

## The Influence of TikTok Influencers on Consumer Purchase Intention: A Case Study on TikTok Shop Users

Pahlevi Wirandamukti<sup>1\*</sup>, Alldila Nadhira Ayu Setyaning<sup>2</sup>

Departement of Management, Faculty Business and Economics, Universitas Islam Indonesia

**Corresponding Author:** Pahlevi Wirandamukti [21311602@students.uii.ac.id](mailto:21311602@students.uii.ac.id)

---

### ARTICLE INFO

*Keywords:* Trust, Subjective Norm, Influencer, Social Media

*Received :* 13, February

*Revised :* 27, February

*Accepted:* 24, March

©2025 Wirandamukti, Setyaning: This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



### ABSTRACT

This study is motivated by the phenomenon of digital marketing using influencers on TikTok with the aim of knowing whether trust, subjective norms, influence attitudes towards influencers, and whether attitudes towards influencers have a positive effect on purchase intentions at TikTok Shop. This research is quantitative research. There are 200 research samples taken using the convenience sampling method and measured using PLS-SEM method. The sample data used comes from TikTok users in Indonesia who use TikTok Shop. There are three hypotheses in this study and both hypotheses are accepted. However, Attitude Toward Influencers does not have a positive effect on Purchase Intention. This research is expected to provide insight for marketers and business people in designing effective marketing strategies in e-commerce, especially at Tiktok Shop.

---

## **INTRODUCTION**

Social media has become one of the main pivots of needs in everyday life that can be a platform to get a lot of information, insights, and entertainment that are freely available because of various activities such as discussions, various collaborations, and dynamic social media content (Eliot Simangunsong & Rudy Handoko, 2020). Many target markets can be reached or opportunities to reach a wider market by using social media influencers if a collaboration system is in place according to the relevant influencer's field. The role of influencers to drive purchasing behavior is greater than through traditional marketing channels (Masuda et al., 2022).

The real-time nature of social media interactions online makes people pay close attention to social media platforms to share information or obtain products and services. This can create opportunities for organizations to build marketing relationships through social media platforms. With the popularity of social media, influencers on social media can emerge to make things that can influence people with content that is attractively implicated on social media sites. The presence of social media influencers can create interactive interactions and keep their followers engaged and following the social media influencers, especially those who already have a good reputation and are related to their own brand field to drive brand awareness and consumer purchasing (Li & Peng, 2021).

From the data reported by Cindy Mutia Annur (2023) TikTok is a popular social media that has experienced a significant increase every year around the world, which is 12.6% per year 2023. From the following data, Indonesia is ranked second with the highest number of TikTok users in the world, reaching 112.97 million users, which can be a target for businesses to target more consumers.

TikTok as a popular social media uses creative short videos as its media. In addition, there is a TikTok Shop feature in the application that integrates entertainment and e-commerce. With the combination of interesting content and the right promotional strategy, the TikTok platform and TikTok Shop can be one of the choices for consumers to shop online (Amalia & Didiek Wiet Aryanto, 2023).

The focus of this study is to analyze the effect of TikTok Influencers on consumer purchase intentions, with a focus on TikTok Shop users using the Theory of Planned Behavior (TPB) model developed by Ajzen (1991) based on the target, action, context of occurrence, and time frame of the behavior of interest.

In this study, there is a more in-depth exploration of the cultural context and specific platforms, such as TikTok, which may indicate what are the more influential factors in TikTok and in the e-commerce context of TikTok Shop. This research focuses on Indonesian objects, as most studies on influencer marketing still focus on the global context or other social media platforms, such as Instagram and YouTube Lou & Yuan (2019) specifically related to content preference and trust towards local influencers in Indonesia. Thus, this research can fill the existing knowledge gap and make an important contribution to the understanding of digital marketing in the social media era especially in Indonesia.

This research deeply discusses the effectiveness of promotion through Influencers on TikTok which is influenced by elements such as trust, subjective norms, which can influence attitudes towards influencers and then directly influence consumer purchase intentions to understand the dynamics of modern marketing on platforms that are currently very massively used. This research is entitled "The Influence of TikTok Influencers on Consumer Purchase Intention: A Case Study on TikTok Shop Users".

