

The Influence of *@tasyafarasya* Influencer Endorsement on Somethinc Skincare Buying Interest

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ABSTRACT

Influencers now often use *endorsements* as a strategic way on social media platforms to trigger people's buying interest. The purpose of the following study is to determine the influence of *Tasya Farasya's influencer endorsement* on Instagram *@tasyafarasya* on the interest in buying *Skincare Somethinc*. The method applied in this study is *non-probability sampling through purposive sampling data collection*. A total of 100 respondents participated as observation objects. The quantitative approach is the choice of research method by applying data analysis techniques in the form of simple linear regression tests. The statistical calculation of the t-test resulted in a calculated t-number of 13.549 which is greater than the t of the table of 1.98447, while the significance figure reached 0.000 which was below 0.05, with a positive value coefficient of 0.656. The processing of these numbers proves that H1 is accepted while H0 is rejected, which indicates that the *individual influencer endorsement* variable has a positive and significant influence on buying interest. The determination coefficient number shows 0.652, which means that *influencer endorsements* contribute 65.2% to the buying interest variable, while the remaining 34.8% is influenced by various aspects outside of that variable.

Keywords: *Endorsement, Influencer, Buying interest, Skincare, Somethinc*

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INTRODUCTION

Endorsement is one of the marketing strategies that involves individuals with strong public influence to affect buying interest. There are a variety of effective ways to influence buying interest, including writing favorable reviews, promoting their use, as well as convincing followers on social media to buy products (Bergkvist et al., 2016; Calvo-Porrall et al., 2021; Knoll & Matthes, 2017; Schouten et al., 2020; Tesema et al., 2021).

Marketing strategies through endorsements by influencers on social media platforms are widely applied methods to increase consumer buying interest, especially in the skincare sector (Chen & Huang, 2020; De Pelsmacker et al., 2018; Kasemsap, 2016; Saleh & Miah Said, 2019; Smith & Hanover, 2016). *Tasya Farasya* is present as an influencer who has a great influence, with the number of followers reaching 7,049,631 million on Instagram. *Tasya Farasya* is known through uploads about her beauty and lifestyle content. By having millions of followers, *Tasya Farasya* has the ability to influence consumer buying interest, especially in the skincare product category.

The social influence of influencer recommendations can increase buying interest, as consumers have a tendency to trust information coming from individuals they consider to be an authority or friend. Endorsements made by influencer *Tasya Farasya* can not only increase product visibility, but also build trust among her followers.

Shimp (2003) explained that celebrity endorsers are popular figures that include film actors, singers, and sportsmen who have wide public recognition and play a role in spreading promotional content to attract and influence target consumers. Today's well-known figures are expanding beyond the boundaries of conventional media such as newspapers and TV broadcasts. Their presence is spread across various social media channels (Hermawan, 2023). Celebrities who have a lot of followers and influence on social media are called *influencers*.

A person called an *influencer* is a public figure or member of the general public who has a large number of followers on social platforms and is able to influence their audience. A number of brands optimize the presence of *influencers* as an endorsement strategy that aims to encourage buying interest in advertised goods.

Shimp (2003) stated that the effectiveness of communication can be measured through five components summarized using the abbreviation TEARS, including trustworthiness, expertise, attractiveness, respect, and similarity.

Trustworthiness provides additional assurance to consumers who often have various concerns about the safety and effectiveness of the product. When *Tasya Farasya* recommends skincare products and labels them "Tasya Farasya Approved," her followers on Instagram not only see it as a mere advertisement but also as advice from someone they trust.

The existence of *influencers* as supporters of marketing activities has occurred for a long time. Research shows that the use of *influencers* as endorsers has been proven to have the capacity to encourage the buying interest of potential buyers (Sahril et al., 2024). The results of the research revealed by Hanaya et al. (2024) show how endorsements through *influencers* play a strategic role when marketing *Camille Beauty* through the TikTok platform, resulting in a favorable impact on the interest in buying the products being marketed. Research by Sapitri et al. (2024), which discusses discount propaganda through live features on TikTok as a *@somethincofficial* strategy to increase sales, found that promotions involving *influencers* or digital platforms play a significant role in attracting consumer attention and directing purchasing behavior.

