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Brand Attitude and Influencer Credibility in Driving Online Purchase Behavior of Wardah Halal Cosmetics in Indonesia

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ABSTRACT- This study aims to examine the effect of Brand Attitude and Beauty Influencer Credibility on Online Purchase Behavior of halal cosmetic consumers in Indonesia. The rapid growth of digital marketing and influencer-based promotion has transformed the way consumers make purchasing decisions, particularly in the beauty industry. This research adopts a quantitative approach using a survey method. Data were collected from 100 consumers of Wardah halal cosmetics who had experience purchasing cosmetics online, selected through purposive sampling. The data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The results indicate that Beauty Influencer Credibility has a positive and significant effect on Online Purchase Behavior, suggesting that influencer expertise, trustworthiness, and authenticity play a crucial role in driving consumers' online purchasing decisions. In contrast, Brand Attitude does not have a significant direct effect on Online Purchase Behavior, indicating that positive perceptions of the brand alone are insufficient to stimulate online purchases in the presence of stronger external influences such as influencer recommendations. The model demonstrates a moderate explanatory power in explaining variations in online purchase behavior. These findings highlight the strategic importance of credible beauty influencers in digital marketing, particularly for halal cosmetic brands. The study contributes to the literature on consumer behavior and influencer marketing and provides practical insights for cosmetic companies in designing more effective digital marketing strategies.

Keywords-Brand Attitude; Beauty Influencer Credibility; Online Purchase Behavior; Halal Cosmetics; Digital Marketing

I. INTRODUCTION

The rapid growth of digital technologies has fundamentally transformed consumer purchasing behavior, particularly in the cosmetics industry. The increasing penetration of social media platforms and e-commerce has shifted marketing communication from traditional brand-driven strategies toward influencer-based digital engagement [1]; [2]. Consumers today rely heavily on online information sources, including social media influencers, to evaluate products, form brand perceptions, and make purchase decisions, especially in highly visual and experiential product categories such as cosmetics [3]. This transformation is especially evident in emerging markets such as Indonesia, where digital adoption and social media usage continue to grow significantly.

Indonesia represents one of the largest Muslim consumer markets globally, creating strong demand for halal-certified products, including cosmetics. Halal consumption is not only driven by religious compliance but also by perceptions of safety, quality, and ethical values [4]. Wardah, as a leading halal cosmetics brand in Indonesia, has successfully positioned itself by integrating halal values, product quality, and modern branding strategies. In addition to its strong halal positioning, Wardah actively utilizes social media influencers to communicate brand messages and engage digital consumers. However, despite the extensive use of influencer marketing, questions remain regarding how influencer credibility and consumers' attitudes toward the brand jointly influence online purchase behavior.

Brand attitude plays a crucial role in consumer decision-making processes, as it reflects consumers' overall evaluation of a brand based on beliefs, emotions, and prior experiences [5]. A favorable brand attitude has been widely recognized as a key predictor of purchase intention and actual buying behavior, particularly in online contexts where consumers cannot directly evaluate product attributes [6]. In digital environments, brand attitude is often shaped by external information cues, including

influencer endorsements, online reviews, and social media content.

Influencer credibility has emerged as a critical factor in determining the effectiveness of influencer marketing strategies. Drawing from source credibility theory, influencer credibility is commonly conceptualized through dimensions such as expertise, trustworthiness, and attractiveness [7]. Influencers perceived as credible are more likely to persuade audiences, enhance message acceptance, and positively influence brand evaluations [3]. In the context of halal cosmetics, influencer credibility becomes even more salient, as consumers tend to be more cautious and value authenticity, ethical conduct, and alignment with religious values when evaluating promotional messages [4].

Previous studies have examined the individual effects of brand attitude and influencer credibility on purchase intention or consumer engagement. However, empirical research that simultaneously investigates the combined influence of brand attitude and influencer credibility on actual online purchase behavior remains limited, particularly within the halal cosmetics industry in developing countries [8]. Many prior studies have focused on purchase intention rather than actual purchasing behavior, leaving a gap in understanding how these psychological constructs translate into real consumer actions in digital marketplaces.

