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## Beauty influencer in the digital age: How does it influence purchase intention of generation Z?

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### Abstract

This research examined the influence of social media advertising conducted by beauty influencers. The researchers analyzed the impact of Celebrity Credibility (i.e., Expertise, Trustworthiness, and Attractiveness), Reputation, and Persuasive Capabilities toward Purchase Intention. The respondents in this research were 154 young women from Generation Z who lived in the Greater Jakarta (Jabodetabek) area and followed the social media beauty influencers who endorsed a renowned homegrown cosmetics brand. This research utilized a quantitative method using the Multiple Linear Regression analysis. The results of this study showed that only two independent variables associated with the beauty influencer, namely, Attractiveness and Persuasive Capabilities, yielded a significantly positive influence toward Purchase Intention. In contrast, the rest of the variables were not significant. All independent variables had a simultaneously significant impact on Purchase Intention. Finally, all independent variables contributed 72.4% to the dependent variable, while the rest were explained by other variables not examined in this research.

**Keywords:** beauty influencer; credibility; reputation; persuasive capabilities; purchase intention.

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### INTRODUCTION

Among the various significant industries in Indonesia, the cosmetics industry is one of the most promising sectors with an estimated total revenue of US\$1.66 billion in 2020 and annual revenue growth of 6.5% between 2020 and 2023 (Statista, 2019). As the economy grows and buying power increases, people begin to pay more attention to cosmetics products as part of their daily needs to improve their well-being. In turn, this has made the cosmetics sector proliferate to nearly four times of the Indonesian economic growth (Galiarta, 2018). The Indonesian cosmetics industry sales value increased consistently between 2012 and 2017. The rise of the sales value was promising, with a

staggering average annual growth of 83.47%, partly due to the massive upsurge in 2016 when the yearly growth expanded by 428% (Bizteka Citra Cendikia Indonesia, 2015). Domestically, there are numerous cosmetics companies in the market, such as Sari Ayu, Pixy, Oriflame, Viva, Mustika Ratu, Wardah, Revlon, among many others.

Interestingly, in the past few years, as the country becomes more religiously conscious (Abrori, 2018), there has been a growing trend for Indonesian women who are predominantly Muslim to favor halal products, including for cosmetics (Haro, 2018). This condition gives rise to the success of cosmetics brands with Islamic branding such as Wardah, which has become the market leader of the cosmetics industry in Indonesia, controlling around 30% of the market segment (Prakoso & Negoro, 2017; Shanti, Sunaryo, & Rofiq, 2019). Such an expansion took place since they rebranded themselves as the first halal cosmetics product in the country with an official halal certification from the Indonesian Ulema Council (Amalia, 2019; Clarita, Zimbalist, & Setiowati, 2020; Sari, 2017). Naturally, their demonstrated success at growing the halal consciousness in the market came at the expense of other “traditional” homegrown cosmetics brands that had failed to position themselves well amidst the onslaught of halal cosmetics brands. In this regard, to improve their visibility and relevance, especially to the younger market segment, many companies these days have discovered that the marketing and advertising capability of social media on the internet is of the utmost importance; making incredible utilization of the visual medium and user engagement (Fuxman, Elifoglu, Chao, & Li, 2014). These online platforms have become an inherent part of the modern lifestyle by sharing texts, images, and videos online (Artanti & Hartini, 2019).

With this backdrop, cosmetics companies have made a conscious effort to compete in the industry by conducting a host of promotional activities using social media (Ringim & Reni, 2019). Thus, intending to make their digital advertisement more powerful, various brands have joined forces with social media influencers online to endorse their products. This condition has led to a new marketing phenomenon: the social media influencer (Agnihotri, Bhattacharya, & Prasad, 2018; Arora, Bansal, Kandpal, Aswani, & Dwivedi, 2019; Freberg, Graham, McGaughey, & Freberg, 2011; Kim, Ko, & Kim, 2015). Social media influencers have been on the rise in the past few years, leading to various technologies created to determine the most relevant influencers that could boost certain brands (Freberg et al., 2011). These social media influencers are increasingly being sought after by brands due to their ability to effectively communicate promotional messages (Takaya, Ramli, & Lukito, 2019), establish and spread new trends, and improve sales (Jin, Muqaddam, & Ryu, 2019). They do these things through inventive modes of communication (e.g., memes, GIF, emoticons, emojis) to stimulate desired responses by the customers (Ge & Gretzel, 2018).

