

The Influence of Influencers and the Quality of Elformula Skincare Products on Impulsive Buying of Tiktok Consumers in Padang City with Trust as a Mediating Variable

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Abstract. *Technological progress in the age of globalization has led to notable transformations in human behavior, especially in the adoption of online shopping practices. This research seeks to examine how influencers and product quality affect the impulsive purchasing behavior of TikTok Shop users in Padang City, with trust functioning as a mediating variable. This study is motivated by the growing utilization of social media platforms for digital marketing purposes, particularly TikTok, which combines entertainment with e-commerce features and encourages unplanned, impulsive consumer behavior especially in skincare product categories like Elformula. A quantitative method was employed in this study by distributing surveys to 160 TikTok users who met specific research criteria. The data were obtained through a questionnaire using a Likert scale and analyzed using the Partial Least Squares (PLS) approach via SmartPLS 4 software. The findings indicate that both influencers and product quality positively and significantly influence consumer trust, which in turn has a significant positive impact on impulsive buying behavior. Other important findings suggest that the indirect effect of trust on impulse buying, influencer on impulse buying through trust, and product quality on impulse buying through trust. The conclusion of this study confirmed that marketing strategies through credible influencers and the perception of good product quality played an important role in building consumer confidence, which then triggered spontaneous purchases on the TikTok Shop platform. This study is anticipated to offer theoretical contributions to the advancement of consumer behavior research in the digital era, while also providing practical insights for e-commerce marketers and business practitioners in crafting effective marketing communication strategies.*

Keywords: *Impulsive Buying, Influencer, Quality Product, Trust, Tiktok*

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INTRODUCTION

Advances in digital technology in the global era have changed people's behavior, especially in terms of shopping. Shopping is usually done in physical stores, but now more people use online platforms through e-commerce. According to Khrais (2020), online shopping is a transaction between sellers and buyers made through electronic devices connected to the internet such as computers and the internet. According to Sanbella et al. (2024), online sales are currently the most efficient marketing method to build consumer interactions due to the relatively low cost and the increasing number of users. This change has accelerated the increase in internet usage in Indonesia.

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According to Budiman et al. (2025), internet users in Indonesia reached 79.5% of the population in early 2024, which was higher than the previous year. These changes have led to the emergence of innovative digital platforms, including TikTok. Originally known as a video sharing platform, TikTok has grown into an e-commerce platform by introducing TikTok Shop in 2022. TikTok Shop combines entertainment and social interaction with live shopping through videos and live broadcasts, creating a personal shopping experience.

Based on Bloomberg Intelligence, TikTok Shop has controlled 15% of Indonesia's e-commerce market, ranking third after Shopee and Lazada. One of the most popular categories of products is beauty and care, accounting for 71.8% of all transactions. Skincare products are the main category promoted through influencers at TikTok Shop. In this context, local brand Elformula has been prominent with its influencer-based marketing strategy. Influencers, who have a strong influence on social media, are effective in building consumer confidence and encouraging quick purchase decisions. Previous studies have shown that influencer marketing can affect impulsive buying as it creates strong emotional and social perceptions (Andriani et al., 2024).

In addition to the role of influencers, product quality is also an important factor in the decision-making process. Products with good quality not only increase the desire to buy but also strengthen consumer confidence in the brand (Munzilin & Darmawan, 2025; Prawira & Suardana, 2024)). However, in online transactions, product quality cannot be seen directly, so consumers rely on information from reviews and influencer content. Trust serves as a crucial mediating element that links external influences, such as influencers and product quality, to consumer purchasing behavior.

LITERATURE REVIEW

Impulsive Buying

Impulsive buying is when a person buys something suddenly without forward planning, often because of feelings or the environment, not because they really need it. Decisions are made on the spot regardless of long-term effects or financial consequences. According to Rook & Fisher (1995) and Narawati & Rachman (2024), "Impulsive buying is an unplanned form of buying, characterized by quick decision-making and a strong urge to own an item immediately due to emotional factors, regardless of the consequences." According to Darmawan & Gatheru (2021), "Impulsive buying is a form of transaction in which an individual is not fully aware of or planning what he or she will buy. According to Hasibuan (2024), there are three impulse buying indicators, namely: (1) Spontaneous purchase; (2) A thoughtless purchase of consequences; (3) A hasty purchase.