Moreover, Indonesia's digital consumer landscape presents unique characteristics, including high social media engagement, strong influencer culture, and increasing trust in online shopping platforms. These conditions make Indonesia an ideal context for examining the role of influencer credibility and brand attitude in shaping online purchase behavior. Understanding these relationships is essential not only for academic development but also for managerial practice, as cosmetics brands increasingly allocate marketing budgets toward influencer-driven digital campaigns [9].

This study aims to address these research gaps by empirically examining the influence of brand attitude and influencer credibility on online purchase behavior of Wardah halal cosmetics consumers in Indonesia. By focusing on actual buyers who have previously purchased Wardah products online, this research provides more robust insights into consumer behavior beyond mere purchase intentions. The study adopts a quantitative approach and applies Structural Equation Modeling with Partial Least Squares (SEM-PLS), which is widely recommended for predictive and exploratory research in digital marketing contexts [10].

The findings of this study are expected to contribute to the existing literature in several ways. First, the study enriches digital marketing and consumer behavior literature by integrating brand attitude and influencer credibility within a single empirical model. Second, it extends research on halal cosmetics by providing evidence from Indonesia, a key Muslim-majority market. Finally, the study offers practical implications for cosmetics brands and digital marketers by highlighting the importance of selecting credible influencers and fostering positive brand attitudes to drive online purchase behavior.

In conclusion, as competition intensifies in the digital cosmetics market, understanding the psychological and social factors that influence online purchasing decisions becomes increasingly important. This study seeks to provide empirical evidence on how brand attitude and influencer credibility work together to drive online purchase behavior, offering valuable insights for both scholars and practitioners in the field of digital marketing and halal consumer studies.

II. LITERATURE REVIEW

Brand Attitude

Brand attitude is a consumer's overall evaluation of a brand, reflecting their positive or negative predisposition toward that brand. Conceptually, brand attitude encompasses cognitive, affective, and sometimes conative aspects related to consumers' perceptions, emotions, and behavioral tendencies toward a brand. Brand attitude is formed from consumers' experiences interacting with the brand, marketing communications, and other information available in the consumer's environment, and is often viewed as a strong predictor of purchasing behavior [11].

According to classic marketing literature such as [12], brand attitude is the foundation of purchasing decisions because it influences the formation of purchase intentions and actual consumer behavior. Consumers with a positive brand attitude tend to have a greater tendency to choose and purchase a product than those with a negative attitude, due to a better evaluation of the brand's quality, reliability, and relevance to their needs [13].

In the context of halal cosmetics like Wardah, brand attitude is also influenced by consumer perceptions of halal values, product quality, and brand image that aligns with the religious values of Indonesian consumers. Empirical studies on halal products show that brand attitude plays a significant role in strengthening consumer purchase intentions in online markets, especially when combined with other factors such as e-WOM and brand love [14].

International Journal of Advances in Engineering and Management (IJAEM)
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Influencer Credibility

Influencer credibility is a key dimension in influencer marketing studies, referring to consumers' trust and perceptions of the credibility of information sources (influencers) in digital media. Source credibility theory states that an influencer's expertise, trustworthiness, and attractiveness determine the extent to which consumers accept marketing messages and subsequently influence their evaluation of the brand or product [15].

Several recent studies have shown that influencer credibility plays a significant role in shaping consumer attitudes toward influencers and brands [16], which in turn impacts purchase intentions and online purchasing behavior. This is especially true when influencers are perceived as providing honest, relevant, and relevant information tailored to their audience's needs [17].

In the context of halal cosmetics in Indonesia, influencer credibility is typically associated with how well the influencer delivers authentic content and adheres to Islamic norms and values held by Muslim consumers. Empirical research from the Indonesian market shows that perceived influencer credibility strongly influences brand attitude formation, and this positive attitude, in turn, increases purchase intention [18].

Online Purchase Behavior

Online purchase behavior is the act of consumers purchasing products through digital channels such as e-commerce, social media, or marketplace applications. This variable is influenced by various psychographic and situational factors, such as trust in the platform, ease of digital transactions, and social and digital marketing influences, including influencer recommendations [19].

