

The Effect of *Influencer Credibility* and *Trust* on Impulse Buying Behavior with Purchase Intention as Mediation Somethinc *Skincare* Products

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ABSTRACT: This Study aiming for analyze influence influencer credibility and trust to impulsive buying behavior, with purchase intention as variable mediation on consumers product skin care Somethinc among Generation Y and Z in Bali Province. Background study This based on the increasing behavior shopping impulsiveness influenced by digital marketing, especially through social media and roles influencer. Research This use approach quantitative with design cross-sectional. Data obtained through distribution online questionnaire to 200 respondents and analyzed use method Structural Equation Modeling (SEM) based Partial Least Squares (PLS). Research results show that influencer credibility influential positive and significant to purchase intention and impulsive buying behavior, temporary trust only influential significant to purchase intention, but No in a way direct to impulsive buying behavior. Apart from that, purchase intention proven mediate in a way partial influence influencer credibility to impulsive buying behavior, as well as mediate in a way full influence trust to impulsive buying behavior. Findings This give implications practical for perpetrator industry skin care for increase effectiveness of marketing strategy through election credible and constructive influencer trust consumer through transparency product.

KEYWORDS: Influencer Credibility, Trust, Purchase Intention, Impulsive Buying Behavior

I. INTRODUCTION

Survey results from Katadata Insight Center and Kredivo (2024) show existence improvement significant in behavior shopping online by Generation Z and Millennials. Survey Jackpot disclose that 91% of respondents has do online transactions, and 9 out of 10 individuals do purchase through *e-commerce platforms*. Generation Z allocates an average of Rp414,309 per month for shopping *online*, increase by 14% compared to year previously. As many as 62% of they use feature *live shopping* in transact (Katadata) *Insight Center* & Kredivo, (2024). The Shopee *platform* becomes choice main, used by 76% of users Generation Z and 60% of users from group Millennials . Development the reflect level adaptation tall to technology as well as preference consumer young to experience practical and interactive shopping . In addition , the trend use product maintenance skin also experiences significant growth among Generation Y and Z. Awareness of importance maintenance self as well as image appearance push improvement consumption product *skin care* as part from style life (Jakpat , 2024).

Generation Y and Z do not only evaluate product based on function , but also consider mark aesthetics , relevance to trends , and image brand . Tendency For try brand new , especially the current ones popular in digital media, becoming characteristics typical from behavior consumer they . Apart from *skincare* , categories product like *fashion* , food , and electronics also occupy position top in preference shopping online . Trend data online shopping during the period 2020 to 2024 shows that products the is choice main consumer young people in Indonesia (Katadata *Insight Center* & Kredivo , 2024).

Table 1.1: Percentage of Popular Product Categories in Online Shopping in Indonesia

Year	Clothes	Health and nBeauty	Electronic	Food and Staple
2020	63%	40%	35%	27%
2021	66%	49%	38%	29%
2022	68%	65%	41%	30%
2023	70.1%	78%	43%	32%
2024	63%	66%	45%	34%

Source : Katadata , 2024

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Trend data online shopping during the period 2020 to 2024 shows that category clothing (*fashion*) becomes the most dominant product purchased in a way *online* by Indonesian consumers . The proportion purchase clothes experience improvement from 63 % in 2020 to reach the peak by 70.1 % in 2023. However , the percentage the experience decline return to 63% in 2024. Health and beauty category show surge significant growth , namely from 40% in 2020 to 78 % in 2023 , before A little decrease to 66% in 2024. Electronics category to record trend relative growth stable from 35% in 2020 to 45 % in 2024. Meanwhile that , category food and ingredients main show further development slow , with improvement from 27% in 2020 to 34 % in 2024. Findings This indicates that interest consumer to product clothes as well as health and beauty Far more tall compared to with category other .

Change percentage in 2024 , especially decrease in category clothing and health-beauty , potentially reflect shift preference consumers influenced by dynamics external , such as condition economy , campaign promotion , as well as trend consumption new . Product *skin care* has develop become part important in routine maintenance self , with election products that reflect personal identity and aspiration aesthetics influenced by digital communities . The tendency consumer For follow recommendation from social media as well as online reviews also strengthen domination brand specifically in the *skincare market* . During period 2019 to 2024, several brand leading succeed maintain his position as market leader based on proportion user . Data regarding composition user brand *skin care* the reflect height competition and loyalty brand in category health and beauty .

Table 1.2: Percentage Increase in *Skincare Sales* in Indonesia

<i>Skincare Name</i>	Release Year	Percentage Improvement Sale 2020 -2024
Somethinc	2019	150%
Scarlett	2017	120%
MS Glow	2013	80%
Wardah	1995	60%
Emina	2015	95%

Source : Katadata , 2024

Data shows that Somethinc , which was released in 2019 , experienced growth very significant sales , with improvement by 150% in period 2020 to 2024. Increase This is the highest compared to with brand *skin care* other in table . Success Somethinc can associated with a number of factors , including effective marketing strategies through *digital platform* , its capabilities follow trend digital communities , as well as focus on needs consumer Generation Z and Millennials dominate the market. As a relative brand new , Somethinc has succeed create image product quality tall with price affordable . Products they often goes viral on social media , taking advantage of review positive from consumers and *influencers* . The combination of innovation product , marketing strategy based on digital communities , as well as response fast to trend social make Somethinc object relevant research . Research to Somethinc can focuses on how digital marketing strategies , image brands , and reviews consumer influence decision purchase impulsive , especially among Generation Z. This is important remember Generation Z is known easy influenced by digital opinion and have trend tall to purchase based on trend . Success Somethinc can become an attractive model For understand dynamics of the *skincare* market in Indonesia and behavior consumer in the digital era.