Social media users are also multiplying every year. In 2019, according to the report by Hootsuite and We Are Social (2019), social media users in Indonesia have increased by 15% from the previous year, making Indonesia as the third fastest growing country in terms of social media users, higher than the annual global growth at 9%. The growing number of social media users in Indonesia has prompted local companies to increasingly engage with social media influencers to endorse their products targeted to the youngest marketable generation (Generation Z) who were born between the mid-

1990s and late 2010s (Turner & Turner, 2018). Social media influencers are online opinion leaders who have been successful at establishing their unique public image (also known as self-branding). They do this through captivating narratives to attract followers on their social media account (e.g., Instagram, Facebook, YouTube) for cultural/commercial purposes (Khamis, Ang, & Welling, 2017). They are essential intermediaries for brands that are looking to target the young generation, which is notoriously difficult to reach (Enke & Borchers, 2019).

For traditional cosmetics products that are struggling to maintain their relevance, growth, and market share amidst the rise of halal cosmetics, beauty influencers (i.e., social media influencers for beauty products) can help them to engage and connect to their younger audiences, especially from Generation Z. There are many beauty influencers out there with which companies can appoint to attract these younger consumers (Nelson, 2017). Additionally, by employing such influencers, companies can increase engagement not only on their existing channels but also on the influencers' page, which could translate into a higher organic engagement with potential customers (Schlüschen, 2016). In doing so, companies could better engage with their younger audience and eventually improve the Purchase Intention of the brand's cosmetics products, which according to Rameez & Ahmed (2014), is an essential indication of the customer's plan to purchase the product at some point. Purchase Intention can also measure the possibility of consumers to buy certain products (Chandra, Takaya, & Ramli, 2019); the higher the customers' purchase intention, the higher their desire to purchase the products (Chi, Yeh, & Tsai, 2011). It has also been widely used as an essential point to indicate consumers' purchase behavior in market research (Liew & Falahat, 2019). Therefore, this research aims to better understand the antecedents of Purchase Intention of local cosmetics products by utilizing beauty influencers on social media.

In doing so, the researchers turned to the source credibility model by Ohanian (1990), which explained that there are three main predictors of Purchase Intention in the case of celebrity endorsers, namely Expertise, Trustworthiness, and Attractiveness. Firstly, Expertise refers to the product knowledge of the endorser and the validity of their claims regarding the products (Silvera & Austad, 2004). It is the extent to which a communicator can become a source of valid assertions (Erdogan, 1999; Pornpitakpan, 2003). It also refers to the knowledge, unique experience, and skills or abilities possessed by an endorser to promote the products (Eisend & Langner, 2010). B. M. Khan & Khan (2014) developed a measure to gauge an endorser's expertise with a scale consisted of knowledge, experience, and skills. It also has a positive impact on the attitudinal change of the consumers and has a differential power to encourage more intention to buy the products (Ohanian, 1990; Priyankara, Weerasiri, Dissanayaka, & Jinadasa, 2017; Rameez & Ahmed, 2014; Wongweeranonchai & McClelland, 2016).

