

**SOCIAL COMMERCE: EXAMINING THE MECHANISM OF SOCIAL MEDIA
INFLUENCERS TO MOTIVATE THE URGE TO BUY IMPULSIVELY THROUGH
TIK TOK APPS IN INDONESIA**

A THESIS

Offered as a Partial Fulfillment of the Prerequisites for Earning a Bachelor's Degree in the
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DECLARATION OF AUTHENTICITY

Here, I affirm that the thesis is unique; I did not submit anyone else's work to earn my degree from the institution, nor did I use anyone else's words, concepts, or expressions without giving them credit. Every quotation is listed and cited in the thesis's bibliography. I am prepared to accept any punishment that complies with the established regulations, or face the consequences if this statement turns out to be untrue in the future.

Yogyakarta, March 7, 2026



A handwritten signature in black ink, appearing to be "MWP".

(Mahendra Wahyu Isyaka Putra)

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Assalamu'alaikum [Wr.Wb.](#)

Praise be to the presence of Allah SWT, for all of His blessings and direction given to the author. The author does not ignore extending gratitude and prayers to the Prophet Muhammad SAW, who has guided humanity toward a better future. In order to fulfill the requirements for the Strata-1 (S1) degree in the Management study program at the Faculty of Business and Economics, Islamic University of Indonesia, the author must finish the final research assignment, "SOCIAL COMMERCE: EXAMINING THE MECHANISM OF SOCIAL MEDIA INFLUENCERS TO MOTIVATE THE URGE TO BUY IMPULSIVELY THROUGH TIK TOK APPS IN INDONESIA." It is undoubtedly impossible to separate the preparation of this research from the help and support of other parties. Thus, the author would like to extend his sincere gratitude to:

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(Mahendra Wahyu Isyaka Putra)

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ABSTRACT

The rapid growth of social commerce has intensified the role of social media influencers in shaping consumer purchasing behavior, particularly impulsive buying on platforms such as TikTok. This study examines the mechanisms by which influencer credibility, message credibility, and media credibility influence consumers' impulsive buying urges, with trust in branded posts serving as a mediating variable. Grounded in the Stimulus–Organism–Response (SOR) framework, this research employs a quantitative approach using survey data collected from 150 Indonesian TikTok users who have purchased products promoted by a social media influencer. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. Results in this research indicate a positive effect of trust in branded posts on the urge to Buy Impulsively. The findings additionally indicate that Influencer Credibility, Message Credibility, and Media Credibility heavily influence the trust in branded posts.

Keywords: Social Commerce, Influencer Credibility, Message Credibility, Media Credibility, Trust in Branded Posts, Urge to Buy Impulsively.

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ABSTRAK

Pertumbuhan pesat perdagangan sosial telah memperkuat peran influencer media sosial dalam membentuk perilaku pembelian konsumen, khususnya pembelian impulsif di platform seperti TikTok. Studi ini meneliti mekanisme di mana kredibilitas *influencer*, kredibilitas pesan, dan kredibilitas media mempengaruhi dorongan konsumen untuk membeli secara impulsif, dengan kepercayaan pada postingan merek sebagai variabel mediasi. Berdasarkan kerangka Stimulus–Organism–Response (SOR) dan teori pensinyalan, penelitian ini menggunakan pendekatan kuantitatif dengan data survei yang dikumpulkan dari 150 pengguna TikTok Indonesia yang telah membeli produk yang dipromosikan oleh influencer media sosial. Data dianalisis menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM) dengan SmartPLS 4.0. Hasil penelitian menunjukkan pengaruh positif kepercayaan terhadap pembelian impulsif bermerek. Temuan ini juga menunjukkan bahwa kepercayaan pada unggahan bermerek sangat dipengaruhi oleh kredibilitas influencer, kredibilitas pesan, dan kredibilitas media.

Keywords: Perdagangan Sosial, Kredibilitas Influencer, Kredibilitas Pesan, Kredibilitas Media, Kepercayaan terhadap Konten Bermerek (atau: Kepercayaan pada Unggahan Bermerek), Dorongan Pembelian Impulsif.

CHAPTER I

INTRODUCTION

1.1 Background

Social media development has been affecting global information sharing and marketing as the digital era develops. According to Kumar (2020), people are constantly using their laptops or browsing on their smartphones these days. Many people now consider social media essential and check it throughout the day. Consequently, it is not surprising that social media platforms have become increasingly important as marketing tools in the modern era. Social media platforms are now a common way for businesses to accomplish relationship marketing goals and raise their brand value (Chakraborty et al., 2018; Dodoo, 2018; Ibrahim et al., 2020; Kumar et al., 2020; Ott et al., 2016; Papasolomou et al., 2012; Pinto et al., 2019; Shen et al., 2013).

As social media grows, marketers need to pay more attention to the importance of leveraging social media marketing campaigns such as social media influencers. Nowadays, deploying influencers for branding has become a defining element of social media marketing campaigns (De Veirman et al., 2016). Many businesses use the service of social media influencers to help their business growth. In Indonesia, using social media influencers to spread marketing campaign messaging, particularly to raise consumer awareness, has become commonplace. This social media influencer phenomenon has a big influence on the consumption patterns of society, especially the millennial generation. A lifestyle that pays more

attention to prestige makes society carried away by the current of contemporary styles popularized by social media influencers. The large public consumption of products promoted by social media influencers is supported by Edelman (2018) which states that the level of trust in social media reached 51% in 2018. The trust built by social media influencers with their followers causes consumption of a brand to rise.

Social media influencers play a significant role in digital marketing campaigns in Indonesia, particularly in attracting consumer awareness and influencing purchasing decisions (Ramadanty et al., 2019; Erwin et al., 2023). They face difficulties like maintaining content quality and tax concerns, but they also present potential like more trust from followers and affordable advertising (Evert & Rachman, 2020). Studies have shown that social media influencers positively impact consumer attitudes and purchase intentions, making them valuable assets for product branding, community building, and loyalty development (Azkiah et al., 2023). These findings provide important insights for marketers and researchers on leveraging influencers effectively in the digital era (Azkiah et al., 2023; Erwin et al., 2023).

Studies have mostly concentrated on examining social media influencers (SMI) characteristics like popularity, attractiveness, and expertise, ignoring the possible significance of additional communication elements like media and content, which could be vital in enhancing trust in the influencer's branded posts. Additionally, social media influencers' capacity to create viral effects is crucial since it allows brands to use social media campaigns to reach new market segments.

Finding a strong influencer who can turn their followers into actual customers has therefore become crucial in SMI marketing. Making it more difficult for businesses and marketers to identify what makes influencers' branded posts believable to their audience. Literature has explored the role of influencer credibility in obtaining favorable influencer and brand-related outcomes (Andonopoulos et al., 2023; Venciute et al., 2023; Kim and Kim, 2021; Hughes et al., 2019; De Veirman et al., 2017). There are several choices of social media application for influencers to build their reputation, TikTok is one of the social media sites that influencers typically use.

TikTok has emerged as a significant digital marketing platform in Indonesia (Krisdanu et al., 2023). Its rapid growth and widespread adoption have enabled business agencies to utilize specialized content strategies and targeted advertising tactics to engage diverse consumer segments effectively. Among its various features, live streaming has become one of the most prominent and strategic promotional tools in contemporary digital marketing. As a real-time and interactive format, live streaming allows brands to foster direct communication, enhance consumer engagement, and strengthen purchase intentions. Consequently, producers frequently collaborate with influencers as intermediaries to deliver persuasive promotional messages (Lin et al., 2022). However, the effectiveness of such collaborations largely depends on the influencer's perceived authenticity and transparency. Inconsistent brand endorsements or overly commercialized content may undermine credibility and weaken consumer trust (Erwin et al., 2023).

In the rapidly evolving landscape of social media marketing, influencer credibility has therefore emerged as a central determinant of consumer attitudes and behavioral responses. Influencers function not merely as content creators but as digital opinion leaders who possess specialized knowledge, social capital, and persuasive capacity to shape audience perceptions. As Kwiatek (2021) suggests, influencers who are perceived as knowledgeable, authentic, and relatable are more likely to cultivate strong trust among their followers. This trust enhances the persuasive power of their recommendations and plays a foundational role in determining whether audiences accept or reject promotional messages.