Behavior shopping without plan or *impulse buying* occurs Because existence encouragement from in (internal) or from external (outside) which causes *organism* namely reaction cognitive (psychological) and affective (emotional) , so that cause response . Purchase impulsive happen when suddenly there is desire strong emotions , appear from behavior marked reactive with control low self-esteem (Rodrigues *et al.*, 2021). Behavior purchase impulsive refers to behavior shopping without planned or happen in a way suddenly that can happen in a way offline and online . Purchase impulsive has contribute 50 percent from shopping on line (Kimiagari & Neda, 2021). Behavior purchase This often formulated using the SOR (*Stimulus Organism Response*) Theory. This theory discuss about stimuli that can operationalized become signal For influence condition cognitive and emotional someone who will later will give response (Sartika and Muhammad, 2022). Framework Work This is theory base commonly used in purchase impulsive on line (Kimiagari & Malafe , 2021). Some study previously emphasize that purchase impulsive part big influenced by personality consumers and the environment sales (Ku and Chen, 2021; Nikolinakuo and Phua, 2020). Other studies about behavior shopping impulsive in *e-commerce* states that environment shopping and website characteristics influence behavior purchase (Ku and Chen, 2020; Wu *et al.* , 2020).

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Research gaps that exist in relationships *influencer credibility* towards *purchase intention* shows that variable mediation required For can overcome inconsistency In the research this , *trust* is used as mediation as effort For increase connection between *customer reviews* and *influencer credibility* towards *purchase intention*. Trust is aspect fundamental in build a successful relationship , which must noticed by the seller *on line* For reach success in *e-commerce* (Ghuloum , 2024). This matter important in context business on line Because No There is interaction in a way direct between sellers and buyers . *Influencers* on Instagram and social media other own influence important in build trust brand and improve intention buy , trust brand can play a role as mediation to connection between credibility *influencers* and intentions buy consumers (Kemec & Yuksel, 2021). Trust in *influencers* is quite strong For influence opinions and behavior followers , so that trust can stated own role in mediate the exchange process social resource *influencer* for persuade his followers (Kim & Kim., 2021). A number of study previous others also show that *trust* is able mediate connection *influencer credibility* towards *purchase intention* (Reinikainen *et al .* , 2020; Daisy and Lily, 2023).

Inconsistency study previous there is in the relationship direct between variable *influencer credibility*, and *trust* towards *impulsive buying behavior* so also requires the use of variable mediation in order to be able to help explain influence variable independent to variable dependent on research this . Someone's actions influenced by the intentions formed from stable subjective attitudes and norms , therefore that , behavior impulsive consumer appear when intention buy push him For do purchase (Nguyen *et al .* , 2024). If a company want to predict future market trends , then company must focus on intention buy consumers , and factors that can influence intention buy (Wong *et al .* , 2021). A person who intends to to a object will own encouragement For approach or get object mentioned , where intention buy is encouragement from in self a pushy individual consumer For do a action (Wardhana and Seminari , 2022).

Intention buy is description How somebody think about something , as trend subjective intention buy become factor key in predict behavior consumers (Uttari , 2021). Intention buy consumer known own role For mediate connection between perception risk , perception benefits , subjective norms to shopping *on line* (Khan *et al .* , 2021). Intention For buy can introduced as a mediator in connection between social media *influencers* and behavior purchase impulsive (Abdullahi *et al .* , 2020). In the study This intention buy will used as mediating variables influence *influencer credibility* and *trust* to *impulse buying behavior* . Intention buy own role mediation positive in relationships between subjective norms to spending *on line* (Khan *et al.* , 2021). Trust to celebrity is factor significant resulting in intention buy so that push behavior purchase impulsive (Liu, 2022). The role of intention bought it too apparently capable mediate connection between credibility and expertise *celebrity endorser* and their tendencies in purchase impulsive (Liu, 2022).

Tasya Farasya is a *beauty influencer* leading in Indonesia which has influence significant in industry beauty . Its role as *brand ambassador* Somethinc shown through activity promotion intensive to various product beauty through digital platforms. Until February 2025, the account Her Instagram (@tasyafarasya) has followed by more from 4.5 million users , while his YouTube channel own more from 4.22 million Customer . Trust public to the review he delivered make it as one of the most influential *influencers* in the realm beauty . High credibility allows Tasya to interesting interest audience in try products that he recommend. His presence as ambassador brand contribute big in strengthen awareness and position Somethinc in the cosmetics market national .

