIF, to provide a deeper examination of common method bias.

## RESULTS AND DISCUSSION

### *Description of Respondent Characteristics*

Table 2. Demographic Information

| Demographic Variables | Frequency | Percentage (%) |
|-----------------------|-----------|----------------|
| <b>Gender</b>         |           |                |
| Man                   | 97        | 39%            |
| Woman                 | 153       | 61%            |
| <b>Age</b>            |           |                |
| 17-22                 | 163       | 65,2%          |
| 23-28                 | 64        | 25,6%          |
| 29-34                 | 19        | 7,6%           |
| 35-40                 | 4         | 1,6%           |
| <b>Domicile</b>       |           |                |
| Jakarta Pusat         | 41        | 16%            |
| Jakarta Barat         | 51        | 20%            |
| Jakarta Selatan       | 42        | 17%            |
| Jakarta Timur         | 74        | 30%            |
| Jakarta Utara         | 42        | 17%            |
| <b>Marital Status</b> |           |                |
| Single                | 183       | 73%            |
| Married               | 62        | 25%            |
| Separated/Divorced    | 5         | 2%             |

| Demographic Variables                                               | Frequency | Percentage (%) |
|---------------------------------------------------------------------|-----------|----------------|
| Widowed                                                             | -         | -              |
| <b>Highest Level of Education</b>                                   |           |                |
| High School                                                         | 134       | 53,6%          |
| Diploma (D1/D2/D3)                                                  | 14        | 5,6%           |
| Bachelor's degree / Master's degree /<br>Doctoral degree (S1/S2/S3) | 102       | 40,8%          |
| <b>Employment Status</b>                                            |           |                |
| Unemployed                                                          | 130       | 52%            |
| Employed                                                            | 92        | 37%            |
| Self-employed                                                       | 28        | 11%            |
| Retired                                                             | -         | -              |
| <b>Average Income</b>                                               |           |                |
| < Rp 1.000.000                                                      | 7         | 3%             |
| Rp 1.000.000 - Rp 3.000.000                                         | 136       | 54%            |
| Rp 3.000.001 - Rp 5.000.000                                         | 77        | 31%            |
| > Rp 5.000.000                                                      | 30        | 12%            |

Source: Processed by researchers (2026)

The sample primarily consisted of female respondents and individuals aged 17–22 years. Consequently, the outcomes mainly represent the views of younger consumers who are frequently engaged with social media and beauty-related digital content.

Most respondents were single (73%) and were students or unemployed (52%), suggesting a significant degree of interaction with social media platforms and a potentially higher susceptibility to marketing

activities when forming purchase intentions.

In addition, the respondents' educational background and moderate income level emphasize the role of brand credibility, as consumers generally consider trustworthiness and reliability before making purchase decisions. Overall, these characteristics strengthen the relevance of SMMA's and the mediating function of brand credibility in influencing purchase intention.

## Measurement Model

### First-Order Measurement Model

The introductory phase of data examination centered on assessing the primary measurement framework to verify that the research tools met the necessary standards for reliability and validity. This study includes several main constructs, namely the dimensions of SMMAs,

which consist of trendiness, informativeness, entertainment, customization, interaction, and E-WOM, as well as the variables of brand credibility and purchase intention (Ngo et al., 2025; Kao et al., 2020; Saraç et al., 2025).