Influencer

Influencers can be interpreted as marketing strategies that utilize influential individuals, both celebrities and non-celebrities, who have many followers to form a positive consumer response to a brand. According to Giles & Edwards (2018), "This strategy is carried out through uploads on social media, which not only affects interest in brands but also allows interaction between influencers and their followers in building brand images together on digital platforms." According to Rahmawan et al. In 2017, "Influencers share messages through their personal social networks, where the degree of participation of followers can be seen from the number of likes, shares, retweets, comments, and interactions with advertising links or URLs." Influencers also maintain good relations with their followers and build a positive reputation for promoted products. According to Uyuun & Dwijayanti (2022), there are several indicators that can be used in evaluating the characteristics of Influencer Marketing, namely: (1) Trustworthiness, (2) Expertise, (3) attractiveness.

Product Quality

According to Kotler & Armstrong in Aristamia et al. (2023) matters. 3. Product quality refers to the attributes of a product or service that determine its capacity to fulfill the expressed or anticipated needs of customers. In other words, it encompasses the features that influence how well a product or service satisfies consumer expectations. According to Soedarmanto & Suada (2022) things. 3. Product quality is a characteristic that attracts attention, use, or consumption, meets customer needs, and provides customer satisfaction offered to the market. According to Budiyanto in Ipaki & Hosseini (2025), The indicators of product quality include: (1) lifespan; (2) Reliability; (3) Conformance; (4) Simplicity in operation and maintenance.

Trust

Trust is the belief in the integrity, honesty, ability, or truth of someone or something. According to Siagian & Cahyono (2014), "Trust is the consumer's expectation of the service provider that the services provided are reliable and in accordance with previous promises." Furthermore, according to Hashim & Tan (2015), "Trust is also defined as the belief that the other party will maintain the expected commitment. According to Daud et al. (2018), "Trust is a necessary trust in the user because it can affect the level of loyalty of the user and thus have a positive impact on what is perceived." According to Pinem et al. (2018) there are four trust indicators, namely: (1) Belief, (2) Ease, (3) Quality of information, (4) Service quality.

Conceptual Framework

The conceptual framework guiding this research is presented below:

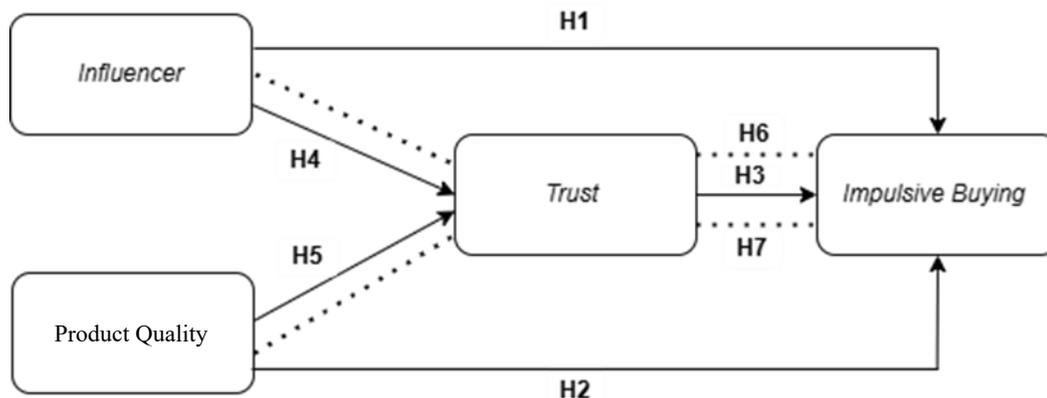


Figure 1. Outher Model

The following hypotheses are derived from the conceptual model illustrated above: (1) Influencers have a significant positive impact on impulsive purchasing behavior; (2) Product quality positively affects impulsive buying behavior; (3) Trust exerts a positive influence on impulsive buying tendencies; (4) Influencers contribute positively to building consumer trust; (5) Product quality has a favorable impact on consumer trust; (6) Influencers indirectly affect impulsive buying through the mediating role of trust; (7) Product quality indirectly influences impulsive buying behavior via trust as a mediating factor.