Review products delivered by Tasya Farasya known honest and based experience use directly . Two products mascara from Something that he review , namely *Tipsy Lash Lift Lengthening Mascara* and *Hangover Voluminous Fiber Lash Smudgeproof Mascara* , rated own quality equivalent with class makeup products above , although marketed with price under Rp90,000 . Rating the to obtain response positive from his followers who believe her recommendation . Tasya also gave the label “Tasya Farasya Approved ” on some sunscreen products from Somethinc , which shows that product the has fulfil standard quality personal as *beauty enthusiast* .

The Role of Tasya Farasya in push sale Somethinc No only through reviews , but also through his participation in interactive digital marketing strategies . He do routinely broadcast live streaming on the *TikTok Shop* Somethinc account For introduce product in a way direct to consumers . In session said , Tasya explained benefit product while give piece price special for audience. Broadcast directly also often done through account his personal in order to reach segment a wider audience wide . Approach personal, authentic and engaging promotions interaction direct with consumer proven effective in increase sales . Through this strategy , Tasya Farasya succeed strengthen image Somethinc as one of the brand beauty local leading in Indonesia.

Motivation study This based on the existence of gap study empirical evidence that shows influence *influencer credibility* and *trust* towards *impulsive buying behavior* with *purchase intention* as variable mediation , Research previous generally to study influence credibility *influencer* and *trust* in increase *purchase intention* , but Not yet many of which are specific to examine How second variable the in a way direct or No direct can influence behavior purchase impulsive . In addition , the role *purchase intention*

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as variable mediation that can connect between and behavior purchase impulsive too still limited in study previously , especially in context product *skincare* in Generation Z. Therefore that , research This own urgency For explain more carry on connection complex between variables the in to form *impulsive buying behavior* on the product Somethinc , as the brand that is currently This currently experience popularity tall through intensive digital strategies .

II. LITERATURE REVIEW

2.1 THEORY

Study This referring to the theory *Stimulus Organism Response* (SOR).SOR theory shows that stimulus influence reaction cognitive and emotional individual before produce behavior (Mehrabian and Russell, 1974). The theory put forward by Skinner states that behavior is response a person (internal factors) to stimulus or stimulus from outside self a person (factor) external) Behavior can happen depends on the quality communicating stimuli with organism . Framework SOR work becomes theory base commonly used For researching related purchase impulsive on line (Xu *et al.*, 2020; Kimiagari & Neda, 2021; Le *et al.* , 2022) .

Purchase impulsive involving consideration cognitive and decision making decision logical Because feeling affective just No can directing to the taking decision purchase (Chen *et al.* , 2016). Credibility *influencer* implies quality positive a communicator expert , refers to consumers who have knowledge , skills and competencies in shopping (Hu *et al.* , 2019). However, Rahayu, (2020) obtained results study that social media *influencer* own influence positive However No significant to behavior purchase impulsive temporary Yeik *et al.*, (2021), and Aluwan and Dian, (2021) found that No positive and significant relationship . The use of variable This is development from the research model conducted by Xu *et al.*, (2020) where need done study For merge influence stimuli generated by consumers as interaction social and influence stimulus marketing potential other For know different effects on purchases impulsive on line .

Trust is one of factors that become base consideration consumer in take decision , so that the more tall level trust consumers , then risk shopping on line the more No cared for (Merry *et al.* , 2021). However , research previously there are also those who get results that Actually trust No own influence positive and significant to purchase impulsive in a way on line (Danuza, 2018; Cynthia *et al.* , 2021).

Purchase intention in study This play a role For help explain influence variable independent to variable dependent . According to Ihamalimy and Hapzi (2021), the behavior consumer on line in look for information product show existence trend own intention buy before do purchase . Intention buy known can mediate connection between perception risk , perception benefits , and subjective norms to shopping online (Khan *et al.*, 2021), as well as connection between shopping online and stream experience to purchase impulsive (Lin, 2018). Use *purchase intention* as variable mediation is development from the suggestion of Abdullahi *et al.*, (2020), who recommends use intention buy as a mediator in connection between *influencers* and behavior purchase impulsive . For analyze connection said , research This use technique analysis *Structural Equation Modeling* (SEM) based *Partial Least Square* (PLS).

2.2 Hypothesis

- H1: *Influencer Credibility* influential positive to Behavior Purchase Impulsive product Somethinc
- H2: *Trust* influential positive to Behavior Purchase Impulsive product Somethinc
- H3: *Influencer Credibility* influential positive to Product Purchase Intention Somethinc .
- H4: *Trust* influential positive to Product Purchase Intention Somethinc .
- H5: *Purchase intention* has an effect positive to Behavior Purchase Impulsive product Somethinc .
- H6: *Purchase intention* capable mediate influence *influencer credibility* to Behavior Purchase Impulsive product Somethinc .
- H7: *Purchase intention* capable mediate influence *trust* to Behavior Purchase Impulsive product Somethinc .

CHAPTER III RESEARCH METHODS

Study This implemented throughout districts in Bali Province . The results of the BPS survey related to average percentage of expenditure per capita a month For No food according to province , in 2023 Bali Province has amount expenditure No food highest amounting to 59.79% in the area urban and 50.15% in rural areas .