Table 3. Construct Validity and Reliability

| Constructs                     | Items                                                                                                                               | Outer Loadings | CA    | CR    | AVE   | VIF   |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|----------------|-------|-------|-------|-------|
| Trendiness (TRE)               | TRE1: "The information shared on the social media of Makeup Artist services in Jakarta is always up-to-date."                       | 0.864          |       |       |       | 2.267 |
|                                | TRE2: "The use of social media by Makeup Artist services in Jakarta appears fashionable/stylish."                                   | 0.867          |       |       |       | 2.328 |
|                                | TRE3: "The social media content of Makeup Artist services in Jakarta always follows the latest trends."                             | 0.862          | 0.879 | 0.917 | 0.734 | 2.262 |
|                                | TRE4: "Trending topics are readily available on the social media of Makeup Artist services in Jakarta."                             | 0.834          |       |       |       | 2.019 |
| Informativeness (INF)          | INF1: "The social media of Makeup Artist services in Jakarta provides accurate information regarding the services offered."         | 0.910          |       |       |       | 1.795 |
|                                | INF2: "The social media of Makeup Artist services in Jakarta provides timely information regarding the services offered."           | 0.915          | 0.799 | 0.909 | 0.833 | 1.795 |
| Entertainment (ENT)            | ENT1: "The social media content of Makeup Artist services in Jakarta looks visually appealing."                                     | 0.911          |       |       |       | 1.836 |
|                                | ENT2: "Searching for service information through the social media of Makeup Artist services in Jakarta is an enjoyable experience." | 0.920          | 0.806 | 0.911 | 0.837 | 1.836 |
| Customization (CUS)            | CUS1: "The social media of Makeup Artist services in Jakarta helps me find information according to my specific needs."             | 0.910          |       |       |       | 1.732 |
|                                | CUS2: "I receive a more personalized service search experience through the social media of Makeup Artist services in Jakarta."      | 0.907          | 0.788 | 0.904 | 0.825 | 1.732 |
| Interaction (INT)              | INT1: "Discussions and exchanges of opinions can be conducted through the social media of Makeup Artist services in Jakarta."       | 0.889          |       |       |       | 1.632 |
|                                | INT2: "Makeup Artist services in Jakarta frequently interact with their followers on social media."                                 | 0.911          | 0.767 | 0.895 | 0.811 | 1.632 |
| Electronic Word-of-Mouth (EWM) | EWM1: "I would recommend my friends visit the social media of Makeup Artist services in Jakarta."                                   | 0.871          | 0.911 | 0.933 | 0.737 | 2.677 |

| Constructs              | Items                                                                                                                                                           | Outer Loadings | CA    | CR    | AVE   | VIF   |
|-------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|-------|-------|-------|-------|
|                         | EWM2: "I will encourage my friends and acquaintances to utilize the social media of Makeup Artist services in Jakarta."                                         | 0.856          |       |       |       | 2.458 |
|                         | EWM3: "I intend to share my experience using the services with friends and acquaintances through the social media of Makeup Artist services in Jakarta."        | 0.870          |       |       |       | 2.679 |
|                         | EWM4: "I want to share information about the brands, products, or services from the social media of Makeup Artist services in Jakarta with my friends."         | 0.832          |       |       |       | 2.231 |
|                         | EWM5: "I intend to upload content from the social media of Makeup Artist services in Jakarta to my own social media feeds (Facebook, Instagram, TikTok, etc.)." | 0.863          |       |       |       | 2.610 |
|                         | BC1: "The service claims made by Makeup Artist services in Jakarta are trustworthy."                                                                            | 0.881          |       |       |       | 2.065 |
| Brand Credibility (BC)  | BC2: "Makeup Artist services in Jakarta have the capability to deliver what they promise."                                                                      | 0.871          | 0.846 | 0.907 | 0.764 | 2.031 |
|                         | BC3: "Makeup Artist services in Jakarta do not pretend to be something they are not."                                                                           | 0.871          |       |       |       | 1.997 |
|                         | PI1: "I intend to use Makeup Artist services in Jakarta in the near future."                                                                                    | 0.848          |       |       |       | 2.093 |
| Purchase Intention (PI) | PI2: "It is highly probable that I will use Makeup Artist services in Jakarta in the near future."                                                              | 0.843          |       |       |       | 2.048 |
|                         | PI3: "I expect to use Makeup Artist services in Jakarta in the near future."                                                                                    | 0.867          | 0.875 | 0.914 | 0.727 | 2.309 |
|                         | PI4: "I will definitely use Makeup Artist services in Jakarta in the near future."                                                                              | 0.853          |       |       |       | 2.191 |

Source: Processed by researchers (2026)

All indicators for the SMMA dimensions (trendiness, informativeness, entertainment, customization, interaction, and e-wom), as well as for brand credibility and purchase intention, showed outer loadings above 0.70 (0.832–0.920) and AVE values above 0.50. The lowest AVE was 0.727 (purchase intention), and the highest was 0.837 (entertainment). This

confirms adequate convergent validity.

The Cronbach's Alpha scores for every construct varied from 0.767 to 0.911, although the scores for Composite Reliability scores ranged from 0.895 to 0.933, surpassing the 0.70 mark. Thus, the constructs demonstrate good internal consistency and reliability.