Secondly, Trustworthiness refers to the honesty, integrity, and believability that an endorser possesses (Erdogan, 1999; Waldt, Loggerenberg, & Wehmeyer, 2009). Nelson (2017) explained that trustworthiness is the consumers' or audiences' extent of assurance and intensity of identification as well as the communication of the endorsers. Trustworthiness is a manifesting attribute underlying the credibility of a source that could affect attitudinal change in consumers (Wei & Wu, 2013). Trustworthiness is also a

significant predictor of customer's Purchase Intention (Hsu, Lin, & Chiang, 2013; B. M. Khan & Khan, 2014; Wei & Wu, 2013). Next, Attractiveness is defined as an essential cue to gain the dual effect of endorser status and physical appearance (Erdogan, 1999; Ohanian, 1990; Pornpitakpan, 2003). Attractiveness is an influence-based stimulus characteristic that refers to the endorser's physical appeal as acknowledged by the followers (Eisend & Langner, 2010). It relates to the endorser's perceived social value that originates from her or his physical appearance, social status, personality, or similarity to the followers or consumers (Priyankara et al., 2017). Past empirical findings have found that attractiveness contributes to the changes of consumer's attitude and generate Purchase Intention (Eisend & Langner, 2010; Pornpitakpan, 2003; Priyankara et al., 2017; Wongweeranonchai & Mcclelland, 2016). According to Hsieh & Li (2020), understanding the source credibility model, like in the case of beauty influencers, is extremely important since it could affect customers' evaluation of the promotional messages.

Additionally, to fully comprehend the antecedents of customer's Purchase Intention of cosmetics products, the researchers also adapted a couple of essential factors developed by Chaovalit (2014), namely Reputation and Persuasive Capabilities. These variables are distinctly relevant in the context of beauty influencers on social media. Still, they have never been thoroughly examined in previous studies, leaving a considerable research gap that the current study aims to investigate. Firstly, Reputation often acts as the precursor of trust or behavioral intention (Chaovalit, 2014). The better the reputation of an endorser, the higher the social and cultural influences that they could have on their followers (Agnihotri et al., 2018). From endorsement perspectives, reputation has more substantial relevance than popularity (Agnihotri & Bhattacharya, 2016; Yang & Shi, 2011). Kim, Ko, & Kim (2015) believe that reputation is a persistent judgment based on acts performed for a long time. For influencers, the brands that they endorse could potentially make or break their status, and the other way around, which means that influencers need to carefully pay heed to the brand that they promote (Bergkvist & Zhou, 2016). Various studies have supported that reputation acts as an antecedent of Purchase Intention (Chaovalit, 2014; Hsu et al., 2013). Finally, the Persuasive capabilities variable is part of an endorser's capabilities that will be suitable to convince people to accept the products (Chaovalit, 2014). According to Miles (2015), the term 'persuasive' seeks to sway someone's attitude or behavior and alter their mind. Fang & Jiang (2015) further elaborate that persuasion is successful when the endorser changes the position, and subsequently, consumption behavior of the target consumers. Persuasive capabilities variable is also positively related to Purchase Intention (Chaovalit, 2014).

Therefore, this study seeks to analyze the antecedents of customer's Purchase Intention as a result of beauty influencers' product endorsement of cosmetics production social media, which includes Expertise, Trustworthiness, Attractiveness, Reputation, and Persuasive Capabilities. This study is of considerable importance since, despite the growing body of research on the topic of social media influencers, past studies on this topic, especially in Indonesia, have never explored the predicting effects of Reputation and Persuasive Capabilities of social media influencers on Purchase Intention. In turn, the results of the current study could have a considerable influence on the customers and the brand itself (Alsaleh, 2017; Chaovalit, 2014). Specifically, the researchers analyzed the

female customers of Mustika Ratu from Generation Z, who followed the brand's beauty influencers online. The company is one of the most prominent traditional, homegrown cosmetics companies and one of Indonesia's legacy cosmetics brands. Unfortunately, the brand has seen its once-dominant market share deteriorated in the past few years as a result of the rise of halal cosmetics products. The subsequent sections of this research will discuss the research methodology, results, analysis, and discussion followed by the conclusion.