Based on projections of the Central Statistics Agency (BPS) of Bali Province , the number of Bali's population in 2024 is estimated reach around 4.5 million soul . Although specific data about proportion Generation Y (Millennials) and Generation Z in the year the Not yet available , referring to the 2020 Population Census data, Generation Z (born 1997-2012) comprises 26.1% of the total population , while Generation Y (born 1981-1996) comprises 23.2 % . assumption proportion This still constant , in

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2024 , the number of Generation Z in Bali is estimated around 1.17 million souls , and Generation Y around 1.04 million souls . As for the number population study This No known in a way certain (*infinity*).

Method of retrieval sample use technique *purposive sampling* , namely method taking sample based on consideration or criteria . The criteria used are : that is .

- 1) Respondents domiciled in Bali Province ,
- 2) Respondents is birth 1981-2008 with a minimum of high school education .
- 3) It is consumers who have ever shop without plan in a way *on line*.

Data collection methods in research This done with two survey methods with use questionnaire . Data was analyzed with using Smart PLS using help PLS *Algorithm* procedure (Ghozali , 2016) . Measurement part outside of research This using indicator model reflective . Indicator reflective also often called *manifest* . Indicator reflective is embodiment or reflection from variable or its construct . Character from the indicator similar and even sometimes *overlap* , but That No problem . If in the process of testing there is invalid indicators , invalid indicators can thrown away and that No will change essence from variables . Indicators reflective need testing data quality using validity tests and reliability tests (Tambun , 2021) . The following This is a number of Measurement of validity and reliability tests carried out in the outer model analysis :

- a. *Convergent Validity*
- b. *Discriminant Validity*
- c. *Internal Consistency Reliability*

Testing Hypothesis done with Direct Effect Analysis (Influence) Direct) : Path Coefficients (Path Coefficients) and Indirect Effects (Mediation)

CHAPTER IV

RESULTS AND DISCUSSION

4.1 Results and Discussion

4.1.1 Research Results

1) Testing Hypothesis

Significance of the estimated parameters give very useful information about connection between variables research . Testing hypothesis done with using *t- statistics* . If *t- statistics* value $\geq$ *t- table* value (1.96), then H_0 is rejected and the research hypothesis H_1 is accepted. accepted . The basis used in test hypothesis is The value contained in the output *path coefficients* which is presented in Table 4.1 below This .

Tabel 4.1: Hasil Uji Hipotesis

Konstruk	Original Sample (O)	T Statistics (O/STDEV)	P Values	Keterangan
Pengaruh Langsung				
<i>Influencer Credibility</i> (X1) -> <i>Impulsive Buying Behavior</i> (Y)	0,323	2,996	0,003	Diterima
<i>Influencer Credibility</i> (X1) -> <i>Purchase Intention</i> (M)	0,566	5,035	0,000	Diterima
<i>Purchase Intention</i> (M) -> <i>Impulsive Buying Behavior</i> (Y)	0.439	3,654	0.000	Accepted
<i>Trust</i> (X2) -> <i>Impulsive Buying Behavior</i> (Y)	0.194	1,776	0.076	Rejected
<i>Trust</i> (X2) -> <i>Purchase Intention</i> (M)	0.374	3,154	0.002	Accepted
Indirect Influence				
<i>Influencer Credibility</i> (X1) -> <i>Purchase Intention</i> (M) -> <i>Impulsive Buying Behavior</i> (Y)	0,249	2,941	0,003	Diterima
P1) <i>Influencer Credibility</i> (X1) -> <i>Purchase Intention</i> (M)	0,566	5,035	0,000	<i>Partial Mediation</i>

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P2) <i>Purchase Intention</i> (M) -> <i>Impulsive Buying Behavior</i> (Y)	0,439	3,654	0,000	(Complementary)
P3) <i>Influencer Credibility</i> (X1) -> <i>Impulsive Buying Behavior</i> (Y)	0,323	2,996	0,003	
<i>Trust</i> (X2) -> <i>Purchase Intention</i> (M) -> <i>Impulsive Buying Behavior</i> (Y)	0,164	2,208	0,028	Diterima
P1) <i>Trust</i> (X2) -> <i>Purchase Intention</i> (M)	0,374	3,154	0,002	Indirect-Only Mediation (Full Mediation)
P2) <i>Purchase Intention</i> (M) -> <i>Impulsive Buying Behavior</i> (Y)	0,439	3,654	0,000	
P3) <i>Trust</i> (X2) -> <i>Impulsive Buying Behavior</i> (Y)	0,194	1,776	0,076	

Sumber: sumber data diolah, 2025

- a) Testing Hypothesis 1: *Influencer Credibility To Impulsive Buying Behavior* Consumer product Somethinc from generation Y and Z in Bali Province.

Hypothesis 1 states that *Influencer Credibility* influential positive and significant to *Impulsive Buying Behavior*. The results of the path *coefficients test* show mark coefficient of 0.323 with t- statistics of 2.996 and the p-value of 0.003. Because the t- statistic value more big from 1.96 and p-value more small from 0.05, then hypothesis stated accepted. This means that the more tall credibility *influencers*, increasingly big trend consumer do purchase impulsive to product Somethinc.