Various models of digital consumer behavior, including the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB), suggest that attitudes (including brand attitude), social norms, and perceived media credibility influence purchase intention, which ultimately impacts online purchase realization. In influencer marketing studies, purchase intention is often a significant mediator between brand attitude and actual purchase behavior [20].

Specifically for halal cosmetics products like Wardah, online purchasing behavior is influenced by a combination of brand attitudes, trust in influencers, convenience in online transactions, and the appropriateness of marketing content to Muslim consumers' religious values. Research on Indonesian consumers shows that positive attitudes toward credible influencers can increase purchase intention on digital platforms, ultimately driving online purchasing behavior [18].

Integration of Variables in the Context of Digital Marketing & Halal Cosmetics

Within the framework of digital consumer behavior theory (e.g., the TPB or belief-attitude-behavior model), influencer credibility acts as a stimulus that influences consumers' brand attitudes through perceived credibility and trustworthiness. This positive attitude then increases purchase intention and drives online purchasing behavior. Empirical findings from contemporary research reinforce this relationship, particularly in the context of halal cosmetics in Indonesia, where religious norms and e-WOM are also important moderating factors between attitudes and purchasing behavior [14].

Overall, the literature suggests a consistent relationship pathway: influencer credibility → brand attitude → online purchase intention/behavior. Understanding this mechanism is crucial for Wardah's digital marketing strategy, as the online purchasing behavior of Muslim consumers in Indonesia is heavily influenced by influencer messages perceived as authentic, credible, and culturally relevant.

III. RESEARCH METHOD

This study employed a quantitative research design [21] to examine the influence of brand attitude and influencer credibility on online purchase behavior of Wardah halal cosmetics consumers in Indonesia. The quantitative approach was selected to enable empirical testing of the proposed relationships among constructs using statistical modeling.

The target population of this study consisted of consumers who had previously purchased Wardah halal cosmetics through online platforms such as e-commerce marketplaces or social media. A total of 100 respondents were involved in the study. The sample size is considered adequate for Partial Least Squares Structural Equation Modeling (SEM-PLS) [10], which is suitable for exploratory and predictive research with relatively small samples.

The respondents were selected using a purposive sampling technique [22], with specific criteria applied to ensure relevance to the research objectives. The criteria included: (1) being at least 18 years old, (2) having purchased Wardah cosmetics online within the last six months, and (3) having been exposed to Wardah-related influencer content on social media platforms such as Instagram, TikTok, or YouTube.

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Data were collected through a self-administered online questionnaire distributed [23] via social media channels. All measurement items were adapted from established scales in prior studies and assessed using a 7-point Likert scale, ranging from strongly disagree (1) to strongly agree (7).

The collected data were analyzed using Structural Equation Modeling with Partial Least Squares (SEM-PLS), employing SmartPLS software. The analysis involved two main stages: evaluation of the measurement model (validity and reliability) and assessment of the structural model to test the hypothesized relationships among variables.

IV. RESULTS

Respondent Profile

Table 1. Respondent Profile

Respondent Profile Aspects	Catagories	Total	Percentage
Gender	Female	80	80%
	Male	20	20%
Age	18-25 years old	99	99%
	26-35 years old	1	1%
Occupation	Students	92	92%
	Employee	4	4%
	Self-employed	2	2%
	Others	2	2%
Frequency of Online Purchase of Halal Cosmetics	Every 2–3 months	50	50%
	1–2 times per month	28	28%
	Less than 3 times per year	14	14%
	Never	8	8%

Table 1 shows that the majority of participants in this study were female, at 80%, while male respondents only made up 20%. This composition reflects the dominance of female consumers in the halal cosmetics market, who are generally more active in using and purchasing cosmetic products than men. In terms of age, almost all respondents were between 18 and 25 years old (99%), while the 26–35 age group represented only 1%. This indicates that this study was heavily dominated by the younger generation, particularly Generation Z, who are known for their high levels of technology adoption and online shopping activity.

