

Analysis of Factors Influencing Purchase Intention of Barenbliss Powder Mediated by Consumer Attitudes in Payakumbuh City

Suci Fresti Putri, Winny Alna Marlina, Faisal Ali Ahmad

Universitas Andalas, Indonesia

Email: sucifresti9@gmail.com, winnyalnamarlina@eb.unand.ac.id,
faisalaa@eb.unand.ac.id

ABSTRACT

Barenbliss is a cosmetics brand from South Korea that entered the Indonesian market in 2021. This study aims to examine the effect of social media communication effectiveness on purchase intention for Barenbliss Powder in Payakumbuh City, with consumer attitude as a mediating variable. A quantitative method was employed, involving 194 respondents as samples. Data were processed and analyzed using the SEM-PLS technique through the SmartPLS software version 4.0. The results revealed that source credibility and information quality had no significant effect on social media communication effectiveness for Barenbliss Powder in Payakumbuh City. However, brand credibility and information accuracy showed positive and significant relationships with social media communication effectiveness. Furthermore, social media communication effectiveness demonstrated a positive and significant relationship with consumer attitudes toward Barenbliss Powder in Payakumbuh City. Consumer attitudes also exhibited a positive and significant influence on purchase intention. The findings indicate that consumer attitude fully mediates the relationship between social media communication effectiveness and purchase intention for Barenbliss Powder in Payakumbuh City. The implications suggest that marketing strategies should emphasize the use of credible and valid information sources to meet consumer expectations, particularly through influencers with high credibility—those possessing beauty expertise, solid reputations, and strong consumer trust. Additionally, product pricing should correspond to the quality offered to shape consumer perceptions and generate purchase intentions.

KEYWORDS

Consumer Attitudes, Purchase Intent, Social Media Communication Effectiveness



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INTRODUCTION

In today's digital age, social media has become an integral part of everyday life, changing the way individuals communicate, connect with brands, and will later give rise to purchase intent. Social media platforms such as Instagram, Facebook, and TikTok have an important role in shaping consumer attitudes towards products such as fashion, beauty, fitness, and leisure. The presence of social media is not only a means of communication but also a strategic tool for companies to increase engagement with consumers and expand their market reach. Singh et al. (2024) stating that consumer purchase intentions are based on several factors, namely the effectiveness of social media communication which consists of the credibility of the source, brand credibility, accuracy of information, information quality and influenced by consumer attitudes.

According to São Paulo et al. (2021) intention Consumer purchases are influenced by social media communication. Consumers' purchase intentions are influenced by what they get when looking for information on social media, if the information obtained has a positive value will change their views so that they want to buy a product. In addition, one of the factors that affect consumer purchase intent is the effectiveness of social media communication (Sun et al., 2024).

Social media communication effectiveness refers to the extent to which social media platforms can be used to convey messages, build interactions, and achieve communication goals efficiently and successfully (Putra Perssela et al., 2022). The factors that build the effectiveness of social media communication are the credibility of the source, brand credibility, information accuracy and information quality which will later be interrelated to build an effectiveness of social media communication (Singh et al., 2024).

Rainfall et al. (2023) Stating the credibility of a source includes the reputation of the source of information, the ability to provide accurate data, and the trust given on social media. Aini (2022) Stating the credibility of a source is positive: if the higher the credibility of the source obtained, the more likely it is that consumers will find the information useful.

Brand credibility refers to consumers' trust in a brand's ability and willingness to continue to deliver on its promises (Rahmah & Arafah, 2023). Brand credibility can be strengthened through product quality, the suitability of promises with the benefits provided, and a positive consumer experience of the product

Information accuracy is the level of accuracy, truthfulness, and reliability of information in reflecting actual facts, data, or reality. The accuracy of information on the effectiveness of communication needs to be considered in response to the absence of false content so that accurate information will change consumers' views on communication (Singh et al., 2024).

Pebiyanti et al. (2023) declare the quality of information as the extent to which the information provided by the seller is consistent, relevant, easy to understand, and in accordance with the product or service offered. Good quality information can meet consumer expectations, help them understand the product, and support the process of changing attitudes towards a product after getting the expected information.