- b) Testing Hypothesis 2: *Trust To Impulsive Buying Behavior* Consumer product Somethinc from generation Y and Z in Bali Province.

Hypothesis 2 states that *Trust* No influential to *Impulsive Buying Behavior*. The test results show mark coefficient of 0.194 with a t- statistic of 1.776 and a p-value of 0.076. Because the t- statistic value is below 1.96 and the p-value is more big from 0.05, then hypothesis rejected. This is show that trust consumer to product Not yet in a way direct push the occurrence purchase impulsive.

- c) Testing Hypothesis 3: *Influencer Credibility To Purchase Intention* Consumer product Somethinc from generation Y and Z in Bali Province.

Hypothesis 3 states that *Influencer Credibility* influential positive and significant to *Purchase Intention*. The test results show mark coefficient of 0.566, with t- statistics of 5.035 and p-value of 0.000. Because the t- statistic value is above 1.96 and the p-value is below 0.05, then hypothesis accepted. This is indicates that credibility *influencer* play a role important in increase intention buy consumer to product Somethinc.

- d) Testing Hypothesis 4: *Trust To Purchase Intention* Consumer product Somethinc from generation Y and Z in Bali Province.

Hypothesis 4 states that *Trust* influential positive and significant to *Purchase Intention*. The test results show coefficient of 0.374, with t- statistics of 3.154 and a p-value of 0.002. Because the t- statistic value exceeds 1.96 and the p-value is below 0.05, then hypothesis accepted. This indicates that the more big trust consumer to product, then the more strong intention buy they.

- e) Testing Hypothesis 5: *Purchase Intention To Impulsive Buying Behavior* Consumer product Somethinc from generation Y and Z in Bali Province.

Hypothesis 5 states that *Purchase Intention* influential positive and significant to *Impulsive Buying Behavior*. The results show mark coefficient of 0.439, with a t- statistic of 3.654 and a p-value of 0.000. Because the t- statistic value more from 1.96 and p-value more small from 0.05, then hypothesis accepted. This shows that intention buy consumer can become predictor strong to behavior purchase impulsive.

- f) Testing Hypothesis 6: *Purchase Intention* capable mediate influence *Influencer Credibility to Impulsive Buying Behavior* Consumer product Somethinc from generation Y and Z in Bali Province.

Hypothesis 6 states that *Purchase Intention* capable mediate connection between *Influencer Credibility* and *Impulsive Buying Behavior*. Path test results mediation show mark coefficient 0.249, t- statistic 2.941, and p-value 0.003. Because the t- statistic more from 1.96 and $p < 0.05$, then hypothesis accepted. Test the influence direct from *Influencer Credibility* to *Purchase Intention* and from *Purchase Intention* to *Impulsive Buying Behavior* is also significant. While influence direct *Influencer Credibility* to *Impulsive Buying Behavior* still significant. Therefore that, according to with criteria Hair *et al.*, (2019:250), type mediation that occurred is *Complementary Mediation* (Partial Mediation).

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- g) Testing Hypothesis 7: *Purchase Intention* capable mediate influence *Trust* to *Impulsive Buying Behavior* Consumer product Somethinc from generation Y and Z in Bali Province .

Hypothesis 7 states that *Purchase Intention* capable mediate connection between *Trust* and *Impulsive Buying Behavior* . Path test results mediation show coefficient 0.164, with t- statistic of 2.208 and p-value of 0.028. Because the t- statistic is above 1.96 and $p < 0.05$, then hypothesis accepted . However , the relationship direct between *Trust* to *Impulsive Buying Behavior* No significant ($t = 1.776$, $p = 0.076$), while connection *Trust* with *Purchase Intention* and *Purchase Intention* with *Impulsive Buying Behavior* significant . Based on Hair *et al.*, (2019:250) procedure , then form mediation This categorized as *Full Mediation* (*Indirect-Only Mediation*).

Findings This show that although in a way overall level trust consumer is at in category Enough good and stable throughout indicators , aspects fulfillment hope need become attention more continue . With increase quality product in a way consistent and ensure that claim promotion in accordance with reality , belief that has been formed No only can maintained , but also strengthened For push loyalty term length . In addition , the reinforcement narrative product based on testimoni real can support credibility and increase perception “ appropriate ” hope ” in the eyes consumers .

4.1.2 Discussion

- 1) Influence *Influencer Credibility* To *Impulsive Buying Behavior*.

Influencer Credibility influential positive and significant to *Impulsive Buying Behavior* explain existence influence one-way and meaningful or means , where if *Influencer Credibility* increase will tend followed by an increase in *Impulsive Buying Behavior* . Based on analysis descriptive , variable *Influencer Credibility* get the average value is 3.16 with “ Good Enough ” category . This is show that perception consumer to credibility *influencer* which promotes product Somethinc be at a sufficient level positive . Therefore that , the more tall perception consumer to competence , honesty , and power pull *influencer* , then the more big possibility they pushed For do purchase in a way impulsive .

