
The Effect of Credibility, Reputation and Quality Information Value on Beauty Influencers to Repurchase Intention Skincare Products Mediated by Brand Trust

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Abstract

This study aims to examine the influence of credibility, reputation, and information quality of beauty influencers on the intention to repurchase skincare products, with brand trust as a mediating variable, based on the Theory of Consumer Purchase Behavior. Data were collected through an online survey of 250 young women of Generation Z in Solo Raya who previously purchased skincare products recommended by influencers via social commerce platforms TikTok Shop x Tokopedia. The data were analyzed using PLS-SEM with the help of SmartPLS 3.0. The outer model was evaluated through tests of convergent validity (outer loadings ≥ 0.7 , AVE ≥ 0.5), discriminant validity (Fornell-Larcker criterion), and reliability (Cronbach's Alpha, Composite Reliability, and $Rho_A \geq 0.7$). The credibility and information quality of influencers are essential in building consumer trust, which ultimately drives repeat purchases. An influencer's reputation also contributes to strengthening trust, which in turn affects consumer loyalty; however, it does not have a direct impact on repurchase intention. This indicates that an influencer's reputation supports the development of trust, but its influence on repurchase decisions operates through that trust. This study provides strategic insights for digital marketers and influencers to focus on enhancing these aspects in order to increase customer loyalty and boost sales of local skincare products through social commerce platforms.

Keywords: credibility, reputation, information quality, brand trust, repurchase intention, beauty influencer, skincare local.

1. Introduction

The advancement of digital technology has driven increased social media use, with platforms like TikTok and Tokopedia playing a major role in the rise of social commerce (We Are Social, 2024). The beauty industry saw 21.9% growth from 2022 to mid-2023 (Limanseto, 2024), with local skincare brands leveraging influencers to reach Gen Z consumers (Hariyanti, Novi & Ni,

2018). Influencers influence consumer decisions through credibility, reputation, and information quality, but their exact impact on repurchase intention, and the mediating role of brand trust, remains unclear. Credibility and reputation are image-related traits that affect consumer trust (Tjiptono, 1997). Reputation, shaped by public perception and interaction, can influence repurchase directly and is an asset to brands (Meilatinova, 2021). High credibility and accurate, relevant content foster trust, but misleading endorsements and unverified claims pose risks (Kurniati et al., 2022).

Technological advances make influencer content dynamic, affecting credibility and trust in new ways. As concerns around authenticity and transparency grow, brand trust becomes a key mediator. The rise of nano- and micro-influencers has further shifted the landscape due to their perceived authenticity. This study explores how influencer credibility, reputation, and information quality affect repurchase intention via brand trust, adapting to modern consumer behavior and the ethical challenges of digital marketing. It also addresses rising skepticism, such as from “skincare mafia” and “doctor influencers” who challenge exaggerated product claims in the local industry (Farah Najela et al., 2024). The research builds on work by Galdón-Salvador et al. (2024), Magano et al. (2022), Matute et al. (2016), Meilatinova (2021), and Yeo et al. (2021).

1. Does beauty influencer credibility directly influence repurchase intention?
2. Does beauty influencer reputation directly influence repurchase intention?
3. Does the quality of information value of beauty influencers directly influence repurchase intention?
4. Does beauty influencer credibility directly influence brand trust?
5. Does beauty influencer reputation directly influence brand trust?
6. Does the quality of information value of beauty influencers directly influence brand trust?
7. Does brand trust directly influence repurchase intention?
8. Does brand trust mediate the influence of credibility, reputation, and quality of information value of beauty influencers on repurchase intention?

The objective of this research is to measure the impact of credibility, reputation, and information quality of beauty influencers on the repurchase intention of skincare products on social commerce platforms, mediated by brand trust, to achieve tangible results in the modern marketing environment

2. Literature Review

2.1 Theory of Buying Behavior

The Theory of Buying Behavior outlines five stages in the consumer decision-making process: problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior (Howard & Sheth, 1969). Combined with the Multi-Step Flow Theory, it explains how influencer characteristics affect each stage, impacting attention, comprehension, attitude, and repurchase intention. Influencers play a critical role in shaping repurchase behavior through reviews and recommendations (Javed et al., 2021).