METHODS

This study uses a quantitative approach to look at the relationship between marketing through influencers, product quality, trust, and impulsive buying behavior among TikTok users in Padang City. Although impulsive buying is often associated with psychological, emotional, situational, and possibly irrational (Rook & Fisher, 1995), in this study the concept was measured through measurable behavior indicators using structured survey instruments. Although mixed methods may be able to provide more complete information about emotional triggers and behavior directly (Gibson, 2017), quantitative methods are chosen because of their advantages in

testing established hypotheses, performing statistical generalizations. The model was developed and tested through Structural Equation Modeling with the Partial Least Squares (PLS) approach. In addition, the construction analyzed (influencer credibility, product quality, trust, and impulsive buying) has been tested in various previous quantitative studies (Lavenia & Erdiansyah, 2022; Andriani et al. , 2024). The population in this study are TikTok users who live in Padang City and have purchased at least once through TikTok Shop. Although the exact population size is unknown, the researcher used a purposive sampling strategy to select participants based on certain criteria. The criteria used were as follows: (1) living in Padang City, (2) actively using TikTok for at least the last 3 months, (3) aged between 17 to 50 years old, and (4) having made at least one purchase through TikTok Shop.

The recruitment process was conducted online through the delivery of digital surveys on TikTok, Instagram, and WhatsApp communities. The survey was distributed using Google Forms, and participants were selected based on screening questions to ensure they met all the set criteria. Although purposive sampling belongs to non-probability methods, this approach is suitable for exploratory path modeling studies that emphasize theoretical saturation rather than population representation (Shamsudin et al., 2024). However, we also recognize that there are limitations in terms of the generalizability of the results, thus recommending that future studies use probability-based sampling methods. In this study, the characteristics of respondents are explained based on the results of filling out the questionnaire conducted by the respondents. The total number of respondents collected was 160 people, in about 20 days, starting from June 25, 2025. Respondent characteristics include: (1) gender; (2) age; (3) occupation; (4) education level, and (5) income per month. The instrument was created using items from the Likert scale that have been examined and adjusted from previous research. For example, impulse buying was measured based on indicators developed by Rook & Fisher (1995). Meanwhile, influencer credibility refers to the concept described by Smuda (Uyuun & Dwijayanti, 2022), which includes two aspects: trust and expertise. The items used to measure trust are taken from Hardiawan & Sugiono, (2013), and the items to measure product quality refer to the criteria set by Budiyo in Kotler & Armstrong. Data analysis was conducted using SmartPLS 4 software, which is software for developing and predicting models. To ensure the reliability and validity of the model, testing is carried out on the outside of the model, which includes a factor loading value of more than 0.7, Average Variance Extracted (AVE) of more than 0.5, Composite Reliability, and Cronbach's Alpha (Awang et al., 2015).

RESULTS AND DISCUSSION

Description of Respondent Characteristics

The total number of respondents was 160. An analysis of respondent profiles categorized by gender, age, and employment is presented below.

Table 1. Respondent Characteristics

No.	Respondent Characteristics	Frequency	Percent
1	Gender		
	Male	45	28,1%
	famale	115	71,9%
	Total	160	100%
2	Age		
	17-22 year	64	40%
	23-28 year	78	48,7%
	29-34 year	15	1,9%
	35-40 year	3	1,9%
	41-50 year	0	0
	Total	160	100%

3	Occupation		
	Student	102	63,7%
	Public servant	2	1,2%
	Entrepreneur	12	7,5%
	Private Employee	37	23,1%
	Other	7	4,5%
	Total	160	100%

Source: SmartPLS 4, 2025

Table 1 shows that there are 45 male respondents or 28.1%. Meanwhile, there were 115 female respondents or 71,9%. Most participants in this research, when categorized by age, belonged to the age range of 23–28 years, totaling 78 people with a percentage of 48.7%.