Table 4. Fornell-Larcker Criterion

|     | BC    | CUS   | EWM   | ENT | INF | INT | PI | TRE |
|-----|-------|-------|-------|-----|-----|-----|----|-----|
| BC  | 0.874 |       |       |     |     |     |    |     |
| CUS | 0.630 | 0.908 |       |     |     |     |    |     |
| EWM | 0.662 | 0.631 | 0.858 |     |     |     |    |     |

|     | BC    | CUS   | EWM   | ENT   | INF   | INT   | PI    | TRE   |
|-----|-------|-------|-------|-------|-------|-------|-------|-------|
| ENT | 0.601 | 0.576 | 0.618 | 0.915 |       |       |       |       |
| INF | 0.599 | 0.532 | 0.640 | 0.526 | 0.913 |       |       |       |
| INT | 0.585 | 0.544 | 0.609 | 0.559 | 0.572 | 0.900 |       |       |
| PI  | 0.642 | 0.595 | 0.647 | 0.572 | 0.577 | 0.590 | 0.853 |       |
| TRE | 0.630 | 0.667 | 0.675 | 0.598 | 0.566 | 0.608 | 0.629 | 0.857 |

Source: Processed by researchers (2026)

Table 5. Heterotrait-Monotrait (HTMT) Ratio

|     | BC    | CUS   | EWM   | ENT   | INF   | INT   | PI    | TRE |
|-----|-------|-------|-------|-------|-------|-------|-------|-----|
| BC  |       |       |       |       |       |       |       |     |
| CUS | 0.771 |       |       |       |       |       |       |     |
| EWM | 0.755 | 0.744 |       |       |       |       |       |     |
| ENT | 0.726 | 0.722 | 0.721 |       |       |       |       |     |
| INF | 0.727 | 0.669 | 0.750 | 0.654 |       |       |       |     |
| INT | 0.724 | 0.699 | 0.727 | 0.709 | 0.728 |       |       |     |
| PI  | 0.745 | 0.716 | 0.725 | 0.681 | 0.689 | 0.717 |       |     |
| TRE | 0.731 | 0.800 | 0.754 | 0.709 | 0.675 | 0.738 | 0.717 |     |

Source: Processed by researchers (2026)

Discriminant validity was examined to confirm that each element in the model was both conceptually and empirically unique from other elements. This research employed two primary methods, specifically the Fornell–Larcker criterion and the HTMT ratio.

The Fornell–Larcker criterion indicated that the square roots of the

AVE for BC (0.874), CUS (0.908), EWM (0.858), ENT (0.915), INF (0.913), INT (0.900), PI (0.853), and TRE (0.857) were all greater than the correlations between the constructs, demonstrating adequate discriminant validity. HTMT values ranged from 0.654 to 0.800, all below the suggested threshold of 0.90, further supporting the notion that the constructs are empirically distinct.

### Second-Order Measurement Model

SMMAAs were modeled as a higher-order model that is reflective-reflective. All six dimensions (trendiness, informativeness, entertainment, customization,

interaction, and EWM) had strong outer loadings (0.783–0.860), above the 0.708 threshold, signifying that every dimension significantly adds to the overall higher-order construct.

Table 6. Validity and Reliability of HOC

| Constructs                                 | Items | Outer Loadings | CA    | CR    | AVE   | VIF   |
|--------------------------------------------|-------|----------------|-------|-------|-------|-------|
| Social Media Marketing Activities (SMMAAs) | TRE   | 0.845          | 0.898 | 0.922 | 0.663 | 2.477 |
|                                            | INF   | 0.783          |       |       |       | 1.941 |
|                                            | ENT   | 0.791          |       |       |       | 1.954 |
|                                            | CUS   | 0.810          |       |       |       | 2.139 |
|                                            | INT   | 0.794          |       |       |       | 1.980 |
|                                            | EWM   | 0.860          |       |       |       | 2.592 |

Source: Processed by researchers (2026)

The validity and reliability of the higher-order construct were further supported by CA and CR values of 0.898 and 0.922, both exceeding the suggested limit of 0.70. Furthermore, the AVE was recorded at 0.663, which is above the minimum requirement of 0.50. The VIF values

for all dimensions were also below 5.00, indicating that there is no concern regarding multicollinearity in the higher-order framework. Taken together, these results indicate that the second-order SMMA construct is both dependable and valid for further structural examination.