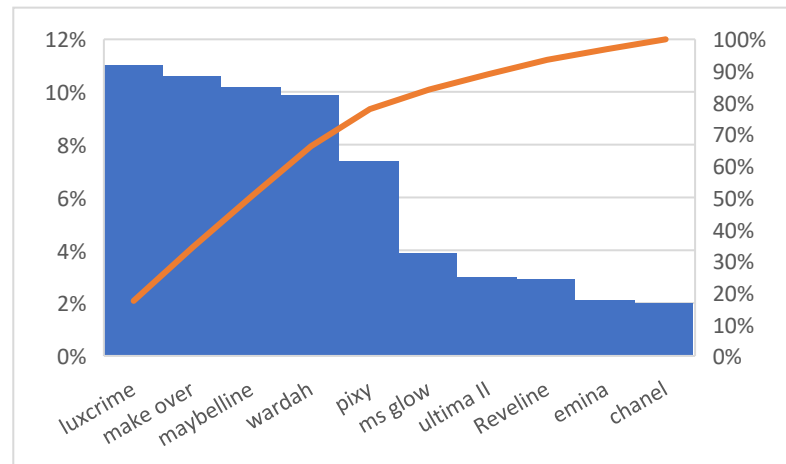
Nadiya & Isaac (2022) A consensual attitude reflects the feelings, beliefs, and behavioral tendencies of consumers towards a product. Consumer attitudes are often related to information obtained through social media which will later be related to the selection of a product so that it can change the consumer's views that give rise to purchase intentions.

Technological advances and the easier access to the internet, various foreign cosmetic brands can now reach local consumers through E-commerce, social media, and Marketplace (Hidayah et al., 2022). One of the local market areas that has entered the foreign cosmetics industry is Payakumbuh City. The population of Gen Z (aged 15-28 years) in Payakumbuh City is quite significant. Based on BPS RI data in 2024, the range of birth years for gen Z is 1997-2012. The number of female Gen Z residents in Payakumbuh City reached 17,020 people. Gen Z has good experience in using information technology and is at a productive age in the use of cosmetics.

One of the foreign cosmetic products that entered the Indonesian market is South Korea. This is the background of the K trend-beauty that develop due to the influence of Hallyu or Korean Wave reflects the global spread of South Korean culture and is included

in terms of beauty standards for women (Afwan et al., 2024). South Korean cosmetic brands that enter Indonesia are Barenbliss. On August 25, 2021, Barenbliss entering the Indonesian market joined PT. Habe Beauty which is a company founded by Chane Fortuin engaged in the field of beauty. Especially for powder products from Barenbliss has 2 types, namely: Soul-Matte Loose Powder and Fine to Refine Compact Powder. Solid powder appears in colors Light Vanilla Ice, Medium Mango Sorbet and Beige Choco Float.

The following is the percentage of sales of powder product brands that are in great demand by consumers in Indonesia in e-commerce (Haasiani, 2024).



Picture 1 Percentage of Different Product Sales in 2024

Source: Hasiani, (2024)

Based on Figure 1, the most sales of powder products are Luxcrime with sales of 11% and the lowest in powder sales is Chanel with sales of 2% in the 2021 period. Based on the data that can be proven that Barenbliss products are still not known by consumers, so it is a challenge for Barenbliss to increase the brand credibility of Barenbliss powder products, so that consumer purchase intentions appear.

This research aims to analyze the factors influencing purchase intention of Barenbliss Powder mediated by consumer attitudes in Payakumbuh City. Specifically, the research objectives are: (1) to examine the effect of source credibility, brand credibility, information accuracy, and information quality on social media communication effectiveness, (2) to evaluate the relationship between social media communication effectiveness and consumer attitudes, (3) to assess the impact of consumer attitudes on purchase intentions, and (4) to investigate the mediating role of consumer attitudes in the relationship between social media communication effectiveness and purchase intentions. The benefits of this research include: providing empirical evidence for Barenbliss marketing management in formulating more effective social media marketing strategies, contributing to the academic literature on consumer behavior in the context of K-beauty products in Indonesian local markets, offering practical recommendations for cosmetic brands in optimizing social media communication to enhance consumer purchase intentions, and serving as a reference for future studies examining the dynamics of social media marketing effectiveness in emerging markets.