## **LITERATURE REVIEW**

### ***Subjective Norms***

Subjective norms according to Kristia et al. (2023) are defined as social influences that individuals face from various sources, including parental guidance, opinions of close friends, and norms established in their community. In a broader context, subjective norms play an important role in encouraging individual engagement in risk mitigation, such as disaster prevention, by fostering a sense of collective social responsibility and encouraging people to contribute to collective action (Sawaneh et al., 2024).

### ***Trust***

Trust in influencers refers to the level of confidence consumers have in individuals in digital marketing that not only affects consumers' attitudes towards influencers, but also impacts their purchase intentions. The higher the level of trust, the more likely consumers are to follow recommendations and make purchases based on promotions made by the influencer. Overall, the role of influencers in shaping consumer trust is substantial, as consumers today increasingly rely on recommendations from individuals, they trust rather than traditional advertising (Santiago et al., 2020).

### ***Attitude Toward the Influencer***

Attitudes towards influencers describe how consumers view and value the influencers they see on various social media platforms. According to Hartanto et al. (2023) when consumers have a positive attitude towards an influencer, it will have a significant impact on their level of engagement with the influencer's content. A positive attitude towards an influencer greatly influences the perception and trust felt by consumers.

### ***Purchase Intention***

Purchase intention refers to the level of readiness or willingness of a consumer to make a purchase of a product or service offered through a particular platform, which shows their intention or motivation in making a purchase decision. Purchase intention refers to a type of behavior that is a plan that in the future will be converted into actual action (Peña-García et al., 2020).

Here is the hypothesis framework and hypothesis development:

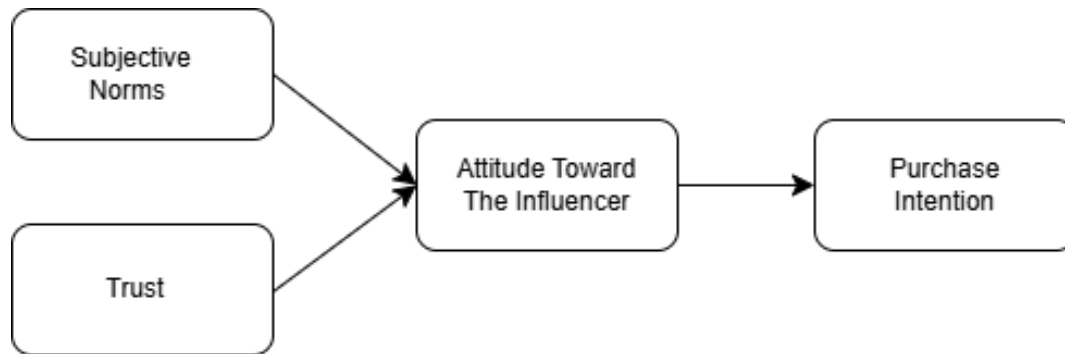


Figure 1. Conceptual Framework

### ***Effect of Subjective Norms on Attitude Toward the Influencer***

The results of research conducted by Hegner et al. (2017), subjective norms within a reference group environment such as friends, family, or online communities can shape how an individual perceives and interacts with influencers. For example, if a social group has a positive attitude towards an influencer, individuals will be more likely to develop a positive attitude towards the influencer.

H1: Subjective Norms has a positive effect on Attitude Toward the Influencer

### ***Effect of Trust on Attitude Toward the Influencer***

The results of research conducted by Iqbal et al. (2023) trust involves elements such as credibility, honesty, and reliability of an influencer, which significantly helps to create a positive relationship with the audience. When consumers' level of trust in an influencer increases, their attitude towards that influencer tends to become more positive. This is due to the perception that the influencer has good intentions and is being transparent in delivering product or service recommendations.

H2: Trust has a positive effect on Attitude Toward the Influencer

### ***Effect of Attitude Toward the Influencer on Purchase Intention***

The results of research conducted by Tsai & Tiwasing (2021) reveal that the relationship between attitude and purchase intention can be seen from a positive attitude towards something, in this context towards influencers. They will tend to follow the influencer if they believe in the influencer's attitude in recommending products and can strengthen existing purchase intentions, if the influencer's values and preferences match.