Credibility *influencer* is an external stimulus that is capable of trigger reaction psychological consumer in accordance with theory *Stimulus-Organism-Response* (SOR). When the stimulus perceived as positive and can trusted , then consumer will respond in a way fast without Lots considerations , especially for products that are support appearance , such as *skincare* . Therefore that, credibility *influencer* play a role direct in to form response in the form of behavior impulsive .

This result in line with research by Pramesti & Yasa (2020), which shows that credibility *influencer* can push behavior purchase impulsive in a way directly . Research others by Handayani & Tjiptono (2021) also show that aspect expertise , power attraction , and trust in *influencers* can influence decision purchase without consideration long . This is show importance choose credible *influencer* in digital marketing strategy .

- 2) Influence *Trust* Against *Impulsive Buying Behavior*.

Trust No influential against *Impulsive Buying Behavior* show that improvement trust consumer to product Somethinc No necessarily push consumer do purchase in a way impulsive . Based on analysis descriptive , variable *Trust* to obtain the average value is 3.17 which is included in “ Good Enough ” category . Although consumer own level enough trust to product , response emotional driving purchase impulsive it seems No triggered directly by factors *trust* . Therefore that , *trust* more relevant in to form intention buy in a way gradually compared to trigger spontaneous purchase .

Trust as an external stimulus it turns out No Enough strong For direct produce response in the form of action impulsive in accordance theory *Stimulus-Organism-Response* (SOR),. *Trust* usually related with evaluation rational and long term long , while *impulsive buying* is form more behavior emotional and spontaneous . Therefore that , *trust* more tend influence response in a way No direct through internal processes, such as intention buy ..

This result reinforced by studies from Cahyani *et al.*, (2021), which states that *trust* tend No influential direct to behavior impulsive , but through an intermediary process like *purchase intention* . Research by Hashem (2022) also shows that in context purchase cosmetics , *trust* more Lots contribute in to form intention , not decision instant .

- 3) Influence *Influencer Credibility* Against *Purchase Intention*.

Influencer Credibility influential positive and significant to *Purchase Intention* explain that increasing credibility *influencer* compared to straight with the more strong intention buy consumer to product Somethinc . Based on results analysis descriptive , variable *Influencer Credibility* to obtain the average value is 3.16 which is categorized as “ Quite Good.” This is show that consumer evaluate *influencer* which are involved in promotion product as a pretty figure credible and worthy trusted . Therefore that , perception positive to *influencer* in a way direct increase belief consumer For buy recommended products .

Credibility *influencer* as a stimulus to have strength For to form perception positive in mind consumers (*organisms*), which then bring up intention buy (*response*) according to with theory *Stimulus-Organism-Response* (SOR),. Credibility consisting of from expertise , honesty , and power pull influence How consumer evaluate safety and eligibility product For purchased .

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Study This in line with findings from Widodo & Suwitho (2021) who stated that credibility *influencer* is one of factor the key that forms *purchase intention* on product beauty . Something similar was also shown by Dewi and Ayu (2022), who stated that Power attraction and trust in *influencers* capable to form belief and intention buy consumer in a way significant .

4) Influence Trust To Purchase Intention Consumers .

Trust matters positive and significant to *Purchase Intention* explain that the more tall trust consumer to product Something , then the more there is also a big tendency they For own intention buy . Analysis results descriptive show that variable *Trust* own the average value is 3.17 and is included in “ Good Enough ” category . This shows that consumer Enough trust quality and credibility the products offered . Therefore that , *trust* play a role important in build intention purchase through belief consumer to benefits , security , and reputation product .

Trust is a stimulus that contributes in formation consumer internal perceptions and beliefs in accordance with perspective theory *Stimulus-Organism-Response* (SOR). *Trust* strengthen the sense of security and reduce doubt , so that make it easier individual For to form *purchase intention* as logical response to the trust stimulus it receives .

Findings This in line with study conducted by Yaseen *et al.*, (2020), which shows that *trust* is determinant important in to form intention buy , especially in industry based on trust like *skincare* and cosmetics . Research from Saputra and Hidayat (2021) also proves that consumer with level trust tall own trend more big For show intention buy .

5) Influence Purchase Intention To Impulsive Buying Behavior Consumers .

Purchase Intention influential positive and significant to *Impulsive Buying Behavior* explain that the more strong intention buy consumer to product Something , then the more big possibility they For do purchase in a way impulsive . Based on results analysis descriptive , *Purchase Intention* variable to obtain the average value is 3.20 and is included in “ Good Enough ” category . This indicates that part big consumer has own readiness or trend For buy , which in the end can with easy changed become action purchase spontaneously . Therefore that , intention buy play role important as trigger main in formation behavior impulsive.

Purchase intention is an internal process (*organism*) that is formed from external stimuli like *influencer credibility* and *trust*, and can push emergence behavior real (*response*) such as purchase impulsive . When the intention buy has formed , then consumer is at in condition psychologically ready respond with fast , especially to stimulus emotional or visuals on social media .

Empirical studies by Khan *et al.*, (2022), Mai & Cuong (2021), and Slack *et al.*, (2020) confirm that *Purchase Intention* No only impact direct to *Impulsive Buying Behavior* , but also mediates connection between various other factors such as quality service and intention purchase repeat .