Table 7. Fornell-Larcker Criterion of HOC

|        | BC    | PI    | SMMAAs |
|--------|-------|-------|--------|
| BC     | 0.874 |       |        |
| PI     | 0.642 | 0.853 |        |
| SMMAAs | 0.759 | 0.740 | 0.814  |

Source: Processed by researchers (2026)

The Fornell–Larcker results in Table 7 indicate that every construct explains a greater amount of variance in its own indicators when contrasted with the variability observed in the indicators of other

latent constructs. The square root values of AVE for BC (0.874), PI (0.853), and SMMAAs (0.814) are reported on the diagonal and are higher than the respective inter-construct correlations found in the

same rows and columns. This pattern verifies that the constructs are distinctly separated from each

other and maintain their statistical distinctiveness at the second-order level.

Table 8. Heterotrait-Monotrait (HTMT) Ratio of HOC

|       | BC    | PI    | SMMAs |
|-------|-------|-------|-------|
| BC    |       |       |       |
| PI    | 0.745 |       |       |
| SMMAs | 0.871 | 0.834 |       |

Source: Processed by researchers (2026)

In addition, the HTMT ratio was evaluated to further confirm discriminant validity using a more rigorous approach. Based on the benchmarks established in contemporary literature, values should remain below the 0.90 threshold to signify adequate distinction between constructs. As

shown in Table 8, all HTMT ratios ranged between 0.745 and 0.871. Since no value exceeded the recommended limit, it is confirmed that the measurement model at the higher order level is free from overlap issues, thereby validating the distinctness of each construct for further hypothesis testing.

### Structural Model

The outcomes of the structural model evaluation, which encompass path coefficients along with the explanatory capacity of the constructs, are illustrated in Figure 2. The figure provides an overview of

the relationships among SMMAs as a higher-order construct, Brand Credibility (BC), and Purchase Intention (PI), together with their respective measurement items.

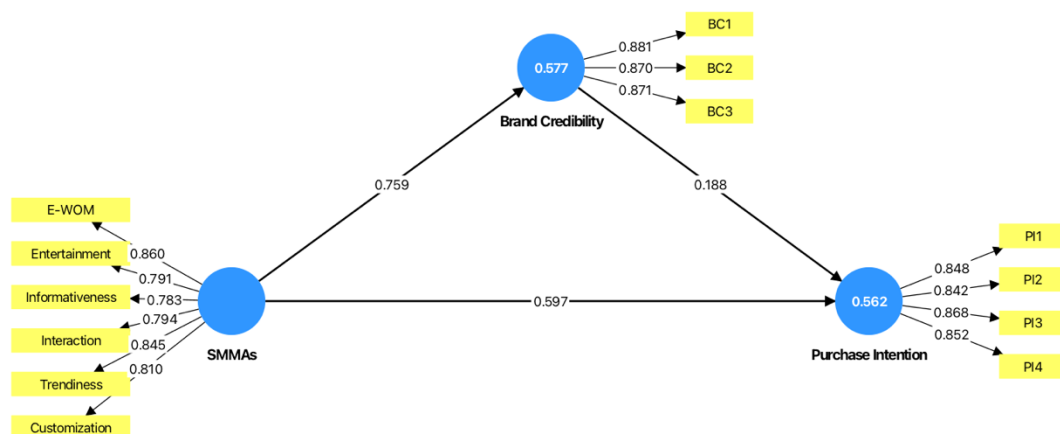


Figure 2. Results of PLS-SEM analysis.

Source: Processed by researchers (2026)

Figure 2 illustrates that SMMA significantly enhance Brand Credibility, with a path coefficient of 0.759, and also retain a significant direct effect on Purchase Intention, with a coefficient of 0.597. In addition, the model indicates that Brand Credibility itself contributes to Purchase Intention, with a coefficient value of 0.188.