H3: Attitude Toward the Influencer has a positive effect on Purchase Intention

## **METHODOLOGY**

This research uses a type of quantitative research which is a systematic investigation of a phenomenon by collecting data that can be measured using statistical techniques. This quantitative research uses a survey method conducted to obtain facts or data in the field. The purpose of this research is to obtain

information that is precise and in accordance with reality (Priadana & Sunarsi, 2021).

The variables to be examined in this study include three independent variables, namely trust, subjective norms and attitude towards influencer and one dependent variable, namely purchase intention. According to Kandasamy et al. (2020) the measurement of the variables used can use six Likert scale values. In this scale, there are categories for negative responses, responses that tend to be negative, uncertain responses, responses that tend to be positive, and positive responses to describe a response.

The data analysis used in this case is using SMART PLS (Partial Least Square) which involves steps by determining a clear conceptual model, collecting relevant data, and entering data into the software. This method has an outer model and inner model which have their respective focuses. This method is considered complex and has the ability to handle missing data, as well as its ability to test predictive models. Hypothesis testing is done with the F test to see the overall effect, and the T test to see the effect of each independent variable on the dependent variable (Wardhana).

## RESEARCH RESULT

### *Validity Convergent and Reliability Test*

Table 1. Validity Convergent and Reability Test Results

Construct	Item Scale	loadings	CA	CR	AVE
Trust [TR]	TR1	1,000	1,000	1,000	1,000
Subjective Norms [SUBN]	SUBN	1.000	1,000	1,000	1,000
Attitude Toward the Influencer [ATTIN]	ATTIN1 ATTIN2 ATTIN3 ATTIN4	0,865 0,840 0,713 0,885	0,847	0,897	0,686
Purchase Intention [PIN]	PIN1 PIN2	1,000 0,849	0,910	0,924	0,860

The result shown in Table 1 indicate that most indicators have values above 0.5 so that they can be said to be valid in measuring research variables. However, there are several variable items that are not listed in the table, namely TR2 and TR3, which are considered to not meet the validity requirements and are declared dropped from further analysis. Meanwhile, the reliability test is considered reliable because all variables have met the minimum reliability limit of more than 0.6.

**Discriminant Validity Test**

**a. Fornell-Lacker Criterion**

Table 2. Fornell-Lacker Criterion Test Results

Construct	ATTIN	PIN	SUBN	TR
ATTIN	0,828			
PIN	0,026	0,927		
SUBN	0,000	-0,058	1,000	
TR	0,532	0,049	0,152	1,000

The result shown in Table 2 indicate each construct has a good level of discrimination in distinguishing one variable from another. This is evidenced by the diagonal value for each variable having a higher value than the correlation between variables.

**b. HTMT Test**

Table 3. HTMT Test Results

Construct	ATTIN	PIN	SUBN	TR
ATTIN	0,805			
PIN	0,052			
SUBN	0,036	0,034		
TR	0,558	0,035	0,152	

The result shown in Table 3 indicate that the majority of HTMT values are below 0.85. The good discriminant validity value through HTMT is a value that does not exceed 0.90 for significantly different constructs or no more than 0.85, for constructs that are more closely related. From the above values, it can be concluded that each variable in this study can be clearly distinguished and there is no multicollinearity between constructs so that it is declared valid.

**Structural Model Test**

**a. Collinearity Test**

Table 4. Collinearity Test Results

Construct	ATTIN	PIN	SUBN	TR
ATTIN		2,367		
PIN				
SUBN	1,627			
TR	1,847			

The results shown in Table 4 indicate that the Variance Inflation Factor (VIF) value used to measure the relationship between independent variables in this research model is still considered within safe limits where the VIF value is below 5 in accordance with the criteria of (Hair et al., 2014).