The effectiveness of influencer communication is closely tied to credibility of the message sent by their contents. It is largely shaped by the strength and quality of arguments presented, as well as the consistency and clarity of the content. However, credibility in digital environments extends beyond the message itself. It also encompasses source credibility (the influencer) and media credibility (the platform on which the message is delivered), forming a multidimensional construct (Golan, 2010). Valentini (2018) emphasizes that evaluating credibility across sources, messages, and media is essential for effective strategic communication. This consideration becomes increasingly important in the social media era, where misinformation and low-quality content can easily circulate, influencing how users assess the reliability of online information (Jo, 2008).

Customer trust in a content is often determined by a combination of cognitive, emotional, and contextual factors. including familiarity with the sender,

disposition to trust, influencer credibility, and endorsement, with topic involvement moderating some effects (Hazarika et al., 2019). Cues from relevant posts and reviews of products or brands may leverage consumer trust in the posts, influencing their attitudes and purchasing behaviors, since social media users frequently search for trustworthy content when reading reviews and posts to help them make better decisions when making purchases. (Casaló et al., 2015). Cues that lessen customer skepticism about the post's content might boost consumer confidence in it and produce favorable responses (such as attitude and purchase intention) toward the brands and goods (Schlosser et al., 2006). One important behavioral outcome influenced by this trust-building process is impulse buying. Early studies in the 1950s and 1960s conceptualized impulse buying primarily as a situational phenomenon triggered by store environments and specific product categories. However, by the 1970s, scholars recognized that any product could be purchased impulsively, shifting the focus toward individual psychological characteristics. Impulse buying was subsequently defined as a sudden, strong, and spontaneous urge to make an immediate purchase (Rook & Hoch, 1985; Rook, 1987; Faber, 2010). In contemporary digital environments, credible influencers and trustworthy branded posts may stimulate this spontaneous urge, accelerating consumers' decision-making processes and increasing the likelihood of unplanned purchases.

In the previous study by Shamim et al., (2024) data collection process is still considered generalized, as stated in the previous study that data collection was carried out voluntarily where individuals expressed their willingness to participate. Furthermore, previous research explores the significant role of Fashion Influencers

(FIs) in shaping consumers' Urge to Buy Impulsively (UBI) within the realm of social commerce. The findings reveal that trust in fashion influencer (FI) branded posts is positively influenced by Influencer Credibility, Message Credibility, and Media Credibility, which collectively enhance UBI. The study also emphasizes the moderating role of persuasive knowledge, showing that even while consumers trust the influencer's material, they are less likely to feel UBI if they are more aware of marketing strategies.

This research explores more specifically regarding selection of respondents, gathered data collection in a narrow manner only for the followers of the selected influencer in this research. This research carefully selects respondents who follow and have an experience purchasing a product advertised by the influencers selected in this research. For that reason, this study investigates how social media influencers on TikTok influence consumers' impulsive buying behavior in Indonesia. It focuses on three key factors such as influencer credibility, message credibility, and media credibility and examines how they build trust in branded posts, which in turn triggers the urge to buy impulsively.

1.2 Problem Identification

Based on the study background, a few research questions are formulated below:

1. Does influencer credibility positively influence trust in the branded post?
2. Does message credibility positively influence trust in the branded post?
3. Does media credibility positively influence trust in the branded post?

4. Does trust in the branded post positively influence the urge to buy impulsively (UBI)?

1.3 Research Objectives

Based on the research problems, the objectives of this study are:

1. To test and analyze whether influencer credibility has a positive influence on trust in the branded post.
2. To test and analyze whether message credibility has an influence on trust in the branded post.
3. To test and analyze whether media credibility has an influence on trust in the branded post.
4. To test and analyze whether trust in branded posts has a positive influence on the urge to buy impulsively (UBI).

1.4 Research Contributions

This research offers benefits in two different ways, theoretically and practically.

1. Theoretically, as stated above this research helps to understand the factors how Social Media Influencers (SMI) influence customers behaviour on their acts of spontaneously buying something without any prior aspect towards the product, known as impulsive buying.

2. Practically, this research would give beneficial insight to brand managers or any practitioner regarding sales impact from Social Media Influencers (SMI) effect to impulsive buying.

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Foundation: Stimulus-Organism-Response

According to Mehrabian et al (1974) and Jacoby (2002), the stimulus-organism-response (SOR) theory offers a theoretical framework for analyzing user behavior. According to the hypothesis, the internal organism's state is influenced by external stimuli, which causes the user to react behaviorally. The behavioral sciences and psychology employ the "stimulus-organism-response" (SOR) framework to explain how organisms interact with their surroundings. It is a development of the simpler stimulus-response (SR) paradigm, which just considers the connection between a stimulus and the reaction that results.

Article from Cao (2024) explores the significant impact of social media influencers on consumers' impulsive buying behaviour, utilizing the SOR (Stimulus-Organism-Response) model and identity theory. It highlights that consumers' affection for influencers and the perceived fit between influencers and the products they recommend play crucial roles in driving impulse purchases. The study finds that a strong sense of consumer identity, shaped by their connection to influencers, partially mediates this relationship.

In this research, within the context of SOR (Stimulus-Organism-Response) theory can be used for the understanding of how the Influencer Credibility, Message Credibility, Media Credibility as stimulus (S) affect the perception and attitude of

Trust in Branded Posts as organism (O) which ultimately gives rise to a response in the form of changes in behavior, opinion, or action of Urge to buy impulsively as for the response (R).

2.2 Definition of Variables

2.2.1 Influencer Credibility

In social commerce, influencer credibility is the overall perception that an influencer is believable and dependable as a source of product information. It is not just about popularity it is about whether followers trust what the influencer says enough to act on it. The audience's opinion of the influencer's knowledge and dependability is known as influencer credibility, and it influences how the audience accepts messages and behaves (Salam, 2023). Influencer credibility is believed to be the most important prerequisite for effective advertising since influencers enhance a brand, good, or service (Lee et al, 2020). Finding and using public figures who could sway potential customers to participate in a brand's marketing campaigns through sponsored content is known as the use of influencer marketing (Scott, 2015). Djafarova and Rushworth (2017) pointed out that word-of-mouth and purchasing decisions may be influenced by the credibility of influencers. However, if influencers lacked the ability to influence others, working with them would be pointless. Influencers therefore handle their personal social media accounts as part of their work in order to grow their following of active users and gain their credibility (Dhanesh et al, 2019). Credibility thus becomes a crucial factor

in choosing influencers (KEMEÇ et al, 2021).

2.2.2 Message Credibility

Message credibility refers to the perceived reliability of the message, encompassing elements such as informational quality, currency or accuracy (Metzger et al., 2003). Message credibility is a crucial aspect of credibility evaluation, focusing on the content and design of messages rather than their sources (Valentini, 2018). It is different from media and source credibility because it only considers the design and content of the message (Kwasniewicz et al., 2020). Appelman et al (2016) The perceived veracity, correctness, and plausibility of the information in a communication are referred to as message credibility. A message's form, source, and compliance with reference points are some of the other elements that affect its credibility in addition to its substance (Chambers, 1999). It has been discovered that the top indications of message credibility, especially in an online context, are authenticity, accuracy, and believability (Sundar et al, 2016).

2.2.3 Media Credibility

Media credibility, which is a user-subject perception, is the extent to which the audience believes that the information provider and their content can be believed. The primary metric for assessing how an audience views media and information in communication is media credibility. Research on media credibility has broadened its focus beyond information sources to include message content and

communication routes (Dang, 2022). Celebrity endorsers, including authors, TV personalities, movie stars, and sports figures, typically have established their impact through conventional media such as radio, television, and magazines. Notable bloggers, vloggers, and celebrities who rose to prominence on social media are examples of non-traditional celebrities (Lee, 2018). The importance of attractiveness, reliability, and experience has been increasingly emphasized on social media in recent years. Since peer ads on social media are viewed as more credible than those in traditional media, credibility has been found to affect the value of social media advertising (Shareef et al., 2019).