The explanatory strength of the model is captured by the R-square values displayed for the endogenous constructs. Specifically, SMMA and Brand Credibility together explain

57.7% of the variance in Brand Credibility and 56.2% of the variance in Purchase Intention. Moreover, all outer loadings for the first-order SMMA dimensions (0.783–0.860) and for the indicators of Brand Credibility and Purchase Intention are above the 0.708 benchmark, confirming their robustness. Overall, Figure 2 suggests that the proposed structural model provides a solid depiction of the key determinants of consumers' purchase intentions within the social media marketing environment.

### **Multicollinearity Assessment**

Before assessing the structural relationships between the constructs, a multicollinearity assessment was performed to verify that the predictor variables were not highly correlated. Excessive multicollinearity can bias

parameter estimates and produce unstable path coefficients. To examine this potential issue, the Inner VIF values within the structural model were analyzed.

Table 9. Multicollinearity Results - Inner VIF Value

|      | BC    | PI    | SMMA |
|------|-------|-------|------|
| BC   |       | 2.363 |      |
| PI   |       |       |      |
| SMMA | 1.000 | 2.363 |      |

Source: Processed by researchers (2026)

As shown in Table 9, the inner VIF values for the paths among the exogenous and endogenous constructs, specifically involving SMMA, Brand Credibility (BC), and Purchase Intention (PI), ranged from 1.000 to 2.363. According to the thresholds established by Hair et al. (2019), VIF values are ideally

expected to be below 5.0 to indicate the absence of multicollinearity problems. Since all VIF values in this study are far below this threshold, it is confirmed that multicollinearity does not represent a serious concern in the structural model, thereby supporting the reliability of the path coefficient interpretation.

### ***Evaluation of R-square and Q-square***

The R-square value indicates the proportion of variance in the dependent variables that can be accounted for by the predictor variables. As presented in Table 10, the R-square scores for Brand Credibility (BC) and Purchase Intention (PI) are 0.577 and 0.562, respectively. According to the thresholds suggested by Hair et al. (2019), these values suggest a moderate degree of predictive explanatory capability. Specifically, the model accounts for 57.7% of the variance in Brand Credibility and 56.2% of the variance in Purchase Intention. The R-square adjusted values, which account for model complexity, remain consistent at 0.575 and 0.559, further supporting the stability of the model.

Besides R-square, the predictive relevance of the model was evaluated using the Q-square value obtained through the blindfolding procedure. A Q Square value exceeding zero signifies that the model possesses sufficient predictive relevance for a specific endogenous construct. The results presented in Table 10 indicate that the Q Square values for Brand Credibility and Purchase Intention are 0.567 and 0.535, respectively. Since both values significantly exceed the zero threshold, it can be concluded that the structural model demonstrates substantial predictive relevance in elucidating the target constructs.

Table 10. R-square and Q-square Values

|    | <b>R Square</b> | <b>R Square Adjusted</b> | <b>Q Square</b> |
|----|-----------------|--------------------------|-----------------|
| BC | 0.577           | 0.575                    | 0.567           |
| PI | 0.562           | 0.559                    | 0.535           |

Source: Processed by researchers (2026)

### ***Evaluation of effect size (f-square)***

To complement the evaluation of the R-square values, the f-square was analyzed to assess how much each exogenous construct contributes to the R-square of the endogenous

variables. This assessment helps identify whether the removal of a particular predictor has a significant impact on the model's explanatory power.

Table 11. Effect Size (f-square) Values.

| <b>Paths</b> | <b>F Square</b> |
|--------------|-----------------|
| BC → PI      | 0.034           |
| SMMAs → BC   | 1.363           |
| SMMAs → PI   | 0.344           |

Source: Processed by researchers (2026)

As illustrated in Table 11, the path from SMMAAs to Brand Credibility (BC) exhibited an f-square value of 1.363, indicating a substantial and large effect. This indicates that SMMAAs play a major role in explaining Brand Credibility. Furthermore, the path from SMMAAs to Purchase Intention (PI) produced an f-square value of 0.344, which is classified as a medium-to-large effect.

In contrast, the trajectory from Brand Credibility (BC) to Purchase Intention (PI) produced an f-square value of 0.034. Although this value indicates a small effect, it still provides a positive contribution to the overall model. These results collectively demonstrate that the exogenous variables, particularly the higher-order SMMA construct, possess sufficient strength in predicting and influencing the target endogenous constructs within this study.