***b. R-Square and Q-Square Test***

Table 5. R-Square and Q-Square Test Results

Variable	R-Square	R-Square Adjusted	Q-Square
ATTIN	0,693	0,683	0,455
PIN	0,008	-0,002	-0,002

The results shown in Table 5 indicate that the R-square value for the Attitude Towards Influencers (ATTIN) variable is 0.693, which means that 69.3% of the variation in attitude towards influencers can be explained by the independent variables in the model, while the remaining 30.7% is influenced by other factors. Meanwhile, the Purchase Intention (PIN) variable has a very low R-Square value of 0.8% with an Adjusted R-Square of negative value (-0.002) which indicates that the independent variables in the model have almost no influence on variations in respondents' purchase intentions. Thus, it is possible that other factors outside the model are more dominant in influencing purchase intention. Meanwhile, the Q-Square value for the variable Attitude Towards Influencers (ATTIN) is 0.455 which has predictive ability of respondents' attitudes towards influencers. As for the Purchase Intention (PIN) variable of 0.002, although it is negative and not sufficient to explain the purchase intention variable.

***Path Coefficient Test***

Table 6. Hypothesis Testing Results

Variable	Original Sample (o)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistic	P Value	Conclusion	H
SUBN→ATTIN	-0,025	-0,214	0,069	3,255	0,001	Supported	H1
TR → ATTIN	0,126	0,112	0,053	2,831	0,018	Supported	H2
ATTIN→PIN	-0,076	-0,048	0,130	0,580	0,563	Rejected	H3

**DISCUSSION**

***Effect of Subjective Norms on Attitude toward the Influencer***

Based on the hypothesis 1 results, the relationship between subjective norms and attitudes towards influencers is supported and positive at 0.000. The results of this study are in line with previous research by Varni et al. (2024) which argues that subjective norms have a positive effect on attitudes towards influencers, which means that the social pressure felt by individuals to follow or avoid a behavior, which is generally influenced by the views of those around them. In this case, influencers have an influence in shaping people's views on social communities or online platforms. Influencers often shape subjective norms by exhibiting behaviors that are considered popular and desirable in their social

group, which causes the influencer's followers to feel connected and encouraged to follow the behavior.

This phenomenon is particularly relevant as many TikTok users who are the younger generation are heavily influenced by the social norms set by the influencers they follow. When influencers showcase certain products or behaviors as positive and desirable, TikTok users tend to feel compelled to adopt the same attitude. This creates a domino effect where more and more users follow the trends set by influencers, thus reinforcing social norms within their community (Hegner et al., 2017).

### *Effect of Trust on Attitude toward the Influencer*

Based on the hypothesis 2 results, trust has a positive effect on attitudes towards influencers and supported with a positive value at 0.018. This is in line with previous research by Iqbal et al. (2023) which states that trust in influencers can significantly help create positive relationships with audiences. When the level of trust in influencers increases, the attitude towards influencers will be more positive due to the perception that influencers have good intentions and are transparent in delivering product or service recommendations.

According to, We Are Social (2025) in this year the majority of TikTok users are in the age range of 18-35 years old. Therefore, these young users tend to be more open to recommendations from influencers that they consider close to their daily lives. Trust is a key factor that influences attitudes towards influencers, especially among Generation Z and millennials who tend to trust trustworthy influencers who are transparent in conveying product information.

### *Effect of Attitude Toward the Influencer on Purchase Intention*

Based on the results of hypothesis testing, it shows that attitudes towards influencers towards purchase intentions do not have a significant effect with a value of 0.563 which indicates that consumers' attitudes towards influencers do not directly influence their purchase intentions on products promoted by influencers. This is in line with research conducted by Aprilliani & Aquinia (2024) which states that when making purchasing decisions, there are other factors that can influence, such as their personality and self-worth, not only influenced by their attitude towards influencers.

This is supported by the respondents' assessment of what they would do if they saw an influencer promoting a product, the point "I look for more information about the product" being the highest percentage at 34.9%, which means that there are other factors than a positive attitude towards influencers in the consumer purchase intention process, the factor of curiosity and in-depth research about the product in this case is more considered.