The respondents in this study are students of *SMA Negeri 3 Kuningan* for the 2024/2025 school year. This is based on their high interest in social media and beauty trends, so it is relevant to measure the influence of *@tasyafarasya* influencer endorsements on buying interest in *Somethinc* skincare products.

Tasya Farasya is the most popular beauty influencer and has the most followers in Indonesia, and *Somethinc* is one of the local brands that is ranked first in the best-selling skincare brand in Indonesia 2024 (Puspitalova, 2024). Based on these considerations, the author conducted a study entitled "The Influence of Tasya Farasya's Influencer Endorsement on Instagram *@tasyafarasya* on Somethinc Skincare Buying Interest." The purpose of this study is to find out the influence of influencer endorsement *Tasya Farasya* on Instagram *@tasyafarasya* on *Somethinc's* skincare buying interest. The desired results can provide input for the *Somethinc* skincare brand to determine the appropriate influencers and develop an optimal endorsement strategy to encourage increased buying interest.

In recent years, influencer endorsements have emerged as a powerful marketing strategy, particularly in the beauty and skincare industry. Studies such as those by Cauberghe et al. (2017) highlight how *influencers* leverage their credibility to shape consumer behavior, fostering trust and buying interest. This phenomenon is further supported by Freberg et al.

(2011), who emphasize the role of social media personalities in influencing purchasing decisions, as consumers often perceive them as relatable and authoritative figures. The growing reliance on digital platforms for product discovery underscores the significance of influencer marketing in contemporary consumer culture.

Despite the extensive research on influencer endorsements, gaps remain in understanding the specific impact of individual *influencers*, particularly in localized contexts. For instance, while Hanaya et al. (2024) explored the role of TikTok *influencers* in promoting *Camille Beauty*, their study did not address the unique dynamics of Instagram endorsements or the influence of mega-influencers like *Tasya Farasya*. Similarly, Sapitri et al. (2024) examined discount strategies on TikTok but overlooked the psychological and emotional drivers behind influencer-led purchases. These gaps indicate a need for targeted studies that dissect the mechanisms of influencer credibility and its direct correlation with buying interest.

The urgency of this research lies in the rapid evolution of digital marketing and the increasing dominance of *influencers* in consumer decision-making. With over 7 million followers, *Tasya Farasya* represents a pivotal figure in Indonesia's beauty industry, yet her specific impact on skincare purchases remains underexplored. Understanding her influence is critical for brands like *Somethinc*, which aim to optimize their marketing strategies in a competitive landscape. Moreover, the adolescent demographic, highly active on social media, presents a unique opportunity to study how endorsements translate into tangible buying behavior.

This study introduces novelty by focusing on the TEARS model (Trustworthiness, Expertise, Attractiveness, Respect, and Similarity) to evaluate *Tasya Farasya*'s endorsement effectiveness, a framework seldom applied in localized influencer studies. Previous research, such as Shimp's (2003) work on celebrity endorsers, primarily examined traditional media, leaving a gap in the analysis of social media-specific credibility metrics. By applying this model to a high-profile influencer like *Tasya Farasya*, the study offers fresh insights into the intersection of digital credibility and consumer psychology.

The primary objective of this research is to determine the extent to which *Tasya Farasya*'s Instagram endorsements influence buying interest in *Somethinc* skincare products among high school students. By employing a quantitative approach, the study aims to measure the correlation between her endorsements and purchasing intent, using statistical tools like simple linear regression. This objective aligns with the broader goal of identifying actionable strategies for brands to harness influencer partnerships effectively.

Another key objective is to dissect the components of influencer credibility that most significantly drive buying interest. By analyzing metrics such as trustworthiness and expertise, the study seeks to pinpoint which aspects of *Tasya Farasya*'s endorsements resonate most with her audience. This granular approach not only benefits marketers but also contributes to academic discourse on the evolving nature of digital endorsements.