Data Analysis

Outer Model

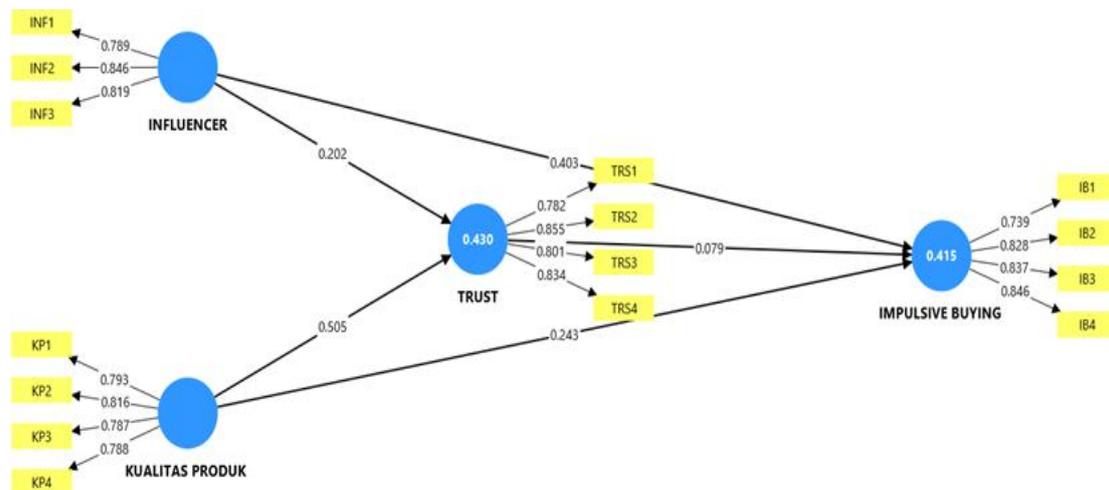


Figure 2. Outer Model

Validity Test

In this study, validity testing uses two ways of measurement, namely with convergent validity and discrimination validity. According to Rahman et al. (2013) a loading factor is regarded as acceptable when it exceeds 0.7, as this indicates that the construct accounts for over 50% of the variance in the indicator.

Tabel 2. Outer Loading

Code	Impulsive Buying	Influencer	Kualitas Produk	Trust
IB1	0.739			
IB2	0.828			
IB3	0.837			
IB4	0.846			
INF1		0.789		
INF2		0.846		
INF3		0.819		
kp1			0.793	
kp2			0.816	
kp3			0.787	

kp4			0.788	
TRS1				0.782
TRS2				0.855
TRS3				0.801
TRS4				0.834

Source: SmartPLS 4, 2025

Table 2 shows that each indicator for the study variables meets validity requirements, confirming the construct's adequacy through factor loadings. The next stage is evaluating the Average Variance Extracted (AVE), with the results outlined below:

Table 3. Average Variance Extracted (AVE)

Variable	(AVE)	Information
Impulsive Buying	0.662	Valid
Influencer	0.669	Valid
Product Quality	0.634	Valid
Trust	0.670	Valid

Source: SmartPLS 4, 2025

Referring to Table 3, all constructs demonstrate validity values exceeding 0.5, indicating that each variable meets an acceptable standard of validity.

Reliability Test

Composite reliability and Cronbach's alpha were employed to evaluate the reliability of the instruments used in the research model. These tests serve to evaluate the consistency of the constructs. When all latent variables yield composite reliability and Cronbach's alpha values of ≥ 0.70 , the constructs are considered to demonstrate strong reliability, indicating that the questionnaire employed in this study is dependable. The table below presents the results of the reliability analysis:

Table 4. Cronbach's Alpha and Composite Reliability

Variable	CA	CR (rho_a)	CR (rho_c)
Impulsive Buying	0.829	0.837	0.887
Influencer	0.753	0.758	0.859
Product Quality	0.807	0.809	0.874
Purchase Intention	0.835	0.838	0.890

Source: SmartPLS 4, 2025

Referring to Table 4, the outcomes of the Composite Reliability and Cronbach's Alpha tests demonstrate satisfactory results, with all latent variables exceeding the threshold value of 0.70. This indicates that the questionnaire employed in this study is both reliable and consistent.

Inner Model

Inner model evaluation involves constructing a theory-based model to examine the relationships between exogenous and endogenous variables as outlined in the conceptual framework. The effectiveness of the inner model is indicated by the R-Square (R^2) value, which reflects the extent to which exogenous latent variables significantly impact endogenous variables.

Table 5. Results of the Determination Coefficient (R2)

Variable	R2	R2 adjusted
Impulsive Buying	0.415	0.403
Influencer	0.430	0.422

Source: SmartPLS 4, 2025

Referring to Table 5, the analysis indicates that the R-Square value for impulsive buying stands at 0.415. This suggests that the model accounts for 41.5% of the variance in impulsive buying behavior, while the remaining 58.5% is attributed to other unmeasured variables. Meanwhile, the R² value for trust is 0.430, indicating that 43% of its variance can be explained by the model, with the remaining 57% influenced by factors outside the scope of this study.