## **CONCLUSIONS AND RECOMMENDATIONS**

### *Conclusions*

In conclusion, this study highlights the significant relationships between subjective norms, trust, attitudes towards influencers, and purchase intentions in the context of TikTok users. The findings reveal that subjective norms positively influence attitudes towards influencers, confirming that social pressures and

behaviors exhibited by influencers shape the perceptions and actions of their followers. This is particularly evident among younger users who are more prone to adopt trends promoted by influencers, thus reinforcing social norms in their online communities. In addition, trust plays an important role in shaping positive attitudes towards influencers; as users develop trust in these figures, their perception of the influencer's intentions and transparency in product recommendations will increase. This is particularly relevant for Generation Z and millennials, who tend to gravitate towards influencers they perceive as trustworthy. However, the study also revealed that while positive attitudes towards influencers existed, they did not significantly influence purchase intentions. This suggests that consumers prioritize other factors such as personal values and thorough product research over mere influencer endorsement when making purchase decisions. The data suggests that curiosity and the need for additional information about the product are more influential in driving purchase intent than attitude alone. Overall, these insights underscore the complexity of consumer behavior on social media platforms, indicating that while influencers can shape attitudes and norms, they are not the sole determinants of purchase actions. Future marketing strategies should take these dynamics into account to effectively engage audiences and increase conversion rates.

### ***Recommendations***

To optimize marketing strategies on TikTok and similar platforms, brands should focus on leveraging subjective norms by collaborating with influencers who align with the values and social trends of the target audience. These partnerships can help shape positive attitudes among followers and encourage desired behaviors. Building trust is equally important; brands should prioritize transparency in collaborations with influencers by providing clear and honest product information. This is especially important for Generation Z and millennials, who value authenticity in endorsements. In addition, educational content should also be emphasized, as curiosity and the need for detailed product information greatly influence purchase intent. Marketers can create tutorials, reviews or behind-the-scenes content to provide valuable insights that go beyond influencer recommendations. Interactive campaigns, such as live Q&A sessions or community discussions, can further engage users and address their concerns directly. While influencer marketing is effective, it should be complemented with diversified approaches such as content marketing, targeted advertising, and email campaigns to reinforce brand messages across multiple channels. Finally, marketers should continuously monitor trends in their audience demographics to appropriately adjust strategies and stay relevant in the dynamic social media environment. By implementing these recommendations, influencer marketing on social media can effectively strengthen relationships with consumers and improve desired outcomes.

## ADVANCED RESEARCH

This study has limitations because the variables do not fully represent all factors that influence attitudes towards influencers and purchase intentions and the focus of this study is limited to the TikTok platform. In future studies, researchers can add samples, variables, and conduct more specific theory development to further examine the influence of influencers on purchase intentions.

## ACKNOWLEDGMENT

I would like to express my gratitude to the Faculty of Business and Economics, University of Islam Indonesia for allowing me to conduct this research and all the participants who supported me to complete this research..

## REFERENCES

- Ajzen, I. (1991). *The Theory of Planned Behavior*.
- Amalia, P., & Didiek Wiet Aryanto, V. (2023). Pengaruh Celebrity Endorsement, Online Review Customer Dan Promo Gratis Ongkir Terhadap Minat Beli Produk Pada Keranjang Kuning Tiktokshop (Studi Kasus Pada Mahasiswa UDINUS Semarang). *Journal Of Social Science Research*, 3, 11190–11200.
- Aprilliani, L., & Aquinia, A. (2024). *THE INFLUENCE OF SOCIAL MEDIA INFLUENCER AND BRAND ATTITUDE ON PURCHASE INTENTION (STUDY ON EMINA PRODUCT IN THE CITY OF SEMARANG) PENGARUH SOCIAL MEDIA INFLUENCER DAN BRAND ATTITUDE TERHADAP PURCHASE INTENTION (STUDI PADA PRODUK EMINA DI KOTA SEMARANG)*.
- Cindy Mutia Annur. (2023, May 24). *Pengguna TikTok di Indonesia Terbanyak Kedua di Dunia per April 2023, Nyaris Salip AS? Databoks*.
- Eliot Simangunsong, & Rudy Handoko. (2020). *The Role of Social Media in Indonesia for Business Transformation Strategy*. 13, 1–14.
- Hair, J. F., Tomas, G., Hult, M., Ringle, C. M., & Sarstedt, M. (n.d.). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) CITATIONS SEE PROFILE*. <https://www.researchgate.net/publication/354331182>
- Hartanto, P., Hurriyati, R., Dirgantari, P. D., Wulandari, M. Y., Munggaran, D. G., & Rijqia, R. (2023). *Attitude Toward the Influencer Towards Purchase Intention Through Social Media Engagement* (pp. 416–438). [https://doi.org/10.2991/978-94-6463-226-2\\_34](https://doi.org/10.2991/978-94-6463-226-2_34)
- Hegner, S. M., Fetscherin, M., & van Delzen, M. (2017). Determinants and outcomes of brand hate. *Journal of Product and Brand Management*, 26(1), 13–25. <https://doi.org/10.1108/JPBM-01-2016-1070>