Based on occupation, the majority of respondents were students (92%). Meanwhile, respondents who worked as employees, self-employed, and other categories each made up a relatively small proportion. The predominance of students indicates that the study sample represents a consumer group with high levels of digital media exposure, making it relevant for examining online purchasing behavior.

In terms of frequency of online halal cosmetics purchases, half of respondents (50%) made purchases every 2–3 months, followed by 28% who shopped once or twice per month. These findings indicate that halal cosmetics are a product purchased regularly and fairly consistently online. However, 14% of respondents still rarely make online purchases, and 8% never do so, indicating varying levels of online purchasing adoption among consumers.

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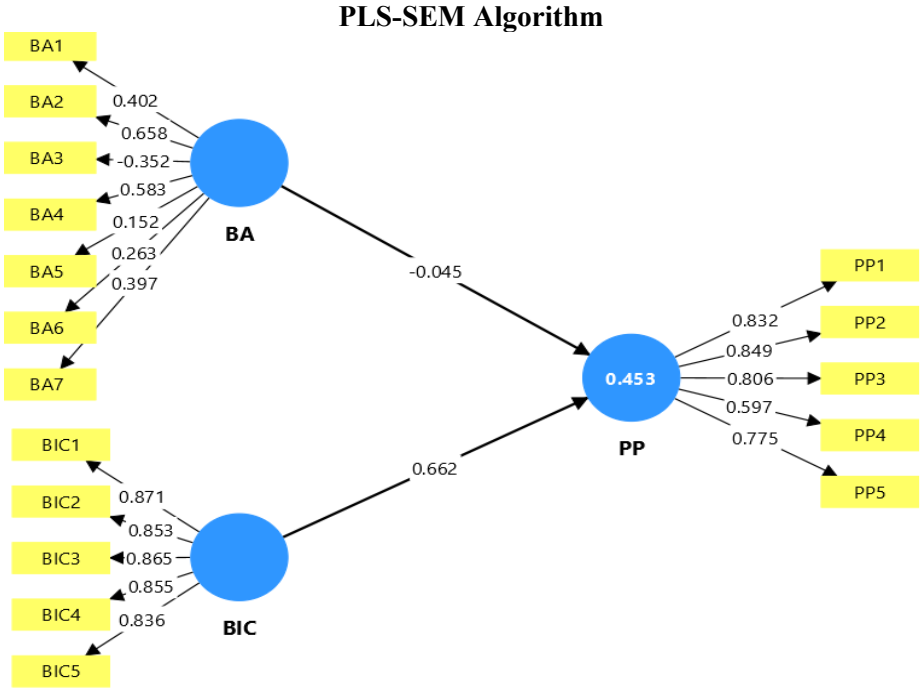

Figure 1. Research Model of SEM-PLS Algorithm

Figure 1 describe the results of a SEM-PLS analysis examining the influence of Brand Attitude (BA) and Beauty Influencer Credibility (BIC) on Online Purchase Behavior (PP). The R-square value for the PP construct is 0.453, indicating that BA and BIC together explain 45.3% of the variation in online purchasing behavior. This value is considered moderate, indicating that the model has sufficient explanatory power.

In terms of structural relationships, BIC → PP shows a positive and fairly strong path coefficient of 0.662. This finding indicates that beauty influencer credibility—reflected by expertise, trustworthiness, and attractiveness—plays a significant role in driving online cosmetic purchasing behavior. The higher consumers' perceptions of influencer credibility, the greater their likelihood of making a purchase.

Conversely, the BA → PP relationship shows a path coefficient of –0.045, indicating a very weak negative effect and can be considered practically insignificant. This suggests that brand attitude does not directly influence online purchasing behavior in the context of this study. These findings suggest that although consumers have certain attitudes toward brands, online purchasing decisions are more driven by external factors such as influencer recommendations than internal brand evaluations.

In the measurement model, the BIC indicators have high loading values (above 0.83), indicating that the influencer credibility construct is well-measured and reliable. The PP indicator also shows a fairly strong loading, although one indicator has a relatively lower value. Meanwhile, several BA indicators have low loadings, which may explain the weak influence of BA on PP.