RESEARCH METHOD

In this study, the type of research used Explanatory Research, using a casual study investigation type (study casual). The variables measured are the factors that affect purchase intentions mediated by consumer attitudes towards the product Barenbliss in Payakumbuh City. The time of this study is One shot or cross sectional where this research will be carried out in 2024 (Sekaran & Bougie, 2016). The research location is Payakumbuh City, West Sumatra, Indonesia, focusing on female Gen Z consumers (aged 15-28 years) who are active social media users and have knowledge of or have purchased Barenbliss powder products. Data collection using questionnaires that are in the process of being collected in a systematic manner offline to the respondents to be addressed. The research method is the quantitative method, (Sugiyono, 2013). Software used in data processing, namely Smart-PLS 4.

The population of this study consists of female Gen Z consumers in Payakumbuh City who are active on social media and familiar with Barenbliss powder products. Based on BPS RI data (2024), there are 17,020 female Gen Z residents in Payakumbuh City. Using the Slovin formula with a 5% margin of error, the minimum sample size required was 390 respondents. However, this study successfully collected 194 valid respondents, which still meets the minimum requirement for SEM-PLS analysis (Hair et al., 2019). The sampling technique employed was purposive sampling with specific criteria: female respondents aged 15-28 years, domiciled in Payakumbuh City, active social media users (Instagram, TikTok, or Facebook), and have knowledge of or have visited Barenbliss social media accounts.

This research employed primary data collection through structured questionnaires distributed offline to respondents in Payakumbuh City. The questionnaire was designed based on established instruments from previous studies, particularly Singh et al. (2024), and adapted to the context of Barenbliss powder products. Each variable was measured using a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Before the main data collection, a pilot test was conducted with 30 respondents to ensure the clarity and validity of the questionnaire items. The data collection process was carried out systematically over a period of two months in 2024, ensuring that all respondents met the predetermined criteria.

Data analysis in this study utilized Structural Equation Modeling-Partial Least Squares (SEM-PLS) with SmartPLS version 4.0 software. The analysis procedure consisted of two main stages: (1) Measurement Model (Outer Model) evaluation, which includes convergent validity testing through Average Variance Extracted ($AVE > 0.5$) and outer loading values (> 0.7), discriminant validity testing through cross-loading, Fornell-Larcker criterion, and Heterotrait-Monotrait Ratio ($HTMT < 0.90$), and reliability testing through Cronbach's Alpha and Composite Reliability (> 0.7); (2) Structural Model (Inner Model) evaluation, which includes collinearity testing through Variance Inflation Factor ($VIF < 5$), coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), and hypothesis testing through path coefficients with bootstrapping procedure (5,000 resamples) at 5% significance level (t-statistics > 1.97273). The mediation effect was analyzed following the procedure recommended by Hair et al. (2021) to determine whether consumer attitudes serve as a partial or full mediator in the relationship between social media communication effectiveness and purchase intentions.