2.2 Influencer Marketing

Digital influencers—those with a significant social media following—can influence public opinion across domains like lifestyle and products (Sokolova & Karina et al., 2020). Their credibility and reputation are enhanced through domain expertise (e.g., beauty, fashion) and active promotion on social platforms, significantly impacting consumer attitudes and purchase intentions (Hu et al., 2020).

2.3 Credibility

Credibility is the perceived trustworthiness of a message source. A credible influencer increases the likelihood that messages will be accepted (Ho & Chien, 2010). It is the strongest factor influencing consumer behavior (Mainolfi & Vergura, 2021). When credibility aligns with the influencer's area of expertise, it enhances promotional effectiveness and consumer trust (Li & Zhang, 2018).

2.4 Reputation

Reputation is a vital intangible asset built over time through consistent experiences, actions, and communication (Rindova & Williamson, 2010; Fombrun, 1996). It reflects aspects like competence, integrity, and social responsibility. A strong reputation attracts attention, builds trust, strengthens social relationships, and provides competitive advantage (Adeosun & Ganiyu, 2013).

2.5 Quality of Information Value

In digital environments, information quality significantly impacts purchasing decisions, especially through electronic word of mouth (e-WOM) (Teng et al., 2014). e-WOM quality refers to the persuasive strength of message content (Bhattacharjee & Sanford, 2006). It is multidimensional—comprising relevance, accuracy, comprehensiveness, and timeliness (Cheung et al., 2012; Cheung et al., 2008; Nelson & Wixom, 2005). High-quality, current, and relevant information helps consumers make better choices and encourages engagement in social commerce (Beyari & Abareshi, 2018; Maia et al., 2018).

2.6 Brand Trust

Trust is the perceived reliability and dependability of a party (Berhanu & Raj, 2020). Defined as the “willingness to rely on an exchange partner” (Moorman et al., 1993), trust transforms brands from mere identifiers into relationship partners (Fournier, 1998; Munuera-Aleman et al., 2003). It plays a crucial role in consumer relationships with sellers, producers, and brands (Kennedy et al., 2001; Munuera-Aleman et al., 2003).

2.7 Repurchase Intention

Repurchase intention is an individual's judgment about buying a service again from the same company, considering current and future conditions (Hellier et al., 2003). It reflects a customer's likelihood of repeated purchases (Ibzan et al., 2016) and is often driven by loyalty and

commitment (Safari et al., 2013). Loyal customers contribute to profit and attract others through word of mouth (Chen, 2012), while repeat buyers also help reduce operational costs (Safa & Solms, 2016).

3. Hypothesis Development

Credibility refers to how much a message source is trusted. Higher credibility increases acceptance of messages (Ho & Chien, 2010) and is a key factor in influencing consumer behavior (Mainolfi & Vergura, 2021). When consumers perceive influencer reviews as trustworthy, it increases their intention to repurchase (Cheung et al., 2008; Luo et al., 2013). Therefore, based on empirical evidence, the research hypothesis is formulated as:

H1: Credibility has a direct positive effect on repurchase intention

Reputation influences consumer perception and trust. A good reputation enhances consumer confidence in a brand (Doney & Cannon, 1997; Park et al., 2012). Studies show that reputation plays a key role in building trust in intermediaries and influencing purchase behavior (Han et al., 2015; Suh et al., 2010; Gul, 2014). Therefore, based on empirical evidence, the research hypothesis is formulated as:

H2: Reputation has a direct positive effect on repurchase intention

Communication ability and message quality influence how consumers perceive and act on information (Cosenza et al., 2014; Yuksel & Labrecque, 2016). High-quality, relevant information boosts satisfaction and increases online purchase intention (Koivumaki et al., 2008). Therefore, based on empirical evidence, the research hypothesis is formulated as:

H3: Quality of information value has a direct positive effect on repurchase intention

Influencer credibility—based on trustworthiness and expertise—greatly affects brand trust (Chevalier & Mayzlin, 2006). Credible influencers help build brand trust through perceived usefulness and relevance (Sussman & Siegal, 2003). Therefore, based on empirical evidence, the research hypothesis is formulated as:

H4: Credibility has a direct positive effect on brand trust

Trust can form quickly, influenced by layout, image, and reputation (Benedicktus et al., 2010; McKnight et al., 1998). Reputation fosters trust by fulfilling commitments (Casalo et al., 2007; Doney et al., 1997), and directly impacts brand trust (Chen et al., 2020; Sadeghi et al., 2019). Therefore, based on empirical evidence, the research hypothesis is formulated as:

H5: Reputation has a direct positive effect on brand trust

Information that is timely, accurate, and comprehensive builds trust (Huang & Benyoucef, 2013). High-quality content positively affects e-WOM, repurchase intention, and trust (Nicolau et al., 2013). Therefore, based on empirical evidence, the research hypothesis is formulated as:

H6: Quality of information value has a direct positive effect on brand trust

Brand trust is defined as consumer confidence in the brand's reliability (Chaudhuri & Holbrook, 2001). It influences purchasing behavior (Vlachos et al., 2009) and correlates with repurchase intention (Delgado-Ballester & Munuera-Alemán, 2001; Hegner & Jevons, 2016).

H7: Brand trust has a direct positive effect on repurchase intention

Brand trust mediates the relationship between influencer credibility, reputation, and information quality with repurchase intention (Mammadli, 2021; Yeo et al., 2021). These characteristics help build long-term trust and indirectly influence repurchase decisions. Therefore, based on empirical evidence, the research hypothesis is formulated as:

H8 a, b, c: Credibility, reputation, and quality of information value of influencers have a positive indirect effect on repurchase intention through brand trust

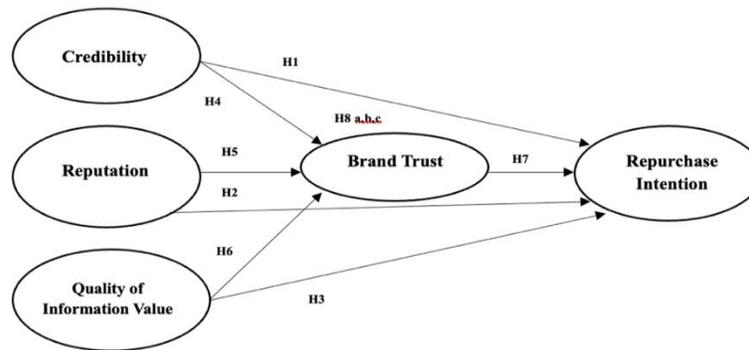


Figure 3.1 Theoretical Framework

4. Method

Sampling methods are essential in quantitative research to ensure data representativeness and result validity. In probability sampling, each population member has a known and equal chance of selection. This method, suitable for homogeneous populations with a known sampling frame, allows generalization to the broader population. Examples include simple random, systematic, stratified, and cluster sampling. In contrast, non-probability sampling does not guarantee equal selection chances and is often used when the population is partially unknown or specific inclusion criteria are required. This study uses purposive sampling, targeting young Generation Z women active on TikTok and Tokopedia, who meet the research criteria. Sample size estimation is critical to achieving statistical power and valid hypothesis testing. According to Hair et al. (2014), when using PLS-SEM, the minimum sample size should be at least 100 and ideally five to ten times the number of measurement items. In this study with 7 variables and 22 items (Minimum: 22 items × 5 = 110 respondents, Maximum: 22 items × 10 = 220 respondents). Therefore, targeting over 250 respondents exceeds the recommended threshold, ensuring strong analytical reliability (Indriantoro & Supomo, 2002). This method enhances the depth and relevance of analysis for the defined population characteristics.

5. Results

This study utilized Partial Least Squares Structural Equation Modeling (PLS-SEM) to test causal relationships between variables, a method known for its ability to evaluate both direct and indirect effects, including mediation (Hair et al., 2014). The PLS-SEM analysis consisted of two stages Outer model evaluation and Inner model analysis. In the outer model, convergent validity was confirmed, as all indicator outer loadings ranged from 0.802 to 0.914, exceeding the recommended threshold of 0.7. Additionally, all Average Variance Extracted (AVE) values were above 0.50, confirming that each construct was well explained by its indicators. These results validate that the measurement instruments (credibility, reputation, information quality, brand trust, and repurchase intention) are reliable and valid, making them suitable for inner model analysis in PLS-SEM.