Hypothesis Testing

Hypothesis testing in this study was conducted using the SmartPLS software with the bootstrapping technique. The significance of each hypothesis was evaluated by examining the parameter coefficients and the t-statistic values obtained from the bootstrapping output. A hypothesis is considered statistically significant if the t-statistic exceeds the critical value of 1.96, based on a 5% alpha level. When the t-value surpasses this threshold, the hypothesis is deemed to be supported.

Table 6. Output Path Coefficient

Variable	(O)	(M)	(STDEV)	STDEV	P values
Influencer -> Impulsive Buying	0.403	0.392	0.109	3.690	0.000
Influencer -> Trust	0.202	0.201	0.083	2.414	0.016
Product Quality -> Impulsive Buying	0.243	0.247	0.086	2.831	0.000
Product Quality -> Trust	0.505	0.509	0.069	7.268	0.000
Trust -> Impulsive Buying	0.079	0.086	0.088	0.894	0.371

Source: SmartPLS 4, 2025

Referring to Table 6, the outcomes of the path coefficient hypothesis testing can be summarized as follows:

Influencer Influence on Impulsive Buying

The analysis results indicate that influencers exert a significant and positive influence on impulsive buying behavior, as reflected by a path coefficient of 0.403, a t-statistic of 3.690, and a p-value of 0.000. These findings suggest that stronger influencer impact on a brand corresponds with a higher likelihood of consumers engaging in impulsive purchases. This is in accordance with the research of Koay & Lim (2025) which states that marketing through influencers has a positive and significant effect on impulsive buying.

The Effect of Product Quality on Impulsive Buying

The analysis indicates that product quality exerts a positive and statistically significant influence on impulsive buying behavior, as reflected by a path coefficient of 0.243, a t-statistic of 2.831, and a p-value of 0.005. This suggests that higher product quality enhances consumers' likelihood of engaging in unplanned purchases. This is in line with Nurlaili & Wulandari (2024) who state that product quality has a positive and significant effect on impulsive buying.

The Effect of Trust on Impulsive Buying

The results of the analysis show that trust has no effect on impulsive buying with a path coefficient value of 0.079, a t-statistic value of 0.894, and a p-value of 0.371. This shows that consumer trust in Elformula products is not strong enough to trigger impulse purchases directly. This finding is different from the research of Akram & Kumar (2017), namely that consumers with

high levels of trust in e-commerce platforms and products tend to be more willing to make impulse purchases, so it could be an indication that there are other factors that influence this relationship.

Influencer Effect on Trust

The analysis results reveal that influencers exert a significant and positive influence on trust, evidenced by a path coefficient of 0.202, a t-statistic of 2.414, and a p-value of 0.016. This suggests that increased influencer credibility and appeal are associated with stronger consumer trust in the product. This reinforces that the influence of influencers is one form of influence and effective marketing communication, especially in the digital era, influencers convey messages in an authentic, narrative and relevant style that can build consumer confidence in buying products.

Effect of Product Quality on Trust

Trust has a path coefficient of 0.505, with a t-statistic of 7.268 and a p-value of 0.000, indicating a statistically significant relationship. This implies that improved product quality leads to increased consumer trust in the brand. This is in line with the research of Tuappattinaya & Frida (2024), which states that product quality in accordance with claims can build consumer trust, this trust will strengthen the belief that product purchases are safe and profitable decisions. Subsequently, the outcomes of the indirect effect hypothesis testing are reviewed to explore the interrelationships among variables. Below are the findings related to the specific indirect effects.

Table 7. Output Specific Indirect Effect

Variable	(O)	(M)	(STDEV)	STDEV	P values
Influencer-> Trust -> Impulsive Buying	0.016	0.018	0.021	0.741	0.459
Product Quality-> Trust -> Impulsive Buying	0.040	0.430	0.046	0.870	0.384

Source: SmartPLS 4, 2025

Based on table 7, the results of the specific indirect effect hypothesis test can be concluded as follows:

Influencer's influence on Impulsive Buying Through Trust

The test results show that the influence of influencers on impulsive buying through trust is not significant with an indirect path coefficient value of 0.016, a t-statistic of 0.741, and a p-value of 0.459. A P-value greater than 0.005 and a t-count smaller than the t-table of 1.96 indicate that this effect is not significant. This means that although influencers are able to increase consumer trust that trust is not strong enough to significantly influence impulsive buying. This is not in line with the research of Lavenia & Erdiansyah (2022), that marketing through influencers significantly increases consumer trust, which in turn encourages impulsive buying behavior. This can happen because impulsive behavior on tiktok is triggered more by momentary emotional factors than rational trust.