Table 1 Variable Operations

Variable	Definition	Indicators	Scale	Source
Purchase intent (Y)	Decision-making involves the process of understanding the reasons behind the choice or purchase of a particular brand by consumers. Buying interest arises when a person needs a product after evaluating or assessing the feasibility of the product before deciding to buy it.	A product can increase overall confidence. Premium price with high quality according to their preferences. Purchase intent is influenced by information on social media. Information on social media influences purchasing decisions. Product purchases have been influenced by social media over the past 6 months. The tendency to buy a product after seeing celebrity endorsements through social media.	Likert Scale (1-5)	Singh et al. (2024)
Source credibility (X1)	Trust and competence of the information sources provided. In addition, the price that is informed to consumers has an effect on consumer confidence, because consumers can compare with the market price	Displaying Fresh models (the latest models) in the advertisement creates an opportunity to buy a product. Not knowing about the product makes it impossible to buy the product. The price and quality must be in accordance with what consumers get.	Likert Scale (1-5)	Singh et al. (2024)
Brand credibility (X2)	Brand credibility includes two main aspects, namely trustworthiness and expertise. The level of trust and expertise of a brand is formed from the accumulation of various marketing strategies that have been implemented as well as actions taken by the brand.	The official account of a product is trustworthy. The information shared on social media is accurate. A product on social media must have a high reputation for its quality. The brand of a product on social media can be a credible source of information.	Likert Scale (1-5)	Singh et al. (2024)
Information accuracy (X3)	Information disseminated through online media becomes a reliable reference for consumers in determining purchasing decisions. This is because the information generally comes from the direct experience of consumers who have used the product.	Advertising on social media is accurate in reflecting the benefits of a product according to claims. The information on social media is accurate. The information that influencers share on social media and brands on social media platforms can be trusted. Social media platforms are a reliable reference to find information about a product.	Likert Scale (1-5)	Singh et al. (2024)

Variable	Definition	Indicators	Scale	Source
Quality of information (X4)	High-quality information tends to make a person's desire to be interested in buying a product appear and with quality information it will affect the perception of consumers.	The accuracy of information on social media from a product can change consumer perception.	Likert Scale (1-5)	Singh et al. (2024)
		The information found on social media is accurate.		
		Information on social media can be trusted.		
		The information provided by influencers on social media is reliable.		
The Effectiveness of Social Media Communication (X5)	Social media is an activity carried out by an organization in utilizing social media platforms to direct visitors to the company's official page or website. Thus, visitors can access various information available on it, such as new product launches, company achievements, or ongoing promotions	Information on social media is able to influence consumer perception.	Likert Scale (1-5)	Singh et al. (2024)
		Celebrity content on social media is able to influence consumers.		
		The recommendations given by influencers affect the consumer's views.		
		The review factor and customer ratings given on social media have an influence on purchase intentions.		
Consumer attitudes (M)	Consumers sometimes often use social media to explore and see recommendations and reviews from influencers on a product, this can affect the minds of consumers.	The official social media page or account of a product.	Likert Scale (1-5)	Singh et al. (2024)
		Product quality and confidence.		
		Interest in the product.		
		Find out and learn a new product.		
		Trust recommendations, information, and influencer reviews on social media.		

RESULTS AND DISCUSSION

The respondents in this study amounted to 194 respondents, where the data taken met the criteria and data processing could be carried out.

Table 2 Data Description

Domicile	East Payakumbuh	31%
Age	22 years old	19%
Final education	High School/High School	67%
Income/allowance	IDR 1500,000- IDR 2000,000	30%
Work	Student/Student	49%
Expenses incurred	< IDR 300,000	59%
Purchase of powder	Offline	53%
Purpose of visiting a Barenbliss account	Shade type	41%

Most respondents in this study were domiciled in East Payakumbuh (31%). The most common age found was 22 years old with a percentage of 19%. In terms of education, most of the respondents were high school/high school graduates (67%), which shows that the respondents are still dominated by young people with secondary education. Based on monthly income or allowance, most respondents are in the range of IDR 1,500,000 – IDR 2,000,000 (30%). When viewed from work, the largest group is students with a percentage of 49%, this is in line with the age and level of education of the respondents.

In terms of spending on cosmetic needs, the majority of respondents spent less than IDR 300,000 (59%). For the purchase of powder products, most respondents prefer offline (53%) rather than online. The main purpose of their visit to Barenbliss's social media accounts was to see the types of shade available (41%).

Overall, this data shows that respondents are dominated by young people (students/students) with middle-to-lower financial capabilities, who buy more products offline, and use Barenbliss social media as a source of reference, especially in looking for variations in product shades.