This result reinforced by research from Putri & Santosa (2021) which shows that intention buy own strong relationship to action purchase impulsive , especially in context *e-commerce* . Likewise , Oktaviani and Sari (2022) stated that *purchase intention* is predictor main in explain decision purchase sudden on product *skincare* among generation young .

6) The Role of Purchase Intention in Mediating Influence Influencer Credibility To Impulsive Buying Behavior .

Purchase Intention in accordance with perspective theory *Stimulus-Organism- Response* (SOR), proven capable mediate in a way partial (*complementary mediation*) influence *Influencer Credibility* to *Impulsive Buying Behavior*. These results explain that improvement credibility *influencer* No only influential direct to purchase impulsive , but also strengthening *impulsive buying* through improvement intention buy moreover before . Based on results analysis descriptive , variable *Influencer Credibility* to obtain the average value is 3.16, and the variable *Purchase Intention* to obtain average value of 3.20, both including in “ Good Enough ” category . This is show that perception consumer to *influencer* Enough positive , which is gradually to form intention buy, then trigger purchase impulsive . Therefore that , purchase intention has role important in strengthen connection between perception to *influencer* and action spontaneous purchase .

Influencer Credibility in accordance with perspective theory *Stimulus-Organism- Response* (SOR), plays a role as an external stimulus that triggers internal consumer reaction in the form of *purchase intention* (*organism*), which is then influence *impulsive buying behavior* as response (*response*). Credibility *influencers* , which is reflected through expertise , honesty , and power pull it, become stimulus strong that forms perception and desire For buy . When the intention buy formed in self consumer , condition This create readiness psychological For respond in a way fast to promotion or offer , so that push action purchases of a nature impulsive .

Findings This supported by research Pramesti & Yasa (2020) which shows that credibility *influencer* can increase *purchase intention* which ultimately push purchase impulsive , especially on products cosmetics . Research from Mulyani & Firdaus (2021) also found that *influencer credibility* own influence No strong direct to behavior consumer through intention buy . This is strengthen that the process of formation intention is stages important that connects external stimuli with response behavior , especially in context promotion through *influencers* on social media .

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7) The Role of *Purchase Intention* in Mediating Influence *Trust* To *Impulsive Buying Behavior*.

Purchase Intention proven capable mediate in a way full (*indirect-only mediation*) influence *Trust* to *Impulsive Buying Behavior*. This means that , even though *trust* No influential direct to behavior purchase impulsive , *trust* consumer to product Somethinc still give contribution significant to purchase impulsive through formation intention buy moreover before . Based on results analysis descriptive , variable *Trust* own average value of 3.17, while *Purchase Intention* own value 3.20, both including “ Good Enough ” category . This indicates that although consumer feel believe to product , action purchase impulsive No happen in a way directly , but through the process of intention buy more planned . Therefore that , *purchase intention* become element intermediary crucial in bridge influence *trust* to behavior spontaneous purchase .

Trust in accordance with perspective theory *Stimulus-Organism- Response* (SOR), is an external stimulus that forms perception self - confidence and security consumers (*organisms*), which then produce intention buy as form processing psychological before the occurrence behavior actual . Because *impulsive buying* nature spontaneous and emotional , *trust* tend No capable direct trigger action said , however give influence through formation intention moreover first . In other words, *purchase intention* become internal bridging mechanism influence *trust* consumer to decision purchase impulsive ..

This result reinforced by the study of Cahyani *et al.*, (2021) which shows that *trust* No influential direct to behavior purchase impulsive , but through intention buy as a mediator. Similar things found in Hashem's research (2022), which states that in context purchase product beauty , *trust* to brand or product tend push *purchase intention* moreover before , before Finally produce action purchase . Therefore that , existence *purchase intention* as variable mediation become crucial For understand influence *trust* to behavior consumers who do not fully rational .

4.1.3 Novelty

Study This give contribution novelty in study digital marketing , especially on behavior purchase impulsive in the age of social media . Novelty main lies in the use of mediation models *purchase intention* For explain connection between *influencer credibility* and *trust* to *impulsive buying behavior* , which is not yet Lots discussed in a way integrated in context product *skin care* local like Somethinc .

One of findings important thing to be novelty in study This is that *Trust* proven No influential direct to *Impulsive Buying Behavior* . Analysis results show that mark coefficient of 0.194 with a t- statistic of 1.776 and a p-value of 0.076, which means hypothesis rejected Because No fulfil criteria significance ($t < 1.96$ and $p > 0.05$). Findings This indicates that level *trust* consumer to product Not yet Enough For push behavior purchase impulsive in a way direct .

However , when tested through variable mediation *Purchase Intention* , relationship between *Trust* and *Impulsive Buying Behavior* become significant in a way No directly , with mark coefficient 0.164, t- statistic 2.208 and p-value 0.028. This is show that *Purchase Intention* capable mediate in a way full (*full mediation*) connection between *Trust* and *Impulsive Buying Behavior* . Based on criteria from Hair *et al.* , (2019:250), the condition in which the relationship direct No significant However connection No direct significant categorized as *Indirect-Only Mediation* (*Full Mediation*) .