- Iqbal, A., Aleem, U., Quratuailain, S., & Sufyan, M. (2023). KASBIT BUSINESS JOURNAL Investigating the Influence of Trust, Attractiveness, Perceived Expertise, and Perceived Credibility on Attitude Toward the Influencer: The Mediating Role of Attitude Toward the Influencer and Moderating Role and Perceived Risks. In *KASBIT Business Journal* (Vol. 16, Issue 3). [www.kbj.kasbit.edu.pk](http://www.kbj.kasbit.edu.pk)
- Kristia, K., Kovács, S., & László, E. (2023). Food delivery platform and food waste: Deciphering the role of promotions, knowledge, and subjective norms among Indonesian generation Z. *Cleaner and Responsible Consumption*, 11. <https://doi.org/10.1016/j.clrc.2023.100152>
- Li, Y., & Peng, Y. (2021). Influencer marketing: purchase intention and its antecedents. *Marketing Intelligence and Planning*, 39(7), 960–978. <https://doi.org/10.1108/MIP-04-2021-0104>
- Lou, C., & Yuan, S. (2019). Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media. *Journal of Interactive Advertising*, 19(1), 58–73. <https://doi.org/10.1080/15252019.2018.1533501>
- Masuda, H., Han, S. H., & Lee, J. (2022). Impacts of influencer attributes on purchase intentions in social media influencer marketing: Mediating roles of characterizations. *Technological Forecasting and Social Change*, 174. <https://doi.org/10.1016/j.techfore.2021.121246>
- Peña-García, N., Gil-Saura, I., Rodríguez-Orejuela, A., & Siqueira-Junior, J. R. (2020). Purchase intention and purchase behavior online: A cross-cultural approach. *Heliyon*, 6(6). <https://doi.org/10.1016/j.heliyon.2020.e04284>
- Santiago, J. K., Magueta, D., & Dias, C. (2020). CONSUMER ATTITUDES TOWARDS FASHION INFLUENCERS ON INSTAGRAM: IMPACT OF PERCEPTIONS AND ONLINE TRUST ON PURCHASE INTENTION. *Issues in Information Systems*, 21(1), 105–117. [https://doi.org/10.48009/1\\_iis\\_2020\\_105-117](https://doi.org/10.48009/1_iis_2020_105-117)
- Sawaneh, I. A., Fan, L., & Sesay, B. (2024). Investigating the influence of residents' attitudes, perceptions of risk, and subjective norms on their willingness to engage in flood prevention efforts in Freetown, Sierra Leone. *Nature-Based Solutions*, 6, 100143. <https://doi.org/10.1016/j.nbsj.2024.100143>
- Tsai, Y. Te, & Tiwasing, P. (2021). Customers' intention to adopt smart lockers in last-mile delivery service: A multi-theory perspective. *Journal of Retailing and Consumer Services*, 61. <https://doi.org/10.1016/j.jretconser.2021.102514>

Varni, A., Thai, C. L., & Jamaledine, S. (2024). Using an Instagram campaign to influence knowledge, subjective norms, perceived behavioral control, and behavioral intentions for sustainable behaviors. *Frontiers in Psychology, 15*. <https://doi.org/10.3389/fpsyg.2024.1377211>

victory. (2025). *Data Pengguna Tiktok Indonesia 2025 We Are a Social. We Are Social*.