Measurement Model

Convergent Validity Test

According to Hair et al. (2019) value from the test is said to be valid if the AVE output is > 0.5 and the value of Outer Loading > 0.7 . Average Variance Extracted (AVE) has the function of seeing the number of variants in the indicator described by the associated latent construct. Outer loading function to see the magnitude of the correlation between the latent construct and the indicator.

Table 3 Average Variance Extracted (AVE) Results

Variable	Average variance extracted (AVE)	Standard	Information
Information accuracy	0.869	> 0.5	Valid
The effectiveness of social media communication	0.835	> 0.5	Valid
Brand credibility	0.883	> 0.5	Valid
Source credibility	0.838	> 0.5	Valid
Quality of information	0.894	> 0.5	Valid
Purchase intent	0.929	> 0.5	Valid
Consumer attitudes	0.85	> 0.5	Valid

The social media communication effectiveness variable of AVE value of 0.835 was accepted because it was > 0.5 and so were the calculations on other variables. All *Average Variance Extracted* (AVE) scores have met the criteria for the AVE score test with a score above 0.5. Thus, it can be interpreted that all variants of the indicators can be said to be valid according to the *criteria of convergent validity*.

Table 4. Outer Loading Test Results

Indicators	AI	EKMS	MILES	KS	KI	NP	SK
AI1	0.918						
AI2	0.963						
AI3	0.955						
AI4	0.95						
AI5	0.872						
EKMS1		0,790					

Indicators	AI	EKMS	MILES	KS	KI	NP	SK
EKMS2		0.936					
EKMS3		0.97					
EKMS4		0.949					
K14					0.881		
KI1					0.944		
KI2					0.981		
KI3					0.974		
KM1			0.949				
KM2			0.97				
KM3			0.969				
KM4			0.866				
KS1				0.952			
KS2				0.819			
KS3				0.968			
NP1						0.944	
NP2						0.948	
NP3						0.985	
NP4						0.978	
NP5						0.973	
NP6						0.953	
SK1							0.818
SK2							0.963
SK3							0.965
SK4							0.934

Based on the results of the table data, all values in the outer loading table of each indicator have met the requirements to pass the outer loading test with a value of > 0.7 , so it can be interpreted that each of these indicators is relevant in explaining the construct or variable.

Discriminatory validity

Discriminant validity can be declared qualified if the value of the cross loading and latent correlation variable score is greater to the variable itself than the correlation score value to other variables.

Table 5. Cross Loading Test Results

Indicators	AI	EKMS	MILES	KS	KI	NP	SK
AI1	0.918	0.091	0.136	0.286	0.495	0.234	0.225
AI2	0.963	0.128	0.167	0.23	0.518	0.233	0.283
AI3	0.955	0.104	0.214	0.219	0.525	0.263	0.263
AI4	0.950	0.143	0.203	0.252	0.502	0.301	0.238
AI5	0.872	0.086	0.13	0.272	0.635	0.209	0.16
EKMS1	0.093	0.790	0.137	-0.02	0.021	0.375	0.241
EKMS2	0.222	0.936	0.324	-0.077	-0.034	0.34	0.316
EKMS3	0.081	0.97	0.301	-0.102	-0.115	0.36	0.435
EKMS4	0.061	0.949	0.299	-0.114	-0.137	0.399	0.454
K14	0.522	-0.044	0.032	0.36	0.881	0.108	0.103
KI1	0.613	-0.088	0.066	0.321	0.944	0.099	0.058
KI2	0.523	-0.083	0.046	0.386	0.981	0.114	0.05
KI3	0.486	-0.082	0.02	0.391	0.974	0.099	0.049
KM1	0.15	0.285	0.949	0.067	0.04	0.308	0.394
KM2	0.163	0.282	0.970	0.024	0.053	0.332	0.409