Novelty from findings This lies in the role *Purchase Intention* as mechanism psychological important bridging influence *Trust* to behavior purchase impulsive . Findings This strengthen approach *Stimulus-Organism-Response* (SOR) , where *Trust* as an external stimulus influence *Organism* (*Purchase Intention*) which then produce *Response* (*Impulsive Buying Behavior*) . This is in a way special relevant in context consumer generation Y and Z in Bali Province , which is more responsive to encouragement emotional and psychological in make decision purchase .

With Thus , research This No only enrich literature about behavior consumers in the industry beauty , but also provide implications practical for local marketers and brands in designing a more digital communication strategy effective . Marketing strategy No Enough only build trust to products , but also must directed For increase intention buy consumers to be able to push purchase impulsive in a way effective .

4.1.4 Implications Study

Study This own important implications Good in a way theoretical and practical . Implications the outlined as following :

1) Implications Theoretical

Study This expected give contribution significant theoretical in development knowledge digital marketing and behavior consumer . Findings enrich literature about influence *influencer credibility* and *trust* to *impulsive buying behavior* as well as *purchase intention* , in particular in context industry *skin care* local supported by social media . In addition , research This also confirms the role of purchase intention as variable mediation that bridges connection between external stimuli (*influencers*) and *trust*) with response consumer in form action impulsive . With refers to the approach *Stimulus-Organism- Response* (SOR) *Theory* , research This confirm that the internal psychological process is in the form of intention buy is stages crucial thing that needs to be done be noticed in analyze behavior modern consumers . Implications This expected can become base for study

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advanced in realm marketing digital- based , especially those that study aspect social , psychological , and behavioral consumers in the sector *e-commerce* product beauty .

2) Implications Practical

From the side practical , research This give useful insights for perpetrator industry , in particular for brand Somethinc and other companies in industry *skincare* that relies on digital *platforms* as the main media marketing . Findings that *influencer credibility* and *trust* can increase *purchase intention* , which is next push *impulsive buying behavior* , be input important in designing communication strategies more marketing effective . Companies are advised For choose *influencers* who have credibility high, and build and maintain trust consumer through transparency information and quality product . This strategy No only aiming For increase intention buy , but also create experience emotional driving purchase spontaneous . Implications This can applied No only by Somethinc , but also by the perpetrators business others who want increase Power competitiveness and loyalty consumer in an increasingly competitive market competitive through approach data- driven digital marketing .

4.1.5 Limitations Study

Study This has implemented with approaches and methods designed in a way systematic . However Thus , there are a number of necessary limitations recognized to be consideration in interpretation results and development study Next . First , research This only focused on one brand product *skincare* , namely Somethinc , so that generalization results to other brands in same industry Still need tested through study continued . Second , the object study limited to generations Y and Z in Bali Province , so that results study Not yet can fully represent consumer from segment other ages or different geographical areas .

Third , the variables used in the research model This limited to *influencer credibility*, *trust* , *purchase intention* , and *impulsive buying behavior* , so that Not yet consider other factors such as *emotional attachment* , *perceived risk* , or *social proof* which also has potential influence behavior purchase impulsive in digital context . Fourth , the approach quantitative through questionnaire on line own limitations in dig aspect more qualitative deep , like motivation emotional or perception to content *influencers* , who may more appropriate analyzed through approach explorative or studies qualitative .

Consider limitations those that exist expected study advanced can do expansion object , add variable new , and consider approach method mixture For to obtain better understanding comprehensive to behavior consumers in the digital marketing era

V. CONCLUSION

Based on findings and analysis results research , then can concluded as following :

- 1) *Influencer Credibility* influential positive and significant to *Impulsive Buying Behavior* consumer product Somethinc from generation Y and Z in Bali Province , explained existence influence one-way and meaningful , where the more tall perception consumer to credibility *influencers* , so the more big trend consumer For do purchase in a way impulsive .
- 2) *Trust* No influential to *Impulsive Buying Behavior*, which means although consumer own trust to product Somethinc , thing the No in a way direct push they For do purchase in a way impulsive . *Trust* more relevant in to form decisions that are of a nature rational and irrational spontaneous .
- 3) *Influencer Credibility* influential positive and significant to *Purchase Intention* , shows that the more tall credibility *influencers* who promote product , then the more great intentions consumer For buy product the .
- 4) *Trust* influential positive and significant to *Purchase Intention* , which means that trust consumer to product Somethinc can increase trend they For intend buy product the .
- 5) *Purchase Intention* influential positive and significant to *Impulsive Buying Behavior* , which shows that the more strong intention buy the one owned by consumers , then the more big possibility they do purchase in a way impulsive to product Somethinc .
- 6) *Purchase Intention* capable mediate in a way partial (*complementary mediation*) influence *Influencer Credibility* to *Impulsive Buying Behavior* , which means influence *Influencer Credibility* to purchase impulsive happen Good in a way direct and through formation intention buy moreover formerly .
- 7) *Purchase Intention* capable mediate in a way full (*indirect-only mediation*) influence *Trust* to *Impulsive Buying Behavior* , which means *trust* No influential direct to behavior purchase impulsive , but can influence behavior the in a way significant through intention buy as intermediary .

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