## Hypothesis Testing

### Path Coefficient

The final stage of structural model analysis focuses on examining the proposed relationships among the constructs. To assess the

significance of these paths, a bootstrapping procedure was conducted to generate T-statistics, P-values, and confidence intervals.

Table 12. Path Coefficient Result

| Hypothesis | Paths       | Original Sample (O) | Standard Deviation (S.D.) | T Statistics | P Values | 2.5% CI | 97.5% CI | Results  |
|------------|-------------|---------------------|---------------------------|--------------|----------|---------|----------|----------|
| H1         | SMMAAs → BC | 0.759               | 0.059                     | 12.854       | 0.000    | 0.634   | 0.867    | Accepted |
| H2         | SMMAAs → PI | 0.597               | 0.094                     | 6.331        | 0.000    | 0.391   | 0.761    | Accepted |
| H3         | BC → PI     | 0.188               | 0.064                     | 2.956        | 0.003    | 0.088   | 0.336    | Accepted |

Source: Processed by researchers (2026)

### H1: Social Media Marketing Activities → Brand Credibility (Accepted)

The results demonstrate that SMMAAs have a positive and statistically significant impact on Brand Credibility, as indicated by a path coefficient of 0.759, a T-statistic of 12.854, and a P-value of 0.000. This shows a strong relationship, indicating that well-managed social media marketing activities can significantly strengthen consumers' perceptions of brand credibility. In the context of this study,

respondents assess the trustworthiness and professionalism of makeup artist services derived from the caliber of content disseminated across social media platforms. These results align with prior research. For example, Saraç et al. (2025) reported that SMMAAs significantly bolster brand credibility by improving perceptions of trustworthiness and expertise. Similarly, Pinem et al. (2019) emphasized that informative and accurate content plays an essential role in developing consumer trust,

while Perera et al. (2022) confirmed that digital marketing activities contribute to brand value by enhancing brand credibility. Therefore, this result reinforces the existing literature that SMMA is a key driver in building brand credibility, particularly in service-based industries.

### ***H2: Social Media Marketing Activities → Purchase Intention (Accepted)***

The findings demonstrate that SMMA exerts a positive and statistically significant influence on Purchase Intention, as indicated by a path coefficient of 0.597, a T-statistic of 6.331, and a P-value of 0.000. This implies that SMMA directly shapes consumers' intentions to use makeup artist services. Respondents who are frequently exposed to engaging, interactive, and relevant content tend to develop stronger purchase intentions due to increased familiarity and perceived value.

This outcome aligns with earlier studies. Khan (2022) demonstrated that SMMA has a considerable influence on consumers' purchasing intentions. In addition, K S & Massand (2025) found that dimensions such as customization and interaction have an important role in driving purchase intention. Furthermore, Chen & Lin (2019) and Ngo et al. (2025) confirmed that SMMA positively influences consumer satisfaction and the intention to make purchases. Thus, the findings of this study support and strengthen previous empirical evidence regarding the direct effect of SMMA on purchase intention.

### ***H3: Brand Credibility → Purchase Intention (Accepted)***

The findings suggest that Brand Credibility has a positive and statistically significant influence on Purchase Intention, with a path coefficient of 0.188, a T-statistic of 2.956, and a P-value of 0.003. Although the effect size is smaller than the direct effect of SMMA, the relationship remains statistically significant. This suggests that consumers exhibit a higher propensity to utilize makeup artist services when they perceive the brand as trustworthy, competent, and reliable. In service contexts, where consumers are unable to evaluate the service before purchase, credibility has a crucial role in reducing perceived risk and encouraging purchasing decisions.

This discovery is congruent with past research, such as Bairrada et al. (2021), which emphasized that stronger brand credibility leads to higher purchase intention and positive consumer behavior. Similarly, Kao et al. (2020) found that a brand's credibility has a substantial impact on consumers' willingness to utilize services, while Srivastava et al. (2020) underscored how signals of trust and expertise from a brand enhance consumer preference and intention to purchase. Hence, the present study reinforces the notion that a brand's credibility significantly shapes consumers' intentions to make a purchase, particularly within service-oriented businesses such as makeup artist services.