## **METHOD**

This research is a quantitative research using the multiple regression analysis to investigate the significant effects of Expertise, Trustworthiness, Attractiveness, Reputation, and Persuasive Capabilities of beauty influencers on social media toward customer's Purchase Intention of Mustika Ratu products. Specifically, the research collected primary data by employing online questionnaires on Google Form using a Likert scales ranging from 1 (strongly disagree) to 7 (strongly agree) to gauge the respondents' stance on our variables. The researchers distributed the questionnaires to the target population of this study. The limitations include female consumers of Mustika Ratu cosmetics products who were born between the year 1994 and 2001 (Generation Z) and either followed or subscribed to beauty influencers who endorse the brand on social media. They also have to live in the Greater Jakarta (Jabodetabek) area, which is the capital of Indonesia. Purposive sampling was used, which resulted in a total of 154 respondents.

In the validity test, the researchers spread the questionnaire to 30 respondents. The aim is to determine the validity of each of the statements. The researchers then compared the results with the Corrected Item Total Correlation and the r-table value ( $\alpha$ ) of 0.361. The outcome of each item should be above the value of the r-table. Every statement of this research had passed the r-table value ( $\alpha$ ) and considered as valid statements. Later, in the reliability test, the result of Cronbach's Alpha for all variables was 0.957, which is categorized as excellent or classified as highly reliable. Subsequently, the researchers conducted a descriptive analysis, which consisted of mean and standard deviation. The highest mean is Trustworthiness, and the lowest is Persuasive Capabilities. Finally, for the standard deviation, the highest is Attractiveness and the lowest is Reputation.

Finally, the operational definitions and the indicators used to measure the variables of this research are in Table 1. The first variable, Expertise, has five indicators and five statements. Trustworthiness has three indicators and seven statements, while Attractiveness has three indicators and a total of six statements. Reputation has three indicators and four statements, while Persuasive Capabilities variable has four indicators and four statements. Finally, Purchase Intention has three indicators and five statements.

**Table 1**  
**Operational Definitions of the Variables**

Variables	Definition	Indicators
Expertise (Ohanian, 1990)	The extent to which a communicator acts as a source of valid assertions. It refers to the knowledge, unique experience, and skills or abilities possessed by an endorser to promote the products (Eisend & Langner, 2010; Erdogan, 1999; B. M. Khan & Khan, 2014; Ohanian, 1990; Pornpitakpan, 2003)	1. Expert 2. Experienced 3. Knowledgeable 4. Qualified 5. Skilled (Ohanian, 1990)
Trustworthiness (Ohanian, 1990)	The honesty, integrity, and believability the endorser possessed (Erdogan, 1999; Waldt et al., 2009)	1. Knowledge 2. Experienced 3. Skilled (B. M. Khan & Khan, 2014)
Attractiveness (Ohanian, 1990)	Influence-based stimulus characteristic that refers to the endorser's physical attractiveness and positive attitude as recognized by the consumers (Eisend & Langner, 2010; Silvera & Austad, 2004)	1. Familiarity 2. Similarity 3. Likability (B. M. Khan & Khan, 2014)
Reputation (Chaovalit, 2014)	The precursor that affect trust or behavioral intention significantly (Chaovalit, 2014)	1. Personalities 2. Relationship 3. Private lives (Han & Ki, 2010)
Persuasive Capabilities (Chaovalit, 2014)	The influence conveyed through specific communication. Persuasion can attempt to influence the beliefs, attitudes, intentions, motivations or behaviors (Fang & Jiang, 2015)	1. Consistency 2. Social prove 3. Liking 4. Authority (Fang & Jiang, 2015)
Purchase Intention (Chaovalit, 2014)	The likelihood that consumers will buy certain products; the higher the customers' purchase intention, the higher their desire to buy the products (Chi et al., 2011)	1. Intention 2. Interest 3. Influencer Persuasion (Ha & Lam, 2016; Haro, 2018; Sokolova & Kefi, 2020)

## RESULTS AND DISCUSSION

### Result

The classical assumption test consists of the normality, heteroscedasticity, and multicollinearity test. The histogram and P-P plot test the normality of the data. The result shows that the histogram displays a Bell-Shaped curve, which implies that the distribution of the data has a normal distribution. For the P-P plot, the dots are following

the line. This result also indicates that there is a normal distribution. The heteroscedasticity test analyses whether there is any same variance in the residual data or not. The scatter plot tests the heteroscedasticity of the data. The result shows that the dots are not forming a particular pattern, and the dots are spreading widely. As a result, the multiple regression equation is already valid since the residuals have different variance and are usable in this research. In the multicollinearity test, the result of the tolerance of the value must be lower than ten, and the VIF (Value Inflation Factor) must be above .200. Based on Table 1, the independent variables in this research have no multicollinearity between each other.