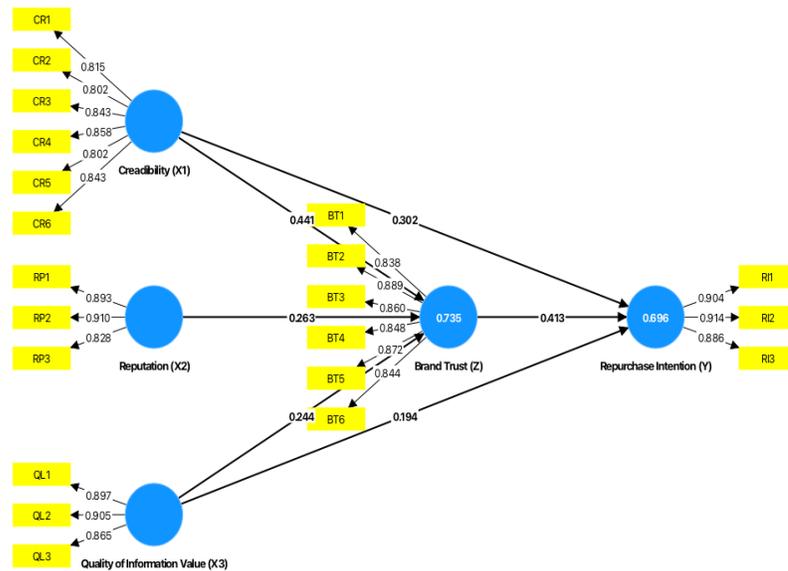


Figure 5. 1 Models of Outer Loading PLS

Source: Output PLS (2025)

Table 5.1 Outer Loading Value Results

Variabel	Item	Outer Loading	Cronbach's Alpha	rho_A	Composite Reliability	AVE
<i>Credibility (X1)</i>	CR1	0.815	0.908	0.909	0.929	0.685
	CR2	0.802				
	CR3	0.843				
	CR4	0.858				
	CR5	0.802				
	CR6	0.843				
<i>Reputation (X2)</i>	RP1	0.893	0.852	0.873	0.909	0.770
	RP2	0.910				
	RP3	0.828				
<i>Quality of Information Value (X3)</i>	QL1	0.897	0.868	0.877	0.919	0.791
	QL2	0.905				
	QL3	0.865				
<i>Brand Trust (Z)</i>	BT1	0.838	0.929	0.929	0.944	0.737
	BT2	0.889				
	BT3	0.860				
	BT4	0.848				
	BT5	0.872				
	BT6	0.844				
<i>Repurchase Intention (Y)</i>	RI1	0.904	0.852	0.873	0.909	0.813
	RI2	0.914				
	RI3	0.886				

Source: Output PLS (2025)

Convergent validity was assessed using Outer Loading and Average Variance Extracted (AVE). All items showed Outer Loadings > 0.7, indicating each indicator validly measures its construct. The AVE values for all variables were > 0.5, meaning each construct explains more than 50% of the variance in its indicators—fulfilling the criteria for convergent validity (Hair et al., 2011). Reliability was evaluated using Cronbach’s Alpha and Composite Reliability, both exceeding the ideal threshold of > 0.7 for all variables. This confirms that the instruments used are reliable and consistently measure the variables. Overall, all indicators in this study are proven to be valid and reliable, demonstrating that the instruments accurately and consistently measure the constructs of credibility, reputation, quality of information, brand trust, and repurchase intention.

