

## Peran *Credibility* dan *Value* Iklan Produk Kosmetik oleh *Micro Influencer* TikTok terhadap *Purchase Intention* Generasi Z

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### Abstrak

Penelitian ini bertujuan untuk menguji pengaruh persepsi terhadap *credibility* dan *value* dari *micro influencer* TikTok terhadap *purchase intention* konsumen Generasi Z dalam konteks promosi produk kosmetik. *Credibility* dari *micro influencer* diukur melalui dimensi *expertiseness*, *trustworthiness*, dan *attractiveness*, sedangkan *value* dari iklan produk kosmetik diukur melalui *informativeness* dan *entertainment*. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei dan teknik analisis Partial Least Squares Structural Equation Modeling (PLS-SEM). Jumlah responden sebanyak 130 orang yang memenuhi kriteria sebagai pengguna aktif TikTok dan mengikuti akun *micro influencer* di bidang kosmetik. Hasil analisis menunjukkan bahwa hanya dimensi *expertiseness* dan *informativeness* yang berpengaruh positif dan signifikan terhadap *purchase intention*. Sementara itu, *trustworthiness*, *attractiveness*, dan *entertainment* tidak menunjukkan pengaruh yang signifikan. Temuan ini menekankan pentingnya persepsi terhadap kompetensi komunikator dan nilai informasi dalam membentuk niat beli konsumen digital muda. Penelitian ini memberikan implikasi terhadap strategi komunikasi pemasaran digital, khususnya dalam menyusun konten promosi yang relevan bagi Generasi Z.

**Keywords:** *content value, Generasi Z, micro influencer, purchase intention, source credibility*

### ***Abstract***

*This study aims to examine the influence of perceived credibility and value of TikTok micro influencers on Generation Z consumers' purchase intention in the context of cosmetic product promotion. Influencer credibility was measured through the dimensions of expertiseness, trustworthiness, and attractiveness, while advertising value was assessed through informativeness and entertainment. A quantitative approach was employed using a survey method and Partial Least Squares Structural Equation Modeling (PLS-SEM) as the analytical technique. A total of 130 respondents participated, all of whom met the criteria as active TikTok users and followers of cosmetic-related micro influencers. The analysis revealed that only expertiseness and informativeness had a positive and significant effect on purchase intention, whereas trustworthiness, attractiveness, and entertainment did not show significant influence. These findings highlight the importance of perceived communicator competence and informational value in shaping young digital consumers' purchase intentions. This study offers implications for digital marketing communication strategies, particularly in designing promotional content that resonates with Generation Z.*

**Keywords:** *content value, Generation Z, micro influencer, purchase intention, source credibility*