Furthermore, as shown in Table 2, the multiple regression analysis indicates that there are only two independent variables, namely Attractiveness and Persuasive Capabilities, which have a significant and positive influence on the dependent variable, which is Purchase Intention.

**Table 2**  
**Multiple Linear Regression Analysis**

Model	Unstandardized		Standardized	t	Sig.	Collinearity	
	Coefficients		Coefficients			Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-4.340	2.075		-2.092	.038		
Expertise	.108	.112	.062	.971	.333	.449	2.226
Trustworthiness	.072	.067	.076	1.067	.288	.353	2.835
Attractiveness	.341	.060	.375	5.705	.000	.419	2.389
Reputation	.171	.117	.092	1.466	.145	.457	2.187
Persuasive Capabilities	.524	.096	.373	5.470	.000	.388	2.577

Dependent Variable: Purchase\_Intention

Source: data processed

Hence, the multiple regression formula in this study is as follows:

$$Y = -4.340 + .341X3 + .524X5 + e$$

Where:

Y = Purchase Intention

X3 = Attractiveness

X5 = Persuasive Capabilities

Table 2 shows that the variables of Expertise, Trustworthiness, and Reputation have no significant relationship with Purchase Intention since the significance values of each of the variables are higher than the significance level ( $\alpha$ ) of .050. The coefficient of Attractiveness in the multiple regression analysis is .341, and the significant value is .000, which means that Attractiveness has a significant positive influence on Purchase Intention.

Consequently, every 1 unit increase of Attractiveness will positively boost the Purchase Intention by 34.1%. Additionally, the coefficient of Persuasive Capabilities is 0.524, with a significant value of .000. This outcome means Persuasive Capabilities have significant and positive influence toward Purchase Intention. Therefore, every 1 unit increase of the variable will positively influence Purchase Intention by 52.4%, which shows the importance of the variable.

**Table 3**  
**ANOVA Table<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2763.757	5	552.751	81.249	.000 <sup>b</sup>
Residual	1006.867	148	6.803		
Total	3770.623	153			

a. Dependent Variable: Purchase\_Intention

b. Predictors: (Constant), Persuasive\_Capabilities, Expertise, Reputation, Attractiveness, Trustworthiness

Source: data processed

Based on Table 3, the significance value of the F-test in this study is .000, which is lower than the significance level of .050. Hence, there is a simultaneously significant influence between all the independent variables and the dependent variable.

**Table 4**  
**Coefficient of Determination Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. The error of the Estimate	Durbin-Watson
1	.856 <sup>a</sup>	.733	.724	2.608	1.995

a. Predictors: (Constant), Persuasive\_Capabilities, Expertise, Reputation,

Attractiveness, Trustworthiness and b. Dependent Variable: Purchase\_Intention

Source: data processed

Based on Table 4, the adjusted R square is .724 or 72.4%. This outcome means that the independent variables (Expertise, Trustworthiness, Attractiveness, Reputation, and Persuasive Capabilities) explain the variation in the dependent variable by 72.4%. It also means that the other 27.6% of the variation is explainable by other variables not investigated in this research.