Effect of Product Quality on Impulsive Buying Through Trust

The data analysis results indicate that the indirect influence of product quality on impulsive purchasing behavior, mediated by trust, yields an original sample value of 0.040, a t-statistic of 0.870, and a p-value of 0.384. These findings suggest that the effect is statistically insignificant, leading to the rejection of the seventh hypothesis. Therefore, trust does not serve as a mediator in the relationship between product quality and impulsive buying. This finding contrasts with the study by Tuappattinaya & Frida (2024), which suggests that trust enhances the influence of product quality on consumers' intention to purchase. This difference may be due to the characteristics of impulsive buying which is not based on in-depth evaluation, but is triggered by external stimuli such as visual promotions, discounts, and short reviews. In other words, although consumers believe that Elformula products are of good quality, the decision to

buy impulsively is more influenced by aggressive marketing strategies on TikTok than rational quality considerations.

CONCLUSION

This research investigates the impact of influencers and product quality on impulsive purchasing behavior among TikTok Shop users in Padang City, with trust functioning as a mediating factor. From the results and discussion presented earlier, it is evident that influencers exert a positive and significant influence on consumer trust, suggesting that the perceived credibility of influencers continues to play a key role in building confidence in products advertised on social media platforms. Likewise, the quality of a product significantly contributes to consumer trust, indicating that even in digital shopping environments, users highly regard product reliability and performance. However, the results reveal that trust does not have a significant effect on impulsive buying. This finding indicates that although trust is essential for reducing perceived risks in online transactions, it does not necessarily trigger unplanned or impulsive purchase behavior. In addition, both influencer and product quality do not significantly affect impulsive buying through trust as a mediating variable. This means that the indirect path via trust is not strong enough to convert confidence into impulsive purchases.

SUGGESTION

The research findings show that influencers and product quality have a strong direct influence on impulse purchases, but trust is not a significant mediating factor. This suggests that the emotional influence and visual appearance of influencers as well as the way one perceives product quality are greater in driving spontaneous buying actions on the TikTok platform, compared to rational thinking factors such as trust. This finding is in accordance with the research of Andriani et al. (2024) which shows that the attractiveness of personal stories and product displays provided by influencers can immediately trigger the desire to buy without the need to think long. This is also in accordance with the S-O-R (Stimulus-Organism-Response) model, where the influencer and product quality as a trigger, resulting in an emotional response in the form of an impulsive purchase desire without going through a deep thought process such as trusting the product. However, the results obtained show that the effect of trust as a mediator is not significant, which is quite interesting. According to Social Exchange Theory (SET), trust is an important part of forming sustainable exchange relationships. But in this context, trust was not involved, which may indicate that in impulse buying on TikTok, the influence of visual stimulus and rapid promotion is greater than the process of considering risk and evaluating trust. This is also in line with Lavenia and Erdiansyah (2022), who emphasized that impulse purchases on TikTok tend to be driven by feelings and rely less on rational aspects. According to Social Exchange Theory (SET), trust is an important part of forming sustainable exchange relationships. But in this context, trust was not involved, which may indicate that in impulse buying on TikTok, the influence of visual stimulus and rapid promotion is greater than the process of considering risk and evaluating trust. This is also in line with Lavenia and Erdiansyah (2022), who emphasized that impulse purchases on TikTok tend to be driven by feelings and rely less on rational aspects.

The research also shows that while influencers can help build trust, trust is not strong enough to change impulse buying decisions. This may be because TikTok shows are too fast-paced, so buying decisions are often sudden due to discounts, fear of missing out (FOMO), or viral trends. According to Tuappattinaya and Frida (2024), in the digital world, product quality is usually seen through reviews or recommendations, but that does not necessarily make people trust strongly enough to influence impulse buying. In terms of applicability, the findings suggest that marketers should not only select trusted influencers, but also pay attention to visual aspects and quick promotions to encourage impulse purchases. Brands like Elformula could consider strategies such as interactive live streaming, time-limited offers, and user-generated content to evoke feelings from the audience. However, keep in mind that impulse purchases that are not

followed by satisfaction after purchase can be detrimental to customer loyalty in the long run. A limitation of this study is that there is no direct measurement of accompanying factors such as support from organizations, how often users use TikTok, or previous online shopping experience. Future research should examine these variables and also consider a longitudinal research design to see if impulse buying persists or changes over time.

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