Table 5.2 Discriminant Validity Test Result

Variabel	Brand Trust (Z)	Creadibility (X1)	Quality of Information Value (X3)	Repurchase Intention (Y)	Reputation (X2)
BT1	0.838	0.713	0.632	0.655	0.654
BT2	0.889	0.697	0.623	0.706	0.671
BT3	0.860	0.702	0.612	0.713	0.679
BT4	0.848	0.677	0.604	0.654	0.625
BT5	0.872	0.711	0.610	0.691	0.672
BT6	0.844	0.688	0.600	0.683	0.654
CR1	0.700	0.815	0.552	0.681	0.653
CR2	0.670	0.802	0.580	0.603	0.649
CR3	0.689	0.843	0.563	0.624	0.670
CR4	0.676	0.858	0.591	0.679	0.704
CR5	0.620	0.802	0.516	0.574	0.553
CR6	0.678	0.843	0.571	0.650	0.659
QL1	0.657	0.620	0.897	0.632	0.621
QL2	0.676	0.642	0.905	0.673	0.598
QL3	0.564	0.544	0.865	0.534	0.507
RI1	0.675	0.688	0.610	0.905	0.631
RI2	0.758	0.704	0.641	0.914	0.635
RI3	0.720	0.689	0.626	0.886	0.604
RP1	0.756	0.746	0.622	0.704	0.896
RP2	0.678	0.709	0.588	0.605	0.910
RP3	0.566	0.593	0.486	0.482	0.825

Source: Ouput PLS (2025)

The table displays the results of the outer model evaluation, confirming that all constructs meet the required standards of validity and reliability. Outer loading values for all indicators are above 0.7, indicating strong convergent validity. Reliability tests show that all constructs have Cronbach's Alpha and Composite Reliability values above 0.7, confirming internal consistency. Additionally, Average Variance Extracted (AVE) values for all constructs exceed 0.50, indicating that each construct explains more than 50% of the variance of its indicators. These results demonstrate that the measurement model is valid, reliable, and appropriate for use in further structural model analysis.

Table 5.3 Fornell-Larcker Criterion

Variabel	Brand Trust (Z)	Creadibility (X1)	Quality of Information Value (X3)	Repurchase Intention (Y)	Reputation (X2)
Brand Trust (Z)	0.859				
Creadibility (X1)	0.813	0.828			
Quality of Information Value (X3)	0.715	0.680	0.889		
Repurchase Intention (Y)	0.797	0.769	0.694	0.902	
Reputation (X2)	0.768	0.785	0.650	0.691	0.878

Source: O uput PLS (2025)

According to the Fornell-Larcker criterion, the square root of the AVE for each construct must be greater than the highest correlation with any other construct. This ensures that a construct shares more variance with its indicators than with other constructs. Based on Table 4.18, all

constructs meet this criterion, indicating that discriminant validity is achieved and each construct is distinct and reliably measured. Additionally, the HTMT (Heterotrait-Monotrait Ratio) values for all construct pairs are below 0.90, further confirming that the constructs are sufficiently different from one another. Thus, both the Fornell-Larcker criterion and HTMT results support that the model satisfies the requirements for discriminant validity.

Table 5.4 Heterotrait-Monotrait Ratio (HTMT)

Variabel	Brand Trust (Z)	Creadibility (X1)	Quality of Information Value (X3)	Repurchase Intention (Y)	Reputation (X2)
Brand Trust (Z)					
<i>Creadibility (X1)</i>	0.885				
<i>Quality of Information Value (X3)</i>	0.792	0.762			
<i>Repurchase Intention (Y)</i>	0.878	0.857	0.786		
<i>Reputation (X2)</i>	0.853	0.882	0.745	0.783	

Source: Ouput PLS (2025)

It can be seen that the discriminant validity in this study is acceptable. The low HTMT ratio, all below 0.90, is crucial as it ensures that the measured constructs do not significantly overlap with one another. This supports the validity of the measurement model structure used, making the analysis results reliable for interpreting the relationships between constructs and their implications within the theoretical context being studied.

Table 5.5 Koefisien Determination (R2)

Variabel	R-Square
<i>Brand trust (Z)</i>	0.735
<i>Repurchae intention (Y)</i>	0.696

Source: Output PLS (2025)

Based on the presented data, the variable *Brand Trust* has an R² value of 0.735, which means that 73.5% of its variance can be explained by the independent variables in the model. The remaining 26.5% is explained by other factors outside the model. This falls into the moderate to high category (generally, an R² > 0.67 is considered high). The variable *Repurchase Intention* has an R² value of 0.696, indicating that 69.6% of the variation in repurchase intention is explained by the constructs in the model, while the remaining 30.4% is influenced by other external variables. This also falls into the moderate to high category. In conclusion, the R² values for both variables (*Brand Trust* and *Repurchase Intention*) indicate that the model is reasonably good and strong in explaining the relationships among variables.