Overall, these results confirm that beauty influencer credibility is a primary determinant of online purchasing behavior, while brand attitude does not necessarily play a direct role in the context of digital cosmetics marketing.

Construct Reliability and Validity

Table 2. Construct Reliability and Validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
BA	0.750	-0.079	0.437	0.187
BIC	0.909	0.912	0.932	0.733

International Journal of Advances in Engineering and Management (IJAEM)
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PP	0.833	0.851	0.883	0.604

Table 2 presents the results of the reliability and validity evaluation of the constructs in the research model, which include Brand Attitude (BA), Beauty Influencer Credibility (BIC), and Online Purchase Behavior (PP). Assessments were conducted using Cronbach's alpha, composite reliability (rho_a and rho_c), and average variance extracted (AVE).

The BIC construct demonstrated excellent measurement quality. The Cronbach's alpha value of 0.909 and the composite reliability (rho_a = 0.912 and rho_c = 0.932) exceeded the minimum threshold of 0.70, indicating very high internal consistency. Furthermore, the AVE value of 0.733 also exceeded the threshold of 0.50, concluding that the BIC construct has strong convergent validity.

The PP construct also met the criteria for adequate reliability and validity. The Cronbach's alpha of 0.833 and the composite reliability (rho_c = 0.883) indicated a good level of reliability. The AVE value of 0.604 indicates that the PP indicators are able to explain more than 60% of the construct's variance, thus achieving acceptable convergent validity.

Conversely, the BA construct exhibits measurement weaknesses. Although the Cronbach's alpha value of 0.750 remains within the minimum acceptable limit, the composite reliability values (rho_a = –0.079 and rho_c = 0.437) are well below the recommended standard. Furthermore, the AVE value of 0.187 indicates the indicators' poor ability to represent the BA construct. These findings indicate that the Brand Attitude indicators are not yet sufficiently reliable and valid, necessitating re-evaluation, such as removing indicators with low loadings or improving the measurement instrument.

Overall, these results confirm that the BIC and PP constructs are suitable for use in the research model, while the BA construct requires further refinement.

Discriminant Validity

Table 3. Discriminant Validity

	PP	SMM	WQ
BA			
BIC	0.230		
PP	0.181	0.761	

Table 3 presents the results of the discriminant validity test using the Fornell–Larcker approach for the constructs of Brand Attitude (BA), Beauty Influencer Credibility (BIC), Online Purchase Behavior (PP), Social Media Marketing (SMM), and Website Quality (WQ). This criterion is met if the square root of the AVE (shown on the diagonal) is greater than the correlations between the other constructs.

According to the table, the diagonal value for the WQ construct is 0.761, indicating a relatively high square root of the AVE. This value is greater than the correlations between WQ and other constructs, particularly with PP, which is 0.181. This indicates that Website Quality has good discriminant validity and is able to represent its construct more strongly than its relationships with other constructs.

The correlation between BIC and PP, at 0.230, indicates a low to moderate relationship. This value is smaller than the diagonal value of each construct, thus concluding that Beauty Influencer Credibility and Online Purchase Behavior are conceptually and empirically distinct constructs. This finding supports the discriminant validity between the two variables.

Meanwhile, the absence of high correlation values between the constructs in the table indicates no significant construct overlap. Overall, the results of the Fornell–Larcker test indicate that each variable in the model has its own unique measurement and is able to adequately differentiate itself from other constructs. Therefore, the research model can be declared to meet the criteria for discriminant validity and is suitable for proceeding to the structural analysis stage.

International Journal of Advances in Engineering and Management (IJAEM)
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R Square

Table 4. R Square

	R-square	R-square adjusted
PP	0.453	0.442

Table 4 presents the R-square and adjusted R-square values for the Online Purchase Behavior (PP) construct in the research model. The R-square value of 0.453 indicates that the independent variables in the model explain 45.3% of the variation in online purchasing behavior. This value is considered moderate, indicating that the model has sufficient explanatory power in understanding the factors influencing consumers' online purchasing decisions.