2.2.4 Trust in Branded Posts

Trust in branded posts refers to followers' belief that influencer-created branded content is honest, reliable, and credible, reflecting confidence in both the message and the influencer's intentions (Yuan, 2019). The perceived honesty and dependability of influencer-generated material that highlights or supports a brand can be thought of as trust in branded posts. Customers' perception that the information is objective and real is reflected in it (Flavian, 2020). Customers are led to assume that the advice and product details are impartial and correct when they trust the influencer, as this fosters a sense of reliability and confidence in their knowledge and judgment. Nearly 40% of surveyed Twitter users have purchased as a result of an influencer's tweet, according to recent data from Twitter and Annalect (Karp, 2016).

Trust in branded posts serves as the key psychological mechanism linking

external credibility cues to impulsive buying, as it represents the internal cognitive and emotional state through which consumers interpret and act on marketing stimuli. While influencer, message, and media credibility serve as external signals of reliability, they do not directly trigger purchasing behavior. Instead, they first shape consumers' trust in the branded content. This trust reduces perceived risk and uncertainty, which are typically barriers to purchase decisions, especially in online environments. As a result, consumers experience lower cognitive resistance and are less motivated to engage in extensive information processing. Credibility signals from influencers, messages, and media first build trust in branded posts. This trust reduces uncertainty and cognitive effort, allowing consumers to make quick, emotionally driven decisions that lead to impulsive buying.

2.2.5 Urge to Buy Impulsively

Impulse buying refers to consumers' desire to make impulsive purchases, which has become an epidemic as a result of advances in information technology and e-commerce (Zhu et al., 2019). It represents an instantaneous internal drive that emerges in response to external stimuli, such as emotional triggers, product aesthetics, or advertising cues (Chen et al., 2019). Unplanned purchases, difficulty in control, and emotional responses characterize it. According to Chan (2017), numerous factors have been identified as antecedents of impulse buying, including user characteristics (e.g., impulsiveness and hedonic needs), online store characteristics (e.g., ease of use, interactivity), marketing stimuli (e.g., bonuses and discounts), and product characteristics (e.g., type and price). The rise of e-commerce and social media has reshaped modern impulsive buying behavior.

Additionally, individual differences in impulsiveness moderate these effects, with highly impulsive consumers focusing more on hedonic value and experiencing stronger urges to buy impulsively while browsing (Zhang et al., 2018).

2.3 Hypothesis Development

2.3.1 The relation of Influencer Credibility and Trust in Branded Posts

Influencer credibility has been regarded as the most essential antecedent to advertising effectiveness (Keller, 2005). Expertise, dependability, beauty, and homophily are commonly used to describe an influencer's credibility. These qualities increase followers' confidence in influencers' branded posts by making them seem trustworthy. For instance, a study found that these aspects of credibility positively affected purchase intention and destination brand trust, suggesting that credibility is a significant factor in determining customer behavior (Abdurrahman et al., 2024). The utilization of social media influencers to promote the brand is therefore the focus of marketers' efforts more than before. Consumers today obtain product-related information on social media, such as TikTok, especially by searching for product recommendations from influencers (De Veirman et al., 2017).

Marketers are working harder than ever to employ social media influencers to promote the brand. Influencers can therefore be the focal point of a sizable, active, and trustworthy group of people (Hair et al., 2010; Hall, 2016). to catch the attention of marketers for relevant brands, who must interact with these influencers (Lou et al., 2019). According to research, trust and influencer credibility are positively correlated, which, in turn, increases consumer engagement, brand loyalty, and purchase intention (Yuan et al., 2019; Baghel, 2024).

Furthermore, social media influencers have often already made a name for themselves by focusing on particular fields. This implies that when influencers work with brands that align well with their own areas of expertise, consumers are more willing to accept or trust their recommendations (Hall, 2016). However, given the growth of influencers and their popularity on Instagram, consumer perceptions of influencers may be more significant in shaping their opinions about promotional posts (Lee et al., 2020). Hence, hypothesis 1 is proposed as follows:

H1: Influencers' credibility positively influences trust in branded posts.

2.3.2 The Relation of Message Credibility and Trust in Branded Posts

The informational value and credibility of the message largely drive consumer trust in branded content. Prior research consistently shows that trust increases when content is clear, specific, and useful, rather than vague or overly promotional. Lou and Yuan (2019) demonstrate that the informative value of influencer-generated content significantly enhances followers' trust in branded posts. Similarly, message credibility, as reflected in vividness, specificity, and personal relevance, plays a critical role in shaping trust (Chen et al., 2019). High-quality arguments and perceived similarity between the influencer and audience further strengthen trust in online reviews by combining both content-related and social cues (Lou et al., 2019). Hence, hypothesis 2 is proposed as follows:

H2: Message credibility positively influences trust in branded posts.

2.3.3 The relation of Media Credibility and Trust in Branded Posts

According to Golan (2010), the idea of media credibility is intricate, multifaceted, and well-researched. Source and medium credibility have been the subject of research, with audience factors affecting judgments. Interactivity and transparency are the two criteria used in previous research to analyze media credibility. A vital component of social media platforms, interaction is crucial for building trust in the information presented (Zhou *et al.*, 2022). Even though a lot of research focuses on news media, the results apply to branded content: audiences are more likely to believe promotional or sponsored messaging conveyed by a credible media channel (or platform). Credible media and high-quality content, for instance, increased interest in travel in the context of Instagram tourist branding (Wulandari *et al.*, 2020). For brands, it is crucial to use media outlets that are seen as reliable. Media credibility and, thus, trust in any branded material via those channels are strengthened by traits such as open reporting, impartiality, balanced viewpoints, timely error correction, and adherence to ethical journalism standards. Conversely, even well-crafted branded messages may be viewed with suspicion or mistrust if a media organization is perceived as sensationalist or biased. According to studies, these factors actually affect how people react to branded or persuasive information and are not only scholarly issues (Darmawan *et al.*, 2022). Hence, hypothesis 3 is proposed as follows:

H3: Media Credibility positively influences trust in branded posts.

2.3.4 The relation of Trust in Branded Posts and Urge to buy Impulsively

Building trust is crucial for organizations to stand out in a time when customers are flooded with information and ads. Influencers on social media have

typically already made a name for themselves by focusing on particular fields. They are more likely to make a purchase when they trust influencers' branded posts (Zafar et al., 2021). This indicates that when influencers work with businesses that align well with their own areas of expertise, customers are more inclined to accept or trust their ideas (Hall, 2016). Trust in branded content represents consumers' willingness to rely on social media messages from influencers when forming opinions or making purchase decisions (Castillo et al., 2019). Therefore, it is expected that once influencers share the post, its authenticity may prompt followers to buy impulsively because individuals probably imitate celebrities' actions (Wilcox & Stephen, 2013). Similarly, Kowalczyk & Pounders (2016) proposed that the authenticity of digital celebrities' posts significantly affects user involvement and serves as a powerful indicator of a positive attitude and purchase intention. Trust makes it easier for followers and influencers to connect and identify with one another. Because followers are more likely to match their preferences with the influencer's suggestions, this emotional connection strengthens the influencer's influence over customers' propensity for impulsive purchases. According to Kumar et al. (2016) and Poulis et al. (2019), one important and powerful type of social media marketing communication that has a favorable effect on customer purchases is brand-generated content (BGC). Hence, hypothesis 4 is proposed as follows:

H4: Trust in Branded posts positively influences UBI.

2.4 Research Framework

The conceptual framework of this study comprises 5 variables: Influencer Credibility, Message Credibility, Media Credibility, Trust in Branded Posts, and Urge to Buy Impulsively. The conceptual framework is presented below.