## Discussion

**Table 5**  
**Hypothesis Testing**

Causal Relationship Among Constructs	Estimate	p-value	Decision
Expertise → Purchase Intention	.108	.333	Not Supported
Trustworthiness → Purchase Intention	.072	.288	Not Supported
Attractiveness → Purchase Intention	.341	.000*	Supported
Reputation → Purchase Intention	.171	.145	Not Supported
Persuasive Capabilities → Purchase Intention	.524	.000*	Supported

Source: data processed

From Table 5, there is no significantly positive influence between Expertise and Purchase Intention, with a significance value of .333, which exceeds the significance level of .050. In other words, the variable of Expertise does not have any significant influence on Purchase Intention of the respondents in this study. The result of the current research is contrary to the finding of Chaovalit (2014), which found a significant positive relationship between Expertise and Purchase Intention. However, this finding is in line with earlier studies (Abbas, Afshan, & Khan, 2018; Bhatt, Jayswal, & Patel, 2008; Gupta,



Kishore, & Verma, 2015; Rahmi, Sekarasih, & Sjabadhyni, 2017). This finding shows that the respondents in this study did not consider the beauty influencers as a definite expert in the industry that could influence their Purchase Intention. If they wanted to learn more about the cosmetics product from an actual beauty expert, they could have just followed real make-up artists on social media, for instance, instead of the beauty influencers.

Trustworthiness does not significantly influence customer's Purchase Intention with a significance value of .288. This outcome is an exciting finding since it is markedly different from the results of previous studies (e.g., Chaovalit, 2014; Gupta et al., 2015; Pornpitakpan, 2004), which found that Trustworthiness has significant positive influence toward Purchase Intention. However, this finding is consistent with the original discovery by Ohanian (1990), which found that Trustworthiness does not have a significant influence on purchase intention. This outcome is understandable because the followers of the beauty influencers are well aware that they are mostly paid endorsers of the brand, which means that they are not necessarily trustworthy. After all, they will only say positive things about the products, and their opinion tends to be subjective. This finding is in line with the results of Kuskov & Liao (2019), which discovered that consumers trust influencers less if there are a lot of alternatives for a product in the market, like in the case of Mustika Ratu's cosmetics products. A recent study entitled "Wave X – Remix Culture" by a media agency called UM, which analyzed 56,000 online users, discovered that nearly 96% of people do not trust what influencers say online (Stewart, 2019). Finally, this result is also in line with the research by Rahmi et al., (2017), which also did not find any significant relationship between beauty influencer's Expertise and customer's Purchase Intention.

On the other hand, Attractiveness has a significantly positive influence on Purchase Intention. This outcome is observable with a significance value of .000. The limitations of the current research could explain this finding, which is female respondents from Generation Z (born between 1994-2001) that are part of young adult who are looking for inspirational role models that they want to follow and emulate. Another possible explanation is consumers' tendency to be attracted to adverts that make use of their favorite celebrities, as explained by Ha & Lam (2016). Individuals may feel more attached and compelled to certain products when they can relate to the celebrity endorsers that they look up to (Khan, 2018). According to Pradhan, Duraipandian, & Sethi (2016), such a condition is attributable to the fact that the attractiveness of the beauty influencers increases a cosmetics brand's purchase intention because of the match-up effects between the influencers and the brand. Hence, the attractiveness of these celebrity endorsers significantly influences the consumer's Purchase Intention. Previous studies (e.g., Gupta et al., 2015; Nelson, 2017; Pornpitakpan, 2004), which found that Attractiveness has a positive influence on Purchase Intention, supported this study.

Furthermore, Reputation significantly influences Purchase Intention. This outcome with a significance value of .145, which exceeds the significance level of .050. This finding is also interesting since, contrary to the previous result by Chaovalit (2014), the respondents in this study did not perceive reputation as an essential factor that significantly predicts intention to purchase. This finding could be unique to the characteristics of Indonesian netizens. For instance, there are some instances of some

controversial social media influencers such as Karin Novilda, Anya Geraldine, or Vanessa Angel, who still have many loyal followers and brand endorsement offers despite their somewhat unfavorable reputation. Bennett, Diamond, Miller, & Williams (2018) suggested that consumers can still relate and look up to influencers despite their bad girl reputation since they perceive the influencers through fantasy-based relationships. Ahluwalia (2000) explained this phenomenon by arguing that people who already have a particular affinity to a celebrity would typically block out negative information of said celebrity. Lee & Kwak (2015) further elaborated that consumers' support for influencers that endorse a brand is dependent upon their moral reasoning choice. In other words, the respondents in this study do not perceive the reputation of the influencers as a defining factor, vis-à-vis their intention to purchase cosmetics products.