Table 5.6 Results of Inner Model Hypothesis Testing (Direct Effects)

	Variabel	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Signifikansi
H1	<i>Creadibility (X1) -> Repurchase Intention (Y)</i>	0.287	0.286	0.078	3.686	0.000	Significant
H2	<i>Reputation (X2) -> Repurchase Intention (Y)</i>	0.034	0.037	0.063	0.541	0.588	Not Significant
H3	<i>Quality of Information Value (X3) -> Repurchase Intention (Y)</i>	0.190	0.186	0.054	3.486	0.000	Significant
H4	<i>Creadibility (X1) -> Brand Trust (Z)</i>	0.440	0.442	0.074	5.955	0.000	Significant
H5	<i>Reputation (X2) -> Brand Trust (Z)</i>	0.265	0.264	0.072	3.656	0.000	Significant
H6	<i>Quality of Information Value (X3) -> Brand Trust (Z)</i>	0.243	0.242	0.055	4.442	0.000	Significant
H7	<i>Brand Trust (Z) -> Repurchase Intention (Y)</i>	0.402	0.403	0.077	5.190	0.000	Significant

Variabel		Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Hasil
H8a	Creadibility (X1) -> Brand Trust (Z) -> Repurchase Intention (Y)	0.177	0.179	0.048	3.660	0.000	Signifikan
H8b	Quality of Information Value (X3) -> Brand Trust (Z) -> Repurchase Intention (Y)	0.098	0.098	0.032	3.070	0.002	Signifikan
H8c	Reputation (X2) -> Brand Trust (Z) -> Repurchase Intention (Y)	0.106	0.105	0.032	3.341	0.001	Signifikan

Source: Ouput PLS (2025)

6. Discussion

6.1 Credibility influences Repurchase Intention

The study found that influencer credibility positively and significantly impacts repurchase intention (original sample = 0.287, $t = 3.686$, $p = 0.000$), thus accepting Hypothesis 1. While the effect size is small ($f^2 = 0.073$), it's still a significant positive influence. This aligns with prior research indicating that knowledgeable and reputable beauty influencers build trust and encourage repeat purchases Cahyadiningrum & Rahardjo (2023).

6.2 Reputation influences Repurchase Intention

The study found that influencer reputation does not have a significant positive effect on repurchase intention (original sample = 0.034, $t = 0.541$, $p = 0.588$), leading to the rejection of Hypothesis 2. The effect size was very small ($f^2 = 0.001$). Furthermore, the findings of this study are also in line with the research by Aprilliani & Aquinia (2024), which found no significant influence of influencer character on purchase intention. This can occur even if an influencer has a good reputation but is not known by everyone. Consumers tend to follow recommendations from influencers with whom they have an emotional connection and similarity in their preferences (Saleh et al., 2022).

6.3 Quality of Information Value influences Repurchase Intention

The study found that the quality of information provided by influencers has a positive and significant effect on repurchase intention (original sample = 0.190, $t = 3.486$, $p = 0.000$), thus accepting Hypothesis 3. The effect size is small ($f^2 = 0.054$), yet still significant. This supports the idea that honest, accurate,

and transparent information from influencers can attract consumer attention and increase their desire to try reviewed products. The results of this study are in line with the research conducted by Fiarni et al., (2021), which stated that if an influencer is able to convey information with good quality, honestly, and transparently, they will be able to attract consumer attention, leading to a desire to try the products reviewed by the influencer.

6.4 Credibility influences Brand Trust

Influencer credibility positively and significantly impacts brand trust (original sample = 0.440, $t = 5.955$, $p = 0.000$), leading to the acceptance of Hypothesis 4. The effect size is medium ($f^2 = 0.244$), suggesting credibility has a stronger influence on building brand trust compared to repurchase intention. This aligns with prior research highlighting that influencer characteristics like credibility, attractiveness, and expertise enhance consumer trust. The results of this study are in line with the research conducted by Galdón-Salvador et al., (2024), which found that the characteristics of beauty influencers are able to increase consumer trust. In that study, the intended characteristics of beauty influencers included credibility, attractiveness, and the influencer's expertise in conducting promotions.