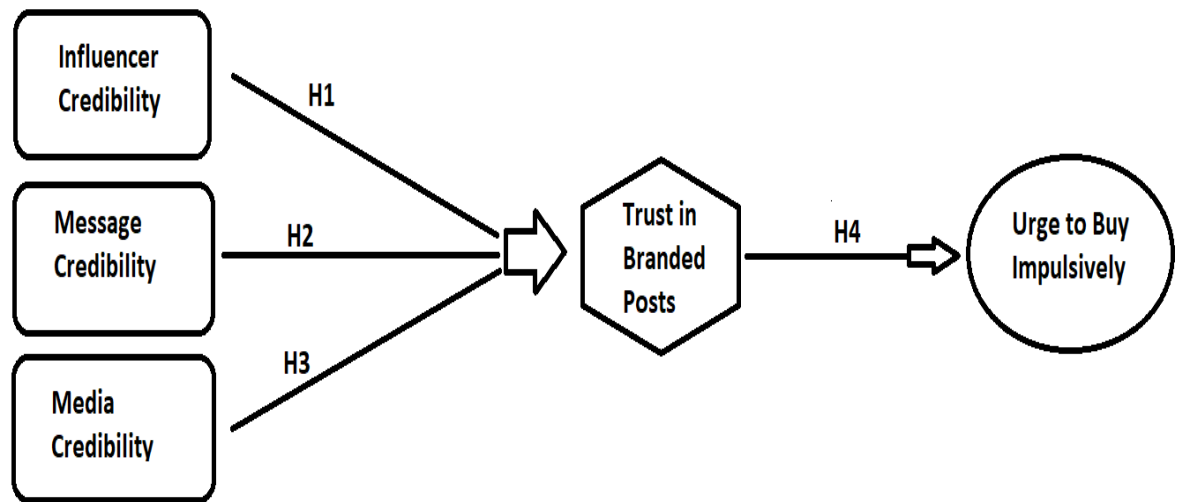


Fig. 2.1 Research Model Shamim et al. (2024)

CHAPTER III

RESEARCH METHODOLOGY

3.1 Type of Study

This study examines the correlation between factors using a quantitative methodology. Quantitative research methods involve systematic investigation using measurable variables and statistical analysis to explain phenomena and test hypotheses (Helmold, 2019). These methods aim to be objective, reliable, and

generalizable, minimizing researcher bias and allowing for application to larger populations. Quantitative studies typically follow a structured process that includes data collection through surveys, experiments, observations, or content analysis. Researchers identify specific variables of interest and collect relevant numerical data. This approach is widely used across various fields, including natural and social sciences, education, and business. Quantitative research can involve measuring attitudes, opinions, and behaviors, with results often presented in statistical form. Understanding quantitative methods is crucial for developing scientific knowledge and informing decision-making in multiple domains. Proper selection and implementation of quantitative methodologies are essential for conducting successful original research.

3.2 Population and Sample

Population is a broad scope of the characteristics of the objects being studied. The population in this study is the population spread throughout Indonesia who have the TikTok app. At the same time, the target respondent sample is people who have purchased products from Rizfany or at least follow (@rzfany_ on TikTok). The selection of influencers is based on data from Rizfany's endorsement results for a company in Indonesia that has a profitable impact and a fairly good conversion rate. Furthermore, to obtain accurate respondent specifics, researchers provided general yes-or-no questions at the beginning of the questionnaire. Such a question was, "I once purchased a TikTok account when @rzfany_ offered a certain product. Moreover, I follow the account @rzfany_ on TikTok."

A sample is a portion of a population that provides data characteristics that represent the population. This research used a purposive sampling method and collected data from 150 respondents who met the research criteria. This research consists of 15 indicators, as formulated by Joseph F. Hair, to determine the number of respondents needed for data collection. The following calculation $N = 5-10 \times (\text{number of indicators}) = 10 \times 15 = 150$.

3.3 Types and Techniques of Data Collection

The data used in this study is primary data. Primary data is data obtained directly from the source or the first party, as the information sought. In this study, data were collected through questionnaires administered to 150 respondents. The questionnaire was distributed online through Google Forms. The respondents were randomly picked from the ‘followers’ section of the influencer profile to ensure that the respondents are close to the criteria. The research was held in Indonesia. The primary data used in this study came from a survey that was administered via Google Forms. The surveys were disseminated immediately via WhatsApp and other social media, as well as via private messages. A 6-point Likert scale was utilized to measure replies in this survey. The details are shown below:

Tab 3.1 Six-point Likert scale

No.	Scale Description	Point
1.	Strongly Disagree	1
2.	Disagree	2
3.	Slightly Disagree	3

4.	Slightly Agree	4
5.	Agree	5
6.	Strongly Agree	6

3.4 Operational Definitions and Measurement of Variables

The variables examined in this study are Influencer Credibility, Message Credibility, Media Credibility, and Trust in Branded Posts, which influence Urge to Buy Impulsively. So, that is about each term, and the indicators of this study are as follows:

3.4.1 Influencer Credibility

Influencer credibility plays a crucial role in shaping consumer attitudes and behaviors in social media marketing. High influencer credibility positively impacts message credibility, attitudes toward ads, purchase intentions, and eWord-of-mouth intentions (Lee & Kim, 2020). It also significantly affects consumers' buying intentions for products. Parasocial relationships with influencers contribute to their perceived credibility, which in turn positively influences brand trust and purchase intention (Reinikainen et al., 2020).

Tab 3.2 Influencer Credibility Indicators

Code	Indicators	References
	I believe that the influencer I follow is honest	Shamim, et al.

IC1		
IC2	I believe that the influencer I follow is trustworthy	Shamim, et al.
IC3	I believe that the influencer I follow is truthful	Shamim, et al.

3.4.2 Message Credibility

Message credibility is a crucial aspect of communication effectiveness, particularly in the digital age of misinformation (Valentini, 2018). It can be measured using a validated scale comprising three adjectives: accurate, authentic, and believable (Appelman & Sundar, 2016). Recent studies have employed neuroimaging techniques to investigate the neural mechanisms underlying the evaluation of message credibility.

Tab 3.3 Message Credibility Indicators

Code	Indicators	References
MC1	Updates of the influencer I follow on social media are helpful	Shamim, et al.

MC2	Updates of the influencer I follow on social media are necessary	Shamim, et al.
MC3	Updates of the influencer I follow on social media are effective	Shamim, et al.

3.4.3 Media Credibility

The impact of media credibility can vary depending on factors such as message content, receiver characteristics, and medium (Wathen & Burkell, 2002). The rise of the Internet has prompted renewed interest in credibility assessment, as the digital environment presents unique challenges for verifying information (Metzger et al., 2003).

Tab 3.4 Media Credibility Indicators

Code	Indicators	References
MeC1	I think communicating with other users on social media is very easy	Shamim, et al.
MeC2	I think social media provided details about how the news was constructed	Shamim, et al.
	I think social media has enough editorial freedom to share information	Shamim, et al.

MeC3		
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3.4.4 Trust in Branded Posts

Recent studies have explored factors influencing consumer trust and engagement with branded content on social media. Influencer marketing effectiveness is attributed to the informative value of content and the influencer's perceived trustworthiness, attractiveness, and similarity to followers, which positively affect trust in branded posts and, in turn, impact brand awareness and purchase intentions (Lou & Yuan, 2019). On Instagram, post popularity and argument quality serve as cues that build consumer trust, mediating positive attitudes toward branded products (Yang et al., 2020).

Tab 3.5 Trust in Branded Posts Indicators

Code	Indicators	References
Tr1	Branded posts of the influencer (I follow) are reliable	Shamim, et al.
Tr2	Branded posts of the influencer (I follow) are convincing	Shamim, et al.
Tr3	Branded posts of the influencer (I follow) are credible	Shamim, et al.

3.4.5 Urge to Buy Impulsively

Impulsive buying is an emotional, impulsive activity that can be influenced by a range of factors. Emotional reactions, control issues, and impulsive purchasing typify it. Online environments are linked to compulsive buying behaviors, whereas offline shopping is linked to impulsive purchasing. Live streaming commerce, with its high interactivity and rich-sensory stimuli, can lead to impulse buying through increased social presence and affective intensity (Zhang et al., 2022). Online reviews also play a role, with perceived utilitarian and hedonic value enhancing browsing behavior, which in turn positively affects the urge to buy impulsively (Zhang et al., 2018).

Tab 3.6 Urge to Buy Impulsively Indicators

Code	Indicators	References
UBI1	I feel sudden urges to purchase something I had not planned	Shamim, et al.
UBI2	I desire to buy items that are not relevant to my shopping goal	Shamim, et al.
UBI3	I am inclined to purchase outside my shopping list	Shamim, et al.