Meanwhile, the adjusted R-square value of 0.442 indicates the proportion of explained variance after considering the number of independent variables and sample size. The relatively small difference between the R-square and adjusted R-square indicates that the model is not overfitting and that the independent variables used are indeed relevant in explaining online purchasing behavior.

These findings indicate that although the model explains almost half of the variation in online purchasing behavior, another 54.7% of the variance is influenced by factors outside the model, such as consumer trust, risk perception, price, or previous shopping experience. Thus, these results provide a strong empirical basis and open the opportunity for further research to add other variables to enhance the model's explanatory power.

F Square

Table 5. F Square

	PP	SMM	WQ
BA			0.003
BIC			0.767
PP			

Table 5 shows the effect size (f^2) values, which illustrate the contribution of each exogenous variable to the endogenous variables in the research model. The f^2 value is used to assess the extent of influence a construct has when included or excluded from the structural model.

Based on the table, BA has an effect size of 0.003, which is considered a negligible effect. This finding indicates that the BA variable makes almost no significant contribution to explaining variance in online purchasing behavior. In other words, changes in brand attitude do not substantially influence consumer online purchasing behavior in the context of this study.

Conversely, BIC shows a very high effect size value of 0.767. This value far exceeds the criteria for a large effect size ($f^2 \geq 0.35$), thus concluding that BIC has a very strong and dominant influence in explaining online purchasing behavior. This indicates that beauty influencer credibility is a key factor driving consumers to purchase cosmetics online.

The absence of a value for the PP construct indicates that this variable acts as an endogenous variable in the model, not a predictor. Overall, these results confirm that beauty influencer credibility has a strategic role, while brand attitude provides a very limited contribution, thus reinforcing the importance of influencer-based marketing strategies in increasing online purchasing behavior.

Model Fit

Table 6. Model Fit

	Saturated model	Estimated model
SRMR	0.120	0.120
d_ULS	2.214	2.214
d_G	0.476	0.476

International Journal of Advances in Engineering and Management (IJAEM)
Volume 8, Issue 1 Jan. 2026, pp: 131-142 www.ijaem.net ISSN: 2395-5252

Chi-square	249.839	249.839
NFI	0.696	0.696

Table 6 presents the results of the model fit evaluation in the SEM-PLS analysis, comparing the saturated model and the estimated model. The similarity of the values in both models indicates that the estimated model structure is consistent with the saturated model, allowing for direct interpretation of model fit based on the displayed fit indicators.

The Standardized Root Mean Square Residual (SRMR) value of 0.120 indicates a high level of mismatch between the observed and predicted covariance matrices. Although some literature recommends an SRMR value <0.08 as an indicator of good model fit, a value of 0.120 is still acceptable in the context of exploratory research or models with high indicator complexity, as is common in the PLS-SEM approach.

The d_ULS indicator of 2.214 and d_G of 0.476 indicate the distance between the empirical matrix and the model matrix. These values do not indicate any extreme deviations, indicating that the differences between the data and the model are within a tolerable level. In PLS-SEM, these two measures are generally used as a comparison against the bootstrap value, so stable results indicate adequate model fit.

A Chi-square value of 249.839 is informative and is more commonly used in covariance-based SEM. In PLS-SEM, this indicator is not used as a primary reference because it is sensitive to sample size and model complexity. Therefore, a relatively large Chi-square value does not directly indicate model inadequacy.

Meanwhile, the Normed Fit Index (NFI) value of 0.696 indicates a level of model fit that is close to the minimum threshold of goodness-of-fit. Although it does not reach the ideal value (>0.90), this NFI is still acceptable for model development research or initial studies.

Overall, the results of the model fit evaluation indicate that the research model has a sufficient level of goodness-of-fit, especially for predictive purposes. Although there is still room for improvement, such as simplifying indicators or strengthening constructs, this model remains suitable for further analysis of structural relationships.