### Indirect Effect Analysis

The results for hypothesis H4 indicate that Brand Credibility serves as a crucial intermediary in the connection between SMMA's and Purchase Intention. As presented in Table 13, the indirect path (SMMA's  $\rightarrow$  BC  $\rightarrow$  PI) yielded an original

sample estimate of 0.143, with a T-statistic of 2.528 and a P-value of 0.011. Since the P-value is lower than the 0.05 threshold and the 95% confidence interval (0.061 to 0.281) does not contain zero, H4 is formally accepted.

Table 13. Indirect Effect Result

| Hypothesis | Paths                                       | Original Sample (O) | Standard Deviation (S.D.) | T Statistics | P Values | 2.5% CI | 97.5% CI | Results  |
|------------|---------------------------------------------|---------------------|---------------------------|--------------|----------|---------|----------|----------|
| H4         | SMMA's $\rightarrow$<br>BC $\rightarrow$ PI | 0.143               | 0.057                     | 2.528        | 0.011    | 0.061   | 0.281    | Accepted |

Source: Processed by researchers (2026)

These results demonstrate that SMMA's influence Purchase Intention through two pathways: a direct effect and an indirect effect via Brand Credibility. The indirect effect analysis shows that the path (SMMA  $\rightarrow$  BC  $\rightarrow$  PI) is statistically significant, suggesting that Brand Credibility acts as a mediating variable in this relationship. To gauge the magnitude of this mediation, the Variance Accounted For (VAF) was computed and yielded a value of 19.32%, derived by calculating the indirect effect (0.143) by the total effect (0.740).

According to Hair et al. (2019), a VAF value below 20% reflects a weak mediating effect, while values ranging from 20% to 80% suggest the presence of partial mediation. Thus, the VAF of 19.32% suggests that the intermediary function of Brand Credibility is relatively weak. This implies that the majority of SMMA's impact on Purchase

Intention operates through the direct pathway, while Brand Credibility accounts for only a smaller share of the effect. In the context of makeup artist services, consumers may develop purchase intention directly through visual portfolios, interactive content, service information, and testimonials before fully depending on credibility evaluation. Nevertheless, the significant indirect effect confirms that Brand Credibility still serves as a complementary pathway in the relationship between SMMA's and Purchase Intention.

This result is consistent with prior work, such as Saraç et al. (2025), who reported that Brand Credibility serves as a mediator in the link between SMMA's and purchase intention. Similarly, Mathea & Laksmidewi (2024) verified that Brand Credibility plays a intermediary function in amplifying the impact of digital communication on consumers' purchase intentions.

## CONCLUSION

This research examines the influence of Social Media Marketing Activities (SMMAs) on Purchase Intention, mediated by Brand Credibility, specifically within the realm of makeup artist services. The outcomes reveal that SMMAs exert a positive and significant impact on both Brand Credibility and Purchase Intention. Among these relationships, SMMAs show a particularly strong effect on Brand Credibility, suggesting that effective social media strategies have an essential role in building consumer trust in service-based industries. Furthermore, Brand Credibility significantly shapes Purchase Intention, although its effect is weaker than the direct impact of SMMAs.

Importantly, this study illustrates that Brand Credibility acts as a partial mediator in the connection between SMMAs and Purchase Intention. This means that although SMMAs directly motivate consumers to make purchases, they also indirectly increase purchase intention by enhancing trust and perceived reliability. These findings further support the SOR framework, in which SMMAs operate as the stimulus, Brand Credibility represents the organism, and Purchase Intention constitutes the behavioral response.

From a theoretical standpoint, this study enhances the existing

literature by broadening the application of the SOR model to service-oriented settings, particularly in the beauty sector. It also emphasizes the important yet relatively underexplored role of Brand Credibility as a mediating variable in digital marketing studies. Practically, the findings suggest that makeup artist service providers should prioritize e-wom and trendiness, as these dimensions provide the strongest contributions to social media marketing activities. MUAs should encourage clients to share testimonials, tag service accounts, and upload their service experiences. They should also consistently follow current makeup trends to keep their content relevant, attractive, and aligned with consumer preferences.

Nonetheless, this study is limited to respondents in Jakarta and to a specific service industry, which may limit the applicability of the findings. Because the data were gathered through a self-reported questionnaire, future studies should conduct additional common method bias assessments. Future research is also recommended to examine other service industries, include additional mediating or moderating variables such as brand image or consumer trust, and broaden the geographical scope to generate more comprehensive insights.

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