3.5 Validity and Reliability Test

Validity, Reliability, and Analysis of test results were conducted using IBM SPSS Statistics 25.0. If the calculated R-value is higher than the R-value in the R-table, the indicator is valid. The two most crucial and essential characteristics in assessing any measurement device or tool for a quality study are validity and reliability (Mohajan, 2017). What an instrument measures and how well it measures it are issues of validity. The degree to which any measuring device accounts for random error is known as reliability, and it refers to the level of trust that may be placed in the data gathered through its use. Cronbach's Alpha has to be ≥ 0.70 for the measurement of variables to be said as reliable. Data for validity and reliability tests in this research were collected through a questionnaire distributed to 36 respondents as a pilot test. The number of questions in the questionnaire is as follows:

1. Influencer Credibility has three indicators.
2. Message Credibility has three indicators.
3. Media Credibility has three indicators.
4. Trust in Branded Posts has three indicators.
5. Urge to buy Impulsively has three indicators.

3.5.1 Pilot Test

To evaluate the validity and reliability of the survey indicators, this study requires a pilot test. This pilot study used IBM SPSS Statistics 25.0 and included 36 respondents who met the research requirements.

Tab 3.7 Pilot Test Result

Variables/ Indicator	Total Correlation	Cronbach's Alpha	Status
Influencer Credibility		0.880	Reliable
IC1	0.892		Valid
IC2	0.886		Valid
IC3	0.919		Valid
Message Credibility		0.884	Reliable
MC1	0.909		Valid
MC2	0.904		Valid
MC3	0.894		Valid
Media Credibility		0.743	Reliable
MeC1	0.801		Valid
MeC2	0.818		Valid
MeC3	0.821		Valid
Trust in Branded Posts		0.809	Reliable
Tr1	0.874		Valid

Tr2	0.827		Valid
Tr3	0.851		Valid
Urge to Buy Impulsively		0.740	Reliable
UBI1	0.763		Valid
UBI2	0.850		Valid
UBI3	0.816		Valid

3.6 Analytical Technique

SmartPLS analysis and structural equation modeling (SEM) are the analytical techniques utilized in this study. A common technique for data analysis in marketing, information systems research, and related domains is partial least squares structural equation modeling (PLS-SEM; Cadogan et al., 2024). SEM is used to examine how certain factors affect other variables and test hypotheses.

Partial Least Squares Structural Equation modeling (PLS-SEM) is a component-based estimation method within the broader structural equation modeling (SEM) framework. It is intended to model intricate relationships between latent variables and their indicators, especially when the main objective is prediction, sample sizes are small, or data distributions don't fit the covariance-based SEM assumptions. It supports formative and reflective measurement models, permits the simultaneous estimation of measurement (indicator-latent) and structural (latent-latent) correlations, and is becoming increasingly popular in the social sciences due to its adaptability across exploratory, predictive, and theory-building contexts (Ringle, Sarstedt, & Sinkovics, 2023).

3.6.1 Descriptive Analysis

According to Starbuck (2023), summarizing, arranging, and presenting data in a way that highlights its salient features without concluding the dataset is known as descriptive analysis. To give a clear, intelligible picture of the distribution and structure of the data, it uses numerical measures such as the mean, median, mode, standard deviation, and range, as well as tables, charts, and graphs. A comprehensive picture of respondent profile data, including gender, age, location, occupation, education level, and, lastly, respondent intention and purchase frequency, can be obtained through descriptive analysis.

3.6.2 Descriptive Variables

Descriptive variables are explanations of each variable: influencer credibility, message credibility, media credibility, trust in branded posts, and urge to buy impulsively. The explanation includes each questionnaire indicator.

CHAPTER IV

DATA ANALYSIS AND DISCUSSION

4.1 Descriptive Analysis

This research data were collected through Google Forms questionnaires distributed via Instagram and TikTok, yielding a total of 150 responses. Among the analytical techniques used to characterize study findings are descriptive analysis of respondent characteristics, normalcy assessment, model appropriateness measurement, and model hypothesis testing. Structural Equation Modeling (SEM) with SmartPLS version 4.0 is used in this study. The focus of this research is on people who engaged in impulsive buying through the social media influencer *@rzfany_'s* affection. Probability sampling is used in this research. Respondents' characteristics are described based on age, gender, education, and income.

4.1.1 Descriptive Statistics of Respondents Based on Gender

The following table shows that most of the respondents are female:

Tab 4.1 Gender Section

Gender	Total	Percentage
Male	53	35,33%
Female	97	64,66%

Total	150	100%
--------------	------------	-------------

Based on the table above, most respondents are female (97, or 65,66%), followed by male respondents (53, or 35,33%). As influencer @rxfany_, she is famous for promoting beauty products, and most of her followers are female.

4.1.2 Descriptive Statistics of Respondents Based on Ages

In this section, there are five categories: <17 years old, 17-22 years old, 23-28 years old, 29-34 years old, >34 years old. In this study, the majority of respondents are aged 23-28 years, followed by 29-34 years, 17-22 years, >34 years, and <17 years, with the latter group having the fewest respondents. The following table shows more details:

Tab 4.2 Ages Section

Ages	Total	Percentage
<17 years old	13	8,66%
17-22 years old	19	12,66%
23-28 years old	61	40,66%
29-34 years old	41	27,33%
>34 years old	16	10,66%
Total	150	100%

Based on Tab 4.2, the number of respondents aged less than 17 years old is 13 or 8,66% of the total respondents. Respondents aged 17 - 22 years old are 19 or 12,66% of the total respondents. At the same time, the majority of the respondents are aged 23 - 28 years old, around 61 or 40,66%. The second-highest age group, 29-34 years old, has 41 respondents, or 27,33%. Lastly, respondents aged >34 are 16 respondents or 10,66% of the total respondents.

4.1.3 Descriptive Statistics of Respondents Based on Educational Background

Respondents come from a range of educational backgrounds, from Junior High School to doctoral degrees. The researchers provide information tables below:

Tab 4.3 Educational Background

Education	Total	Percentage
SMP / MTS	3	2%
SMA / SMK	36	24%
Diploma	27	18%
Bachelor	75	50%
Magister	7	4,66%
Doktor	2	1,33%
Total	150	100%

Based on the Educational Background table above, bachelor's degrees have dominated the total respondents, followed by the second-highest group, Senior High School students. In particular, Junior High School (SMP/MTS) students accounted for 3 of the total respondents, or 2%. Senior High School (SMA/SMK) students comprise 36 of the total respondents, or 24%. Of the total, 27 respondents have a diploma, or 18%. Bachelor's is the highest level, with 75 respondents (50%). Magisters have 7 respondents out of a total of 150, or 4,66%. The doctor has 2 of the total respondents, or 1,33% of the respondents.

4.1.4 Descriptive Statistics of Respondents Based on Their Income

Respondents' income is described as follows:

Tab 4.4 Income Categories

Income Categories / month	Total	Percentage
< 1.500.000IDR	21	14%
1.500.000 - 3.000.000 IDR	45	30%
3.000.000 - 4.500.000 IDR	50	33,33%
4.500.000 - 6.000.000 IDR	18	12%
6.000.000 - 7.500.000 IDR	6	4%
7.500.000 - 9.000.000 IDR	3	2%
>9.000.000 IDR	7	4,66%

Total	150	100%
--------------	------------	-------------

From the table above, it can be seen that respondents with an income of 3.000.000 to 4.500.000 are the largest group in this research, accounting for 33,33% (50 respondents) of the total respondents. Followed by 1.500.000 to 3.000.000, with 30% or 45% of the total respondents. The rest, in order, are <1.500.000 with 14% or 21 total respondents, and 4.500.000 - 6.000.000 with 12% or 18 total respondents. 6 respondents of the total respondents are having 6.000.000 - 7.500.000, or 4% of the respondents. While 7 respondents have more than 9.000.000 every month, or around 4,66% of the total respondents. Lastly, 3 people with 7.500.000-9.000.000, or 2% of the total respondents.