Indicators	AI	EKMS	MILES	KS	KI	NP	SK
KM3	0.14	0.272	0.969	0.005	0.038	0.352	0.362
KM4	0.245	0.282	0.866	0.062	0.036	0.187	0.451
KS1	0.251	-0.079	0.035	0.952	0.345	0.081	0.126
KS2	0.27	-0.001	0.05	0.819	0.39	0.081	0.128
KS3	0.259	-0.095	0.046	0.968	0.385	0.081	0.083
NP1	0.242	0.413	0.371	0.138	0.052	0.944	0.434
NP2	0.18	0.347	0.296	0.094	0.07	0.948	0.369
NP3	0.242	0.407	0.276	0.042	0.092	0.985	0.352
NP4	0.298	0.377	0.277	0.086	0.147	0.978	0.304
NP5	0.318	0.388	0.296	0.096	0.168	0.973	0.327
NP6	0.287	0.372	0.283	0.022	0.117	0.953	0.291
SK1	0.229	0.406	0.457	0.055	0.075	0.276	0.818
SK2	0.207	0.371	0.339	0.116	0.058	0.352	0.963
SK3	0.245	0.348	0.389	0.106	0.054	0.344	0.965
SK4	0.258	0.372	0.404	0.116	0.046	0.362	0.934

The results of the cross loading test have met the requirements where the cross loading value for each indicator on the variable itself is greater than the other variables. This shows that cross loading is valid. The results of the cross loading test were strengthened by the results of the AVE Fornell-Larcker Criterion. Here are the results of the AVE Fornell-Larcker Criterion.

Table 6. Fornell-Larcker Criterion AVE Test Results

Variable	AI	EKMS	MILES	KS	KI	NP	SK
Information Accuracy	0.932						
The Effectiveness of Social Media Communication	0.122	0.914					
Brand Credibility	0.186	0.299	0.94				
Source Credibility	0.266	-0.091	0.043	0.915			
Quality of Information	0.566	-0.082	0.045	0.382	0.946		
Purchase Intent	0.27	0.4	0.313	0.085	0.109	0.964	
Consumer Attitudes	0.255	0.407	0.431	0.107	0.063	0.363	0.922

In the part that has been marked green, the value is greater than the construct relationship to other latent variables, so the result of the AVE Fornell-Larcker Criterion is declared valid. The results of the HTMT test.

Table 7. HTMT Test Results

Variable	AI	EKMS	MILES	KS	KI	NP	SK
Information Accuracy							
The Effectiveness of Social Media Communication	0.128						
Brand Credibility	0.19	0.308					
Source Credibility	0.299	0.074	0.049				
Quality of Information	0.597	0.108	0.045	0.429			
Purchase Intent	0.275	0.42	0.321	0.089	0.116		
Consumer Attitudes	0.264	0.423	0.456	0.129	0.073	0.373	

The HTMT value results were calculated based on the correlation between different indicators (heterotrait) compared to the correlation within the same indicator (monotrait) and the HTMT value < 0.90 discriminant validity value test was met. The results of the cross loading test, AVE Fornell-Larcker Criterion, and Heterotrait-Monotrait Ratio (HTMT) meet the requirements for the discriminant validity test so that it is declared valid.

Reliability

The measurement consistency test in the reliability test looks at the Cronbach's Alpha value that must meet the requirements where the composite reliability value must be > 0.7 and the Cronbach's Alpha must be > 0.7 which results can be said to be reliable. The following are the results of the reliability test in this study:

Table 8 Reliability Test Results

Variable	Cronbach's alpha	Composite reliability	Standard	Information
Information Accuracy	0.962	0.971	>0.7	Reliable
The Effectiveness of Social Media Communication	0.933	0.953	>0.7	Reliable
Brand Credibility	0.955	0.968	>0.7	Reliable
Source Credibility	0.924	0.939	>0.7	Reliable
Quality of Information	0.961	0.971	>0.7	Reliable
Purchase Intent	0.985	0.987	>0.7	Reliable
Consumer Attitudes	0.94	0.958	>0.7	Reliable

The reliability test results for Cronbach Alpha and Composite Reliability were all valued at >0.7 which can be said to be reliable and there were no errors in the research model so that this research instrument can be used for further analysis.

Structural Models

Structural model testing to determine the magnitude of the influence of variables on the research construct was carried out by analyzing VIF values through collinearity, R Square, F square and Path Coefficient tests.