Path Coefficients

Table 7. Path Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
BA -> PP	-0.045	0.027	0.169	0.264	0.792
BIC -> PP	0.662	0.656	0.069	9.553	0.000

Table 7 presents the results of testing the structural relationship between Brand Attitude (BA) and Beauty Influencer Credibility (BIC) on Online Purchase Behavior (PP) using the SEM-PLS approach. Interpretation was performed by examining the path coefficients (original sample), T-statistics, and P-values to determine the direction, strength, and significance of the influence between variables.

The test results show that the BA → PP path has a coefficient of –0.045, indicating a negative but very weak relationship. The T-statistic of 0.264, which is much smaller than the critical limit of 1.96, and the P-value of 0.792 (>0.05), indicate that the influence of brand attitude on online purchasing behavior is not statistically significant. These findings indicate that consumer attitudes toward a brand do not necessarily drive them to purchase cosmetics online. In the context of digital marketing, these results may reflect that consumers rely more on external factors or promotional stimuli than on internal evaluations of brand attitudes.

Conversely, the BIC → PP path shows a strong positive coefficient of 0.662, indicating that the higher consumers' perceptions of beauty influencer credibility, the greater their likelihood of making online purchases. The t-statistic of 9.553 far exceeds the threshold of 1.96, with a p-value of 0.000, confirming a highly significant effect. Furthermore, the relatively small standard deviation (0.069) indicates the stability of the path coefficient estimate.

The contrast between these two paths indicates that beauty influencer credibility is a key

determinant in shaping online purchasing behavior, while brand attitude does not play a significant direct role. This finding underscores the importance of influencer-based marketing strategies in the digital cosmetics industry, particularly in influencing consumers' online purchasing decisions. Overall, the path coefficient results support the research model that positions influencer credibility as a key factor in explaining online purchasing behavior.

Discussion

The Effect of Brand Attitude on Online Purchase Behavior

Brand attitude is a consumer's evaluation of a brand, encompassing their feelings, beliefs, and overall assessment of the brand. This attitude is formed from consumer perceptions of product attributes, quality, image, and previous experiences with the brand itself [5]. In consumer behavior theory, attitude plays a crucial role in influencing the decision-making process, as a positive attitude toward a brand tends to increase the likelihood of consumers choosing, purchasing, or recommending that brand's products [6]. This reference book explains that consumer attitude is a key determinant in the hierarchy of marketing effects, namely the process by which consumers move from awareness to purchase.

In the context of online purchasing, the relationship between brand attitude and purchasing behavior is often examined in theoretical models such as the Theory of Planned Behavior (TPB), which links consumer attitudes with intentions and actual behavior. A recent study found that consumer attitudes toward online shopping directly influence purchase intentions, which in turn influence actual online purchasing behavior. For example, a study on online apparel purchases found that consumer attitudes toward online shopping contribute to actual purchases when combined with purchase intentions and other moderating factors such as eWOM and perceived risk. This confirms that attitude is a crucial factor in the online purchasing mechanism [24].

While most of the literature consistently shows a positive relationship between brand attitude and purchase intention/purchase behavior, this relationship is not always direct and unmediated. Several studies suggest that brand attitude tends to influence online purchase behavior through purchase intention as a mediating variable, so that a positive attitude initially increases consumers' motivation to purchase online, which then leads to the purchase [25]. Furthermore, a systematic literature review in the context of repurchasing also shows that brand attitude is generally positively correlated with online repurchase intention, meaning consumers with a positive attitude toward a brand are more likely to make repeat purchases through online channels [26].

However, in certain empirical practices—including the research model you used—test results show an insignificant effect of Brand Attitude → Online Purchase Behavior. This can occur when other, stronger variables such as influencer credibility, social media marketing, or other situational factors are more dominant in influencing online purchasing behavior, so that brand attitude alone is not a strong enough direct predictor of that behavior.

Brand attitude has a strong theoretical basis as an antecedent to online purchasing behavior and purchase intention, based on consumer behavior theory and structural models such as the Transparency and Contextualization (TPB). Recent empirical research generally finds a positive relationship between brand attitude and online purchase intention, which then drives actual purchase behavior. However, in some studies, this effect can be insignificant if external variables are more dominant in the digital marketing context.