4.2 Descriptive Variable

4.2.1 Influencer Credibility

Influencer credibility consists of three questions. The results show that the descriptive analysis of the total received an average of 4.784. Item IC1 "I believe that the influencer I follow is honest" has the second-highest indicator with an average of 4.773. While IC2 "I believe that the influencer I follow is trustworthy" has the highest average with 4.873. Lastly, IC3: "I believe that the influencer I follow is truthful," with an average value of 4.707. As a result, respondents' perceptions of Influencer Credibility are positive. The following table contains such information:

Tab 4.5 Variable of Influencer Credibility

Code	Indicators	Mean
IC1	I believe that the influencer I follow is honest	4.773
IC2	I believe that the influencer I follow is honest trustworthy	4.873
IC3	I believe that the influencer I follow is honest truthful	4.707
Total		4.784

4.2.2 Message Credibility

This section of the survey consists of three questions related to the Message credibility variable, with a mean of 4.886. The highest average is in item MC1, “Updates of the influencer I follow on social media are helpful,” with the average of 4.953. While the lowest average is MC2, “Updates of the influencer I follow on social media are necessary” with a 4.840 average. As a result, it can be concluded that respondents' perception of message credibility is positive. Detailed information can be seen in the table below:

Tab 4.6 Variable of Message Credibility

Code	Indicators	Mean
-------------	-------------------	-------------

MC1	Updates of the influencer I follow on social media are helpful	4.953
MC2	Updates of the influencer I follow on social media are necessary	4.840
MC3	Updates of the influencer I follow on social media are effective	4.867
Total		4.886

4.2.3 Media Credibility

This part of the survey consists of three questions related to the media credibility variable, with a mean of 4.871. The highest average is for item MeC2, “I think social media provided details about how the news was constructed,” with an average of 5.087. Moreover, the lowest average is MeC1. “I think communicating with other users on social media is very easy,” with a 4.760 average. As a result, it can be concluded that respondents' perception of media credibility is good. Detailed information can be seen in the table below:

Tab 4.7 Variable of Media Credibility

Code	Indicators	Mean
-------------	-------------------	-------------

MeC1	I think communicating with other users on social media is very easy	4.760
MeC2	I think social media provided details about how the news was constructed	5.087
MeC3	I think social media provided details about how the news was constructed	4.767
Total		4.871

4.2.4 Trust in Branded Posts

This part of the survey consists of three questions related to the trust in branded posts variable, with a mean of 4.93. The highest average is for item Tr3, “Branded posts of the influencer (I follow) are credible,” with an average of 5.067. Moreover, the lowest average is Tr2 “Branded posts of the influencer (I follow) are convincing” with a 4.853 average. As a result, it can be concluded that respondents' perception of trust in branded posts is positive. Detailed information can be seen in the table below:

Tab 4.8 Variable of Trust in Branded Posts

Code	Indicators	Mean
Tr1	Branded posts of the influencer (I follow) are reliable	4.893
Tr2	Branded posts of the influencer (I follow) are convincing	4.853
Tr3	Branded posts of the influencer (I follow) are credible	5.067
Total		4.937

4.2.5 Urge to buy Impulsively

This section of the survey consists of three questions related to the Urge to buy Impulsively, with a mean of 4.96. The highest average is for item UBI1, “I feel sudden urges to purchase something I had not planned,” with an average of 5.107. Moreover, the lowest average is UBI3, “ I am inclined to purchase outside my shopping list,” with a 4.847 average. As a result, it can be concluded that respondents' perception of the urge to buy impulsively is positive. Detailed information can be seen in the table below:

Tab 4.9 Variable Urge to Buy Impulsively

Code	Indicators	Mean
UBI1	I feel sudden urges to purchase something I had not planned	5.107
UBI2	I desire to buy items that are not relevant to my shopping goal	4.927
UBI3	I am inclined to purchase outside my shopping list	4.847
Total		4.96

4.3 Structural Model Test (Inner Model)

This research provides collinearity tests, coefficient of determination (R-square), hypothesis testing, and predictive relevance (Q-square).

4.3.1 Collinearity VIF Test

This section explains the collinearity test results. The goal of VIF collinearity is to ensure that collinearity does not significantly affect the estimation of the structural model. In this study, each variable's VIF is less than 3, indicating no collinearity in the research model.

Tab 4.10 Result List of Collinearity Test

	IC	MC	MeC	Tr	UBI
IC				1.562	
MC				2.070	
MeC				2.128	
Tr					2.161
UBI					

Note: Influencer Credibility (IC), Message Credibility (MC), Media Credibility (MeC), Trust in Branded Posts (Tr), Urge to buy Impulsively (UBI).

4.3.2 Coefficient of Determination Test (R-Square)

After the data was processed using the smartPLS 4.0 application, the following R-Square values were discovered:

Tab 4.11 R-Square

	R-Square	R-Square Adjusted
Trust in Branded Posts	0.796	0.791
Urge to Buy Impulsively	0.744	0.742

Based on the data presented in the Table above, the R-Square value for the trust in branded posts variable is 0.796. This value indicates that the percentage of trust in branded posts can be explained by influencer, message, and media credibility at 79.6%. Finally, the R-Square value for the urge to buy impulsively is

0.744. This shows that the effectiveness of the urge to buy impulsively can be explained by 74.4% trust in branded posts. The table above also displays the adjusted R-squared value. This value is used if there is more than one independent variable. Adjusted R-Square is an R² value that better reflects the model's performance in the population. The table above shows that the Adjusted R Square (R²) for the trust in branded posts variable is 0.791, or 79.1%, while other factors explain the remaining 20.9%. The green purchase intention variable has an adjusted R-Square of 0.742 (74.2%); other factors account for the remaining 25.8%.

4.3.3 Hypothesis Testing

The results of this test can be used to answer the research hypotheses. To test the hypotheses, T-statistics and P-values are evaluated. According to Hair et al. (2022), there are two principles for calculating hypothesis tests: P-value < 0.05 and T-value > 1.96. Four hypotheses have been accepted, since the P-values are <0.05 and the T-statistics are > 1.96. From the Table below, it can be concluded that all hypotheses yield T-statistic values greater than 1.96.

Tab 4.12 Hypothesis Test

	Original Sample (O)	T-Statistics	P-Values	Results
Influencer Credibility->Trust in Branded Posts	0.216	3.164	0.002	H1 Accepted
Message Credibility-	0.430	6.582	0.000	H2 Accepted

>Trust in Branded Posts				
Media Credibility->Trust in Branded Posts	0.308	3.984	0.000	H3 Accepted
Trust in Branded Posts->Urge to buy Impulsively	0.863	6.551	0.000	H4 Accepted

4.3.4 Predictive Relevance (Q square)

Q-Square, another name for predictive relevance, is a metric used to assess how well data fits. Similar to coefficient determination (R-Square), higher Q-Square values may indicate greater data conformity. The Q-Square computation is as follows:

$$\begin{aligned}
 \text{Q-Square} &= 1 - [(1 - R^2_1) \times (1 - R^2_2)] \\
 &= 1 - [(1 - 0.796) \times (1 - 0.744)] \\
 &= 1 - (0.204 \times 0.256) \\
 &= 1 - 0.052 \\
 &= 0.948
 \end{aligned}$$

The Q-Square score for this study is 0.948, indicating that the research model accounts for 94.8% of the diversity in the research data, according to the

calculations above. The remaining 5.2% of the value is due to other, non-research-related variables. Thus, this study's approach is highly appropriate given these data.

4.4 Discussions

4.4.1 Influencer Credibility and Trust in Branded Posts

This study examines whether trust in branded posts is positively and significantly influenced by influencer credibility. According to the initial hypothesis, trust in branded posts is positively or significantly impacted by influencer credibility. Based on the hypothesis test results, the P-value is 0.002, and the T-statistic is 3.164. These findings satisfy the evaluation criteria of P-Value < 0.05 and T-value > 1.96. Therefore, confidence in branded content is positively and significantly influenced by influencer credibility, thereby supporting H1.

The results of this study demonstrate that influencer credibility has a favorable and substantial impact on trust in branded posts. In other words, the greater the influencer's credibility, the higher the perceived trust in branded posts. This finding is in line with previous research by Shamim et al. (2024), which concluded that influencer credibility has a positive, significant effect on trust in branded posts.

The results of this study indicate that influencer credibility has a positive and significant effect on trust in branded posts. This finding confirms that when TikTok users perceive influencers as knowledgeable, trustworthy, and authentic, they are more likely to believe the content they share. In the context of the Stimulus–Organism–Response (SOR) framework, influencer credibility acts as a stimulus that shapes the internal psychological state (organism), namely trust in

branded posts. Furthermore, this result highlights that followers do not unquestioningly trust influencers based on popularity alone, but rather on perceived honesty and consistency. When influencers promote products that align with their personal brand or expertise, trust is strengthened. Therefore, influencer credibility serves as a foundational driver in building trust in branded posts.