Collinearity test

The collinearity test is carried out by looking at the VIF value on each variable. The collinearity test is passed if the VIF score is < 5 . The following are the values of VIF in this study:

Table 9 Inner VIF Test

Variable	AI	EKMS	MILES	KS	KI	NP	SK
Information Accuracy	1.535						
The Effectiveness of Social Media Communication	1.000						
Brand Credibility	1.042						
Source Credibility	1.176						
Quality of Information	1.617						
Purchase Intent							
Consumer Attitudes	1.198						

The value produced by VIF is in accordance with the VIF value requirement < 5 , which means that there is no multicollinearity between constructs. This table is used to evaluate whether independent variables in a study have too high a correlation with each other.

R Square

Table 10 R Square Test Results

Variable	R-square
The Effectiveness of Social Media Communication	0.127
Purchase Intent	0.208
Consumer Attitudes	0.165

Shows the results of the R Square value showing the variable of social media communication effectiveness with a value of 0.124 or 12%. This value explains that 12% of source credibility, brand credibility, information accuracy and information quality affect the effectiveness of social media communication, while the remaining 88% is influenced by other variables. Purchase Intent with a value of 0.208 or 21% which means that the purchase intention variable is influenced by the effectiveness of social media communication and consumer attitudes, while the remaining 79% is influenced by other variables. Consumer attitudes with a value of 0.165 or 17% explained that consumer attitudes were influenced by the effectiveness of social media communication, while the remaining 83% were influenced by other variables.

F Square

The f square test aims to see the magnitude of the influence of the independent variable that is not affected by other variables in influencing other variables.

Table 11 F Square Test Results

Variable	AI	EKMS	MILES	MILES	KS	NP	SK
Information Accuracy		0.027					
The Effectiveness of Social Media Communication							0.198
Brand Credibility		0.083					
Source Credibility		0.008					
Quality of Information		0.020					
Purchase Intent							
Consumer Attitudes						0.061	

That the effect size value f^2 of information accuracy which is 0.027 which is adjusted has a weak effect on the variable of social media communication effectiveness, the value of effect size f^2 of the social media communication effectiveness variable which is 0.198 has a moderate effect on the variable of consumer attitude, the effect size value of f^2 brand credibility which is 0.008 has a weak effect on the variable of the effectiveness of social media communication, The effect size value of F^2 of source credibility which is 0.008 has a weak effect on the effectiveness variable of social media communication, the value of effect size F^2 of information quality which is 0.020 has a weak effect on the variable effectiveness of social media communication and the effect size value of F^2 of consumer attitude, which is 0.061 has a weak effect on the variable of purchase intention.

Q Square

A Q Square value greater than 0 can be said to be the relevance of the relevant prediction. The relevant prediction criterion is Q Square if $Q^2 (=1 - SSE/SSO)$. SSE (Sum of Squares Error) is the total number of error variants in the model and SSO (Sum of Squares Observed) is the total number of observed variants of a construct. Q^2 greater than 0 then declares a good model.

Table 12 Construct Cross Validated Redundancy Test Results (Total)

Variable	SSO	SSE	$Q^2 (=1 - SSE/SSO)$
Information Accuracy	970.000	970.000	
The Effectiveness of Social Media Communication	776.000	703.466	0.093
Brand Credibility	776.000	776.000	
Source Credibility	582.000	582.000	
Quality of Information	776.000	776.000	

Variable	SSO	SSE	Q ² (=1-SSE/SSO)
Purchase Intent	1164.000	946.758	0.187
Consumer Attitudes	776.000	673.882	0.132

It is seen that Construct Cross Validated Redundancy (Total) is a measure of the predictive validity of the research model. Q² values information accuracy, brand credibility, source credibility and information quality = 0 because SSO and SSE are of the same value, indicating that the model has no predictive relevance to the construct. The effectiveness of social media communication, purchase intent and consumer attitudes > 0 indicate that the model has a good predictive relevance to this construct. The Q² value helps assess how well the model can predict the endogenous variables in the study.