The benefits of this research extend to multiple stakeholders, including skincare brands seeking to refine their influencer collaboration strategies. By quantifying the impact of *Tasya Farasya*'s endorsements, the study provides empirical evidence to guide budget allocation and campaign design. For *Somethinc*, these insights could translate into more targeted and effective marketing initiatives, ultimately driving sales and brand loyalty.

Academically, the study enriches the literature on influencer marketing by offering a localized perspective on a global phenomenon. It bridges the gap between theoretical frameworks like the TEARS model and practical applications in Indonesia's digital landscape. Future researchers can build on these findings to explore cross-cultural comparisons or longitudinal studies on influencer effectiveness.

For policymakers and industry regulators, the research underscores the need for transparency and ethical standards in influencer endorsements. As adolescents form a significant portion of the target audience, understanding the psychological impact of these endorsements can inform guidelines to protect vulnerable consumers from misleading advertising. This aligns with broader discussions on digital literacy and consumer rights in the age of social media.

The study also holds practical implications for *influencers* themselves, offering a blueprint for enhancing their credibility and engagement strategies. By identifying which traits—such as expertise or respect—most influence buying decisions, *influencers* like *Tasya Farasya* can tailor their content to maximize impact. This symbiotic relationship between brands and *influencers* is crucial for sustaining authenticity in an increasingly commercialized digital space.

METHOD

Quantitative research methods are the main approach chosen, utilizing questionnaires and statistical analysis as information collection instruments. This study observes two key variables, namely *influencer endorsement*, which functions as the independent variable, and buying interest, which is positioned as the dependent variable. Data collection is divided into two categories: primary data derived from respondents' questionnaires, while secondary data is sourced from various literature such as scientific journals, reference books, published articles, theses, and other supporting references.

Sample selection applied a non-probability sampling approach combined with a purposive sampling strategy. Students who study at *SMA Negeri 3 Kuningan* in the 2024/2025 learning period become the research population. The determination of sample characteristics refers to two main requirements: active status as a respondent attending *SMA Negeri 3 Kuningan* for the 2024/2025 school year and following *@tasyafarasya*'s Instagram account. Data collection is carried out directly. The determination of the sample size refers to the calculation of the Slovin formula, which sets a margin of error of 0.1 with a confidence level of 90%, resulting in a total of 100 respondents as observation objects. Data processing is carried out through a descriptive method, while the data analysis technique applies three forms of statistical tests, which include classical assumption tests, simple linear regression tests, and hypothesis tests.

RESULTS AND DISCUSSION

Descriptive Analysis

The presentation of descriptive analysis aims to describe the distribution of the frequency of respondent responses collected through a questionnaire sheet with a total of 100 respondents. The respondents of this study were students of *SMA Negeri 3 Kuningan* with the criteria of having become followers of *@tasyafarasya*'s Instagram account. The overall age of the respondents ranged from 13 - 18 years old who were in the adolescent age category. The

highest percentage is 16-year-old respondents as much as 41% of the total. The age of 17 years is 25%. 15 years old as 17%. 18 years old as 15%. And the lowest percentage is 13 and 14 years old.

This study has high school student respondents because high school students are in the adolescent phase which is currently growing up in the digital era where social media is the main source of information and trends. In addition, teenagers who are in the phase of finding their identity make it easy to get influence from friends, social media and *famous influencers*.

The following analysis discussion explains how the influence of *influencer endorsements* includes aspects of *trustworthiness, expertise, attractiveness, respect, and similarity* related to Somethinc's *skincare* buying interest. Based on the data collected, the measurement of *trustworthiness* produced a number of 3.88 which was in the high category, this finding indicates that respondents put *trustworthiness* (trust) in Tasya Farasya as an *influencer*. Tasya Farasya's credibility has proven convincing when conveying information related to *skincare*.

Validity Test

The measurement of the correctness of a questionnaire is carried out through a validity test. A questionnaire or measuring tool can be declared valid if each question item listed successfully describes the aspect to be measured through the instrument.

Based on the validity test examination, it was obtained that the number r calculated for each question item showed a greater value than the r table 0.2324. Considering that the r calculation exceeds the r table, it can be concluded that all statement items for *the influencer endorsement variable* and the buying interest variable have met the validity standard.