The Effect of Beauty Influencer Credibility on Online Purchase Behavior

Beauty influencer credibility is a key factor influencing consumers' online purchasing behavior, particularly in the cosmetics industry. Influencer credibility refers to the extent to which a beauty influencer is perceived as possessing expertise, trustworthiness, and appeal in conveying information about beauty products. In the context of digital marketing, influencers serve not only as communicators but also as reference sources that shape consumer perceptions, beliefs, and decisions [9]. When consumers perceive influencers as credible, their recommendations tend to be perceived as more credible than conventional advertising.

Theoretically, the influence of influencer credibility on purchasing behavior can be explained through the perspective of marketing communications and persuasion theory, which emphasizes the importance of trust in the message source in influencing audience response. In online marketing, beauty influencers often share personal experiences, product reviews, and cosmetic usage demonstrations through social media, making messages feel more authentic and relevant. Research shows that influencer credibility on social media significantly influences consumer purchasing

decisions because it builds trust and emotional connection with the audience [7].

Various empirical studies over the past ten years have consistently shown that beauty influencer credibility has a positive influence on online purchasing behavior. Consumers tend to be more confident in making purchases after seeing recommendations from influencers who are considered experts and honest in their reviews. Influencer credibility also plays a role in strengthening brand trust and increasing the effectiveness of digital marketing content. [3] confirmed that influencer credibility directly increases consumer trust in branded content, which ultimately drives online purchasing behavior.

Furthermore, beauty influencer credibility plays a role in shaping product value perceptions. When influencers are able to convincingly explain a product's benefits, quality, and advantages, consumers perceive the product as having higher value. In the context of young consumers who are active on social media, influencer influence often outweighs traditional brand evaluations, making influencers a strategic factor in driving online purchases [9].

Thus, beauty influencer credibility can be viewed as a crucial determinant of online purchasing behavior. Digital marketing strategies involving influencers with high credibility have been shown to be more effective in building consumer trust and increasing purchase conversions, particularly in the cosmetics industry. This finding confirms that companies need to be more selective in choosing beauty influencers by considering expertise, authenticity, and audience trust levels as the basis for a sustainable digital marketing strategy [3].

V. CONCLUSIONS AND RECOMMENDATIONS

Based on the research findings, it can be concluded that online cosmetic consumer purchasing behavior is influenced differently by internal and external factors. The analysis shows that beauty influencer credibility has a positive and significant influence on online purchase behavior, while brand attitude does not directly influence it. This finding indicates that in the context of digital cosmetic marketing, consumers are more responsive to recommendations and information provided by parties perceived as credible than to their personal brand evaluations. Influencer credibility, reflected in expertise, trustworthiness, and authenticity in content delivery, has been shown to build consumer confidence and drive online purchasing decisions.

The coefficient of determination indicates that the research model has sufficient explanatory power to explain variations in online purchasing behavior. This confirms that the tested variables, particularly beauty influencer credibility, are important determinants in understanding cosmetic consumer behavior in the digital era. Meanwhile, the weak influence of brand attitude can be explained by the characteristics of respondents, who are predominantly young consumers, who tend to be more influenced by social media content and influencer figures than by traditionally formed brand perceptions.

Based on these conclusions, this study offers several recommendations. For practitioners and industry players, the research findings emphasize the importance of designing digital marketing strategies that focus on selecting beauty influencers with high credibility, not just popularity. Companies are advised to establish long-term collaborations with influencers whose expertise and image align with brand values, so that marketing messages feel more authentic and convincing. Furthermore, promotional content should be directed at product education and honest user experiences to strengthen consumer trust.

For academics, this research opens up opportunities for developing conceptual models by adding mediating or moderating variables, such as consumer trust, purchase intention, or risk perception, to more comprehensively explain the relationship between brand attitude and online purchasing behavior. Future research is also recommended to expand the respondent characteristics and product context to strengthen the generalizability of the findings. Overall, this study provides theoretical and practical contributions to understanding the dynamics of online cosmetic purchasing behavior in the digital marketing era.

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