4.4.2 Message Credibility and Trust in Branded Posts

This study examines whether customer trust in branded posts is positively or significantly impacted by message credibility. According to the first hypothesis, trust in branded posts is positively or significantly impacted by message credibility. Based on the results of the hypothesis test, it can be stated that the P-value is 0.000 and the T-statistic is 6.582. It can be concluded that these results meet the assessment criteria of P-value < 0.05 and T-value > 1.96 . So, message credibility has a positive or significant influence on trust in branded posts, or H2 is accepted.

The findings show that message credibility positively influences trust in branded posts, indicating that the quality and clarity of the information presented in influencer content play a crucial role in shaping consumer trust. Informative, accurate, and relevant messages increase the likelihood that users perceive the content as reliable. In the context of TikTok, where short-form video dominates, delivering concise yet meaningful information becomes essential. Users tend to judge whether content is useful or merely persuasive quickly. If the message appears exaggerated or lacks substance, trust may decrease even if the influencer is

credible. Therefore, this study emphasizes that credibility is not only about who delivers the message, but also how the message is constructed.

4.4.3 Media Credibility and Trust in Branded Posts

This study investigates whether media credibility has a positive or significant impact on trust in branded posts. The initial hypothesis states that media credibility has a favorable or significant impact on trust in branded posts. Based on the results of the hypothesis test, the P-value is 0.000 and the T Statistic is 3.984. It can be concluded that these results meet the assessment criteria of P-value < 0.05 and T-value > 1.96. Thus, it can be concluded that media credibility has a positive, significant influence on trust in branded posts, thereby accepting H3.

This result demonstrates that trust in branded posts is positively and significantly impacted by media credibility. Put differently, the perceived confidence in branded posts increases with media credibility. These findings align with Shamim et al. (2024), who stated that media credibility plays a role in increasing trust in branded posts.

The results also reveal that media credibility has a positive and significant effect on trust in branded posts. This suggests that the platform itself (TikTok in this case) plays an important role in shaping how users perceive the reliability of influencer content. TikTok's algorithm, user-generated content system, and interactive features (such as comments, likes, and shares) allow users to validate information through social proof. When users observe high engagement on a

branded post, they may interpret it as a signal of credibility, thereby increasing their trust. Conversely, if the platform is perceived as containing misleading or overly commercialized content, trust in branded posts may decline.

Therefore, this result indicates that trust formation in social commerce is not only influenced by influencers and messages but also by the credibility of the platform that delivers the content.

4.4.4 Trust in Branded Posts and Urge to Buy Impulsively

This research aims to investigate whether trust in branded posts has a positive or significant impact on the urge to buy impulsively. The initial hypothesis states that trust in branded posts has a good or significant effect on the urge to buy impulsively. Based on the results of the hypothesis test, the P-value is 0.000, and the T-value is 6.551, both of which are extremely high. It can be stated that trust in branded posts has a positive or significant influence on the urge to buy impulsively, thereby supporting H4. This result demonstrates that the urge to buy impulsively is positively and significantly impacted by trust in branded posts. This result is consistent with earlier research by Shamim et al. (2024), which found that trust-branded posts positively or significantly influence the urge to buy impulsively.

The findings demonstrate that trust in branded posts has a strong positive effect on the urge to buy impulsively. This confirms that trust acts as a key psychological mechanism that transforms external marketing stimuli into behavioral responses, as proposed in the SOR framework.

When consumers trust branded posts, they experience reduced perceived risk and

uncertainty, which lowers their cognitive resistance to purchasing decisions. As a result, they are more likely to make spontaneous and unplanned purchases. This aligns with the concept of impulse buying as a rapid, emotion-driven behavior triggered by external cues.

This finding also reinforces previous studies that highlight trust as a mediator between credibility factors and consumer behavior. Without trust, even highly credible influencers or messages may not lead to purchasing actions.

Therefore, trust in branded posts serves as the crucial link that connects influencer credibility, message credibility, and media credibility to the final behavioral outcome: impulse buying.

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

This study looks at how Indonesians' impulsive purchasing tendencies are influenced by their trust in branded posts. Managers, specialists, and industry researchers may benefit from this study. 150 qualified responders received questionnaires via Google Forms. SmartPLS 4.0 was used to examine the results. To ascertain how various factors affect shopping motivation and impulsive buying, this study examined several possibilities.

Based on the result and discussion, it can be concluded that:

1. Influencer credibility does positively influence trust in the branded post.
2. Message credibility does positively influence trust in the branded post.
3. Media credibility does positively influence trust in the branded post.
4. Trust in the branded post does positively influence the urge to buy impulsively.

5.2 Managerial Implication

1. Managers can research how influencers, messages, and media can influence consumers' shopping motivations, especially in this era, when social media dominates marketing. Managers must work harder and invest more time in choosing which influencers or media they want to use for their campaign. As influencers and media each have their own reputations and followers,

carefully choosing reputable influencers and media can help the organization gain more sales through impulsive buying.

2. Partnering with influencers who possess authentic, trustworthy personas, rather than those with high popularity alone, can significantly enhance the credibility of branded content. When consumers perceive an influencer as genuine and aligned with the brand's values, their endorsement feels more sincere and reliable. This heightened trust transfers to the branded posts themselves, reducing scepticism and increasing consumers' confidence in the promoted products. As trust strengthens, consumers are more likely to respond quickly and emotionally to content, which amplifies their impulse to buy. In this way, authenticity-driven influencer partnerships become a strategic tool for stimulating immediate purchase behavior.

5.3 Research Limitation

1. This quantitative investigation includes samples of Indonesians from various cities who followed a single social media influencer. If there are multiple influencers to discuss, this approach can be highly effective. There will be a broader spectrum of outcomes.
2. Although respondents come from various Indonesian cities, the sample size of 150 people may not fully represent the diversity of all Indonesian TikTok users. Differences in regions, cultures, and digital behavior might influence trust and impulsive buying decisions differently.

3. The study uses only a quantitative method via surveys. Without qualitative data (e.g., interviews, focus groups), deeper insights into the motivations behind trust and impulsive buying cannot be thoroughly explored.

5.4 Recommendation

Firstly, future research should involve several influencers from different niches (fashion, beauty, tech, lifestyle). This will allow comparison across influencers with different credibility levels and content styles, providing more generalizable results. Second, future researchers should examine how platform differences (e.g., TikTok vs Instagram vs YouTube) affect trust and impulsive buying. Each platform has different content styles, algorithms, and audience behavior patterns that may influence the results. Lastly, if future researchers want to use only quantitative methods, they are encouraged to include a larger, more demographically diverse sample from various Indonesian regions to improve the accuracy and generalizability of the findings.

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APPENDICES

APPENDIX 1: KUISIONER

Dalam rangka penyelesaian tugas akhir/Skripsi. Saya, Mahendra Wahyu Isyaka Putra bermaksud melakukan penelitian ilmiah untuk penyusunan skripsi dengan judul "*Meneliti Mekanisme Influencer Media Sosial Untuk Memotivasi Dorongan Membeli Secara Impulsif Melalui Aplikasi TikTok di Indonesia*". Sehubungan dengan hal tersebut saya sangat mengharapkan kesediaan Bapak/Ibu/Saudara/i untuk meluangkan waktunya sejenak untuk mengisi beberapa pertanyaan pada kuesioner ini.

Atas perhatian dan kerja samanya, saya ucapkan terima kasih.

IDENTITAS RESPONDEN

Jenis Kelamin

Pria
Wanita

Usia

<17
17-22
23-28
29-34
>34

Pendidikan Terakhir

SMP / MTS
SMA / SMK
Diploma
Sarjana
Magister
Doktor

Pendapatan

< 1.500.000 / bulan
1.500.000 - 3.000.000 / bulan
3.000.000 - 4.500.000 / bulan

4.500.000 - 6.000.000 / bulan
6.000.000 - 7.500.000 / bulan
7.500.000 - 9.000.000 / bulan
> 9.000.000 / bulan

PENGALAMAN RESPONDEN

Saya memiliki dan aktif menggunakan sosial media tiktok. (Jika pilih tidak anda tidak perlu untuk melanjutkan kehalaman selanjutnya, terimakasih atas partisipasinya.)