6.5 Reputation influences Brand Trust

Reputation has a positive effect on brand trust, as evidenced by the original sample value of 0.265 (positive) and a t-statistic value of 3.656, which is greater than the t-table value (1.970). Additionally, the p-value of 0.000 is less than 0.05. This can be interpreted to mean that reputation plays an important role in increasing brand trust. Therefore, the fifth hypothesis (H5) in this study is accepted. In this study, it can be observed that the effect size (f^2) of credibility on brand trust is 0.095. This value falls into the category of having a small effect, but it is still significant and positive in influencing brand trust. The results of this study are in line with the research conducted by Natasiah (2024), which found a relationship between the reputation of a brand ambassador and the level of consumer trust in a product. If a brand ambassador has a good reputation, the image of the product being promoted will also increase.

6.6 Quality of Information Value influences Brand Trust

The study found that the quality of information value provided by influencers has a positive and significant effect on brand trust (original sample = 0.243, $t = 4.442$, $p = 0.000$), leading to the acceptance of Hypothesis 6. The medium effect size ($f^2 = 0.112$) suggests that information quality has a stronger influence on building brand trust compared to repurchase intention. This aligns with previous research indicating that perceived information quality impacts brand trust. The results of this study are in line with the research conducted by Suriyadi (2021), which found an influence of perceived information quality on brand trust.

6.7 Brand Trust influences Repurchase Intention

Brand trust has a positive and significant effect on repurchase intention, as evidenced by the original sample value of 0.402 (positive) and a t-statistic value of 5.190, which is greater than the t-table value (1.970). Additionally, the p-value of 0.000 is less than 0.05. This can be interpreted to mean that brand trust plays an important role in increasing repurchase intention. Therefore, the seventh hypothesis (H7) in

this study is accepted. In this study, it can be observed that the effect size (f^2) of brand trust on repurchase intention is 0.141. This value falls into the category of having a medium effect, so it can be concluded that brand trust has a greater ability to increase repurchase intention. The results of this study are in line with the research conducted by Husain et al., (2022), which found a significant relationship between brand trust and purchase intention.

6.8 The influence of brand trust mediating credibility, reputation, and quality of information on repurchase intention

Which posits that brand trust mediates the impact of credibility on repurchase intention, is supported by the findings (original sample = 0.177, $p < 0.05$). This suggests that when product credibility is coupled with brand trust, it strengthens consumers' intention to repurchase. In the Indonesian local skincare market, maintaining consumer trust is crucial due to increasing product awareness. Influencer promotion can enhance product credibility and, consequently, consumer trust. This aligns with prior research indicating that a positive influencer attitude builds credibility and consumer trust in promoted products. The credibility of a product can be promoted by a social media influencer, which will be conveyed to consumers to increase their trust in a product in the future (Adrianto & Kurnia, 2021). This research is supported by a study conducted by Magano et al., (2022), which found that an influencer's attitude is able to build their credibility. If an influencer has a good attitude, consumers will tend to trust the products they promote more.

7. Conclusions

This study recommends policies to strengthen the influence of credibility, reputation, and information quality on repurchase intention through the mediating role of brand trust. Findings show that on the TikTok x Tokopedia platform, these three influencer characteristics significantly impact both brand trust and repurchase intention among Gen Z consumers in Solo. Brand trust plays a key mediating role, suggesting that trust built by credible and reputable influencers delivering quality information can effectively drive repeat purchases of local skincare products.

8. Limitation and Suggestion

This study contributes to the literature by highlighting the role of beauty social media influencers in building brand trust and repurchase intention among Generation Z. It offers practical insights for skincare businesses to strengthen marketing strategies through credible influencers, product quality, and transparent content. Influencers are encouraged to increase interaction and provide honest, educational content to build long-term trust.

However, the study is limited to young Gen Z women in Solo Raya and focuses only on three variables: credibility, reputation, and information quality, without considering other factors like influencer appeal or social interaction. The cross-sectional design also limits insights into behavioral changes over time. Future research is suggested to include additional variables such

as customer reviews and pricing, and to target a broader population for more comprehensive insights.

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