Finally, Persuasive Capabilities have a significant positive impact on Purchase Intention. This outcome with a significance value of .000, which is lower than the significance level of .050. This finding is supported by Chaovalit (2014), who found that there is a positive impact between Persuasive Capabilities and Purchase Intention. Young people actively seek out influencers that they can relate with, and the higher the Persuasive Capability of the influencers, the more likely they will be able to influence the consumption behavior of the young target market (Fang & Jiang, 2015; McCormick, 2016). In other words, the better these influencers can persuade their followers, the higher the latter's intention to purchase the products.

## **CONCLUSION**

The Expertise variable does not have a significant positive influence on Purchase Intention of traditional, homegrown cosmetics products in this study. In other words, the female respondents from the Generation Z in the Jabodetabek area do not consider the expertise of the beauty influencer as an essential factor which affects their purchase intention, since they realize that the influencers are not professional make-up artists. The Trustworthiness variable also does not have a significant positive influence on Purchase Intention. In other words, the female respondents from Generation Z in the Jabodetabek area do not consider trustworthiness to be an issue when it comes to the beauty influencers. They are fully aware that these influencers are paid endorsers (who will most likely say positive things about the endorsed products), but they still follow the influencers anyway.

The Attractiveness variable has a significant favorable influence on Purchase Intention. In other words, the female respondents from Generation Z in the Jabodetabek area are susceptible to the attractiveness of the beauty influencer. These young ladies followed the influencers in the first place because they share a sense of similarity, familiarity, and likability with the influencers (Belch & Belch, 2011). The Reputation variable does not have a significant positive influence on Purchase Intention. In other words, the female respondents from Generation Z in the Jabodetabek area do not think that the reputation of beauty influencers is an important consideration that affects their intention to purchase traditional, homegrown cosmetics products. Some influencers might be notorious, but they are still followed and adored by a lot of people. Finally, the Persuasive Capabilities variable positively influences Purchase Intention. In other words,

the female respondents from Generation Z in the Jabodetabek area are impressionable by the Persuasive Capabilities of the beauty influencer. In this day and age, anyone could aspire to become a famous influencer, but without strong Persuasive Capabilities, they would not be able to attract a lot of followers.

Based on the results of this study, homegrown cosmetics brands need to evaluate and hire beauty influencers that fit with their consumers' preferences. From the research, Attractiveness and Persuasive Capabilities have a significant positive influence that can attract the consumers' Purchase Intention. Interestingly, according to Abbas et al., (2018), the more attractive an influencer is to the audience, the more likely they can persuade the audience. Therefore, cosmetics brands need to find beauty influencers that can maintain the consumers' attention through their attractive physical appearance and strong persuasive capabilities that could alter someone's attitude or behavior to buy the company's products. On the other hand, the results of earlier studies, the results of this research indicate that customers of traditional cosmetics products do not take expertise, trustworthiness, and reputation of the beauty influencers into consideration in developing their intention to buy the products. The most important thing is as long as they are attractive and persuasive.

The respondents in this study are female respondents from Generation Z (born between 1994 and 2014) who live in the Jabodetabek (Greater Jakarta) area (which is the third-largest metropolitan area in the world and the largest of its kind in Indonesia). They have followed beauty influencers who are endorsing Mustika Ratu products. This study also utilized multiple regression analysis, which is limited to independent and dependent variables. Therefore, future studies can further explore the variables by including some mediating variables and use the Structural Equation Modelling (SEM) method. They can also analyze purchase decision as the dependent/endogenous variable instead of just purchase intention. Future researchers can also include variables yet to be examined in this study, such as Product Celebrity Match-up, Meaning Transfer (Lim, Mohd Radzol, Cheah, & Wong, 2017). Furthermore, there are also Social Attractiveness, Para-Social Interaction, Attitude Homophily (Sokolova & Kefi, 2020).

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