Ya
Tidak

Saya follow akun @rzfany_ di tiktok. (Jika pilih **tidak** anda tidak perlu untuk melanjutkan kehalaman selanjutnya, terimakasih atas partisipasinya.)

Ya
Tidak

Saya pernah melakukan pembelian di akun TikTok saat @rzfany_ menawarkan produk tertentu. (Jika pilih **tidak** anda tidak perlu untuk melanjutkan kehalaman selanjutnya, terimakasih atas partisipasinya.)

Ya
Tidak

Evaluasi Kredibilitas Influencer

*Kredibilitas influencer mengacu pada sejauh mana pelanggan
merasa influencer berpengetahuan dan berpengalaman dalam mode
berkelanjutan saat berbagi informasi.*

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Agak Tidak Setuju

4 = Agak Setuju

5 = Setuju

6 = Sangat Setuju

Pengukuran Influencer Kredibilitas	Sama Sekali Tidak Setuju			Setuju Sekali		
	STS	TS	ATS	AS	S	SS
Saya percaya bahwa influencer yang saya ikuti itu jujur	1	2	3	4	5	6
Saya percaya bahwa influencer yang saya ikuti	1	2	3	4	5	6

dapat dipercaya						
Saya percaya bahwa influencer yang saya ikuti itu bertindak sesuai kenyataan/fakta	1	2	3	4	5	6

Evaluasi Kredibilitas Pesan

Kredibilitas pesan mengacu pada persepsi keandalan pesan, yang mencakup elemen-elemen seperti kualitas informasi, keberlakuan, atau keakuratan.

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Sedikit Tidak Setuju

4 = Sedikit Setuju

5 = Setuju

6 = Sangat Setuju

Pengukuran Kredibilitas Pesan	Sama Sekali Tidak Setuju			Setuju Sekali		
	STS	TS	ATS	AS	S	SS
Pembaruan dari influencer yang saya ikuti di media sosial sangat membantu	1	2	3	4	5	6
Pembaruan dari influencer yang saya ikuti di media sosial sangat diperlukan	1	2	3	4	5	6
Pembaruan dari influencer yang saya ikuti di media sosial efektif	1	2	3	4	5	6

Evaluasi Kredibilitas Media

Kredibilitas media adalah sejauh mana masyarakat percaya bahwa penyedia informasi dan kontennya dapat dipercaya.

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Sedikit Tidak Setuju

4 = Sedikit Setuju

5 = Setuju

6 = Sangat Setuju

Pengukuran	Kredibilitas	Sama Sekali Tidak Setuju	Setuju Sekali

Media	STS	TS	ATS	AS	S	SS
Menurut saya berkomunikasi dengan pengguna lain di media sosial sangatlah mudah	1	2	3	4	5	6
Saya pikir media sosial memberikan rincian tentang bagaimana terbentuknya suatu berita	1	2	3	4	5	6
Saya pikir media sosial memiliki kebebasan editorial yang cukup untuk berbagi informasi	1	2	3	4	5	6

Evaluasi Kepercayaan

Kepercayaan pada postingan bermerek mengacu pada keyakinan pengikut bahwa konten bermerek yang dibuat oleh influencer bersifat jujur, dapat diandalkan, dan kredibel.

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Sedikit Tidak Setuju

4 = Sedikit Setuju

5 = Setuju

6 = Sangat Setuju

Pengukuran Kepercayaan	Sama Sekali Tidak Setuju			Setuju Sekali		
	STS	TS	ATS	AS	S	SS
Postingan bermerek dari influencer (yang saya ikuti) dapat dipercaya	1	2	3	4	5	6
Postingan bermerek dari influencer (yang saya ikuti) meyakinkan	1	2	3	4	5	6
Postingan bermerek dari influencer (yang saya ikuti) kredibel	1	2	3	4	5	6

Evaluasi Pembelian Impulsif

Pembelian impulsif adalah keputusan membeli sesuatu secara spontan tanpa perencanaan sebelumnya.

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Sedikit Tidak Setuju

4 = Sedikit Setuju

5 = Setuju

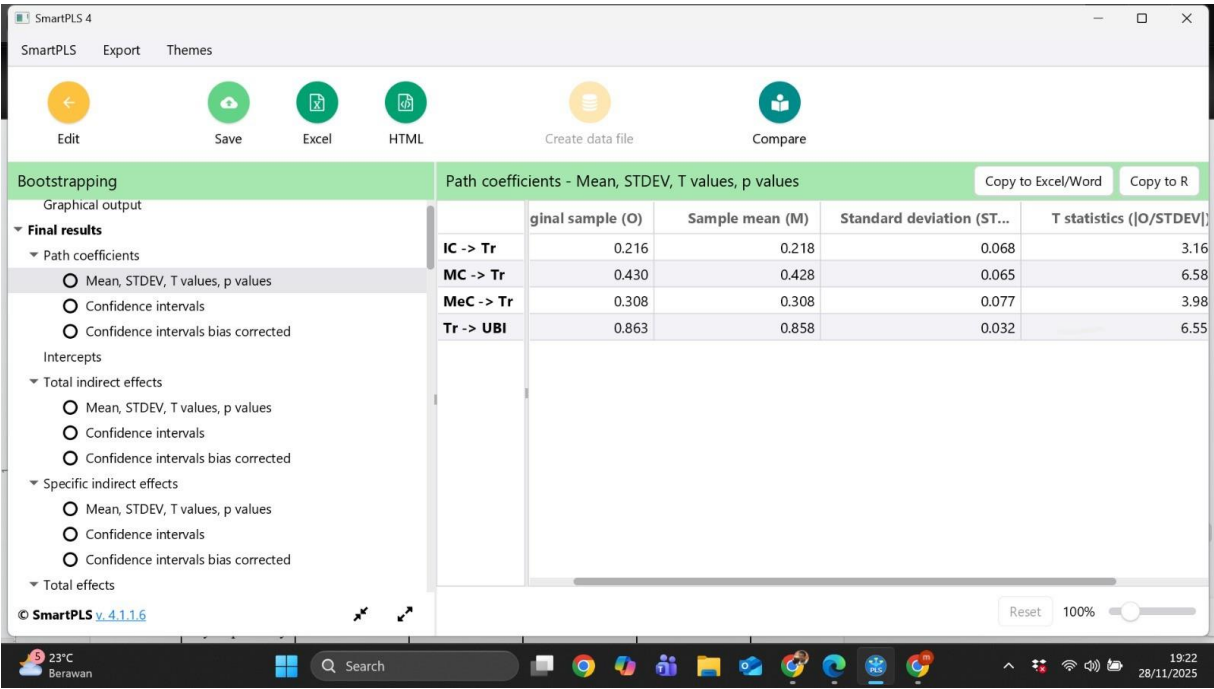
6 = Sangat Setuju

Pengukuran	Pembelian	Sama Sekali Tidak Setuju	Setuju Sekali

Impulsif	STS	TS	ATS	AS	S	SS
Saya merasakan dorongan tiba-tiba untuk membeli sesuatu yang tidak saya rencanakan	1	2	3	4	5	6
Saya ingin membeli barang yang tidak relevan dengan tujuan belanja saya	1	2	3	4	5	6
Saya cenderung membeli sesuatu di luar daftar belanja saya	1	2	3	4	5	6

APPENDIX 5: SEM TEST

Hypothesis Testing



Collinearity VIF

SmartPLS 4
SmartPLS
Export
Themes

Edit
Save
Excel
HTML
Create data file
Compare

PLS-SEM algorithm

Collinearity statistics (VIF) - Outer model - List
Copy to Excel/Word
Copy to R

Residuals
Quality criteria
R-square
f-square
Construct reliability and validity
Discriminant validity
Collinearity statistics (VIF)
Outer model - List
Inner model - Matrix
Inner model - List
Model fit
Model selection criteria
Algorithm
Setting
Stop criterion changes
Post-hoc power analysis

	VIF
IC3	1.388
MC1	2.062
MC2	1.823
MC3	2.326
MeC1	1.786
MeC2	2.588
MeC3	2.011
Tr1	2.093
Tr2	2.125
Tr3	2.267
UBI1	2.424
UBI2	2.393
UBI3	1.911

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Reset
100%