Reliability Test

Research instruments are called reliable if their repeated use on identical objects will produce the same data (Sugiyono, 2018) Cronbach's alpha value measurement shows a value of 0.904 for the *influencer endorsement variable*, while the buying interest variable reaches a value of 0.932. Considering that the results of the two calculations exceed the minimum limit of 0.60, it can be determined that all variables have met the reliability standard.

Normality Test

The implementation of the normality test has the intention of examining the distribution of residual values in the regression model, whether it shows a normal pattern or not. Through the analysis that has been carried out, a significance (2-tailed) value of 0.095 is obtained which is greater than the value of 0.05, indicating that the measured variable shows a normal distribution.

Linearity Test

The linearity test was carried out to examine the existence of a linear relationship between *the influencer endorsement variable* and the buying interest variable. The analysis calculation shows a deviation from linearity of 0.113 which is greater than 0.05. Based on these findings, it can be seen that the relationship between *the influencer endorsement variable* and the buying interest variable is in accordance with the set linear requirements. The Influence of

Tasya Farasya's Influencer Endorsement on Instagram on Somethinc's Skincare Buying Interest.

Table 1. Simple Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	3,730	2,774		1,344	,182
	X	,656	,048	,807	13,549	,000

a. Dependent Variable: Y

Source : Research Results, 2025

The results of the table calculation produce the following regression formula:

$$Y = 3.730 + 0.656X + e$$

The fixed number (α) shows a positive magnitude, which is 3,730. This calculation shows that when the variable free of *influencer endorsements* is at 0 or stagnant, the buying interest level still reaches 3,730.

The calculation of the regression coefficient shows a number of 0.656 for the *influencer endorsement* variable. This figure indicates a positive influence that connects *influencer endorsement* variables with buying interest. If described, every 1% increase in *influencer endorsements* will have an impact on an increase in buying interest worth 0.656.

Table 2. Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,807 ^a	,652	,648	4,03343

a. Predictors: (Constant), X

Source : Research Results, 2025

The results of the statistical calculation show that the value of the correlation coefficient R reached 0.807, which indicates a positive relationship with the magnitude of 0.807 for the variables of *influencer endorsement* and buying interest. This illustrates that the two variables have a high correlation that runs in the same direction and has a positive value.

The results of the R.square output calculation showed a figure of 0.652, which indicates that *influencer endorsements* contributed 65.2% to buying interest, while the remaining 34.8% was influenced by other variables that were not researched in this model, such as price, quality, product availability, discounts, and so on.

Table 3. Test Results t

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	3,730	2,774		1,344	,182
	X	,656	,048	,807	13,549	,000

a. Dependent Variable: Y

Source : Research Results, 2025

Statistical calculations through partial t-test for hypothesis analysis resulted in a calculated t-value of 13.549 which exceeded the t table of 1.98447, while the acquisition of a significance value of 0.000 was less than 0.05 ($\text{sig } 0.00 < 0.05$) accompanied by a coefficient of positive value of 0.656. These statistical findings show that *the influencer endorsement* variable has a significant and positive influence on buying interest, resulting in H1 being accepted while H0 being rejected.

CONCLUSION

The findings of the study show that there is a positive influence of the *influencer endorsement* variable (X) on buying interest (Y). Statistical calculations resulted in an r.square value of 0.652, indicating that *influencer endorsements* contribute 65.2% to the buying interest variable, while the remaining 34.8% is influenced by various aspects outside the scope of this study. The results of the t-test showed the relationship between the *influencer endorsement* variable and the buying interest variable with a significance of 0.000, which is below 0.05 ($\text{sig } 0.00 < 0.05$), accompanied by a positive coefficient value of 0.656. Statistical testing demonstrated a significant and positive influence between the *influencer endorsement* variables that were partially tested on buying interest, resulting in H1 being accepted while H0 was rejected. In the measurement of *influencer endorsement* indicators, the highest score was recorded in the aspect of expertise, which reached 4.03, and respect, which reached 3.97. These findings indicate a high level of confidence in the respondents' perception of ability and credibility when providing reviews of *Somethinc* skincare products.

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