Table 13 Indicator Cross Validated Community (Total)

Indicators	SSO	SSE	Q ² (=1-SSE/SSO)
AI1	194,000	44.019	0.773
AI2	194,000	27.326	0.859
AI3	194,000	28.819	0.851
AI4	194,000	38.941	0.799
AI5	194,000	63.89	0.671
EKMS1	194,000	102.331	0.473
EKMS2	194,000	47.71	0.754
EKMS3	194,000	29.11	0.85
EKMS4	194,000	44.425	0.771
K14	194,000	57.75	0.702
KI1	194,000	47.962	0.753
KI2	194,000	23.761	0.878
KI3	194,000	27.942	0.856
KM1	194,000	39.349	0.797
KM2	194,000	26.288	0.864
KM3	194,000	27.239	0.86
KM4	194,000	82.43	0.575
KS1	194,000	89.041	0.541
KS2	194,000	69.374	0.642
KS3	194,000	93.976	0.516
NP1	194,000	33.287	0.828
NP2	194,000	28.836	0.851
NP3	194,000	10.71	0.945
NP4	194,000	13.423	0.931
NP5	194,000	16.751	0.914
NP6	194,000	25.631	0.868
SK1	194,000	100.693	0.481
SK2	194,000	30.393	0.843
SK3	194,000	29.307	0.849
SK4	194,000	47.982	0.753

Information:

KS : Credibility of EKMS Source : Effectiveness of social media communication

KM : Brand Credibility Decree : Consumer attitudes

AI : Information Accuracy NP : Purchase Intention

KM : Quality of information

Cross Validated Communality Indicator which is part of predictive validity analysis. The *Q-square* value of each indicator ranges from 0.473 – 0.945 indicating that all indicators have positive predictive relevance. This table shows that most of the indicators in the model have good predictive validity ($Q^2 > 0.40$), which means that the model is quite good at explaining the variables measured by each of these indicators have relevant predictions and have qualified for the Q2 test.

Hypothesis Test (Path Coefficients)

TEST Direct effects

According to Hair *et al.* (2021) that T-Statistics > T-Table with an error rate of 5%. The original value of the sample shows a positive correlation or negative. Positive and negative correlation is a model that shows whether the relationship between variables in the study has a positive or negative impact.

Table 14 Hypothesis Test Results

Variable	Original sample (O)	T statistics	T Table	P values	Information
Source credibility ->					
effectiveness of social media communication	-0.0s89	0.688	1.97273	0.246	Rejected
Brand credibility ->					
effectiveness of social media communication	0.275	3.825	1.97273	0.000	Accepted
Information accuracy ->					
the effectiveness of social media communication	0.19	1.976	1.97273	0.024	Accepted
Quality of information ->					
effectiveness of social media communication	-0.168	1.25	1.97273	0.106	Rejected
The effectiveness of social media communication ->					
consumer attitudes	0.407	5.386	1.97273	0.000	Accepted
Consumer attitudes -> purchase intent	0.24	2.485	1.97273	0.006	Accepted

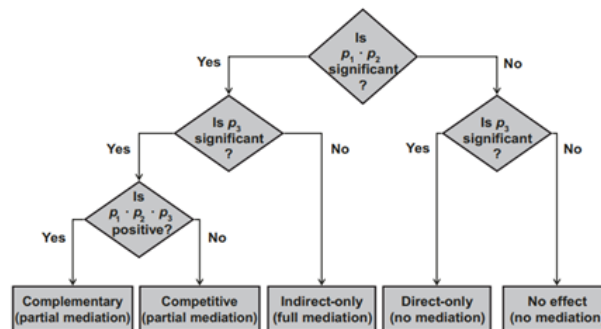
Indirect Effects Test

The hypothesis of this study examines the indirect effect with the mediated influence of consumer attitudes on the relationship between the effectiveness of social media communication and purchase intention. In the table below, the indirect effects can be seen as follows:

Table 15 Indirect Effects Test

Variable	Original sample (O)	T statistics	T-Table	Ket
The Effectiveness of Social Media Communication ->				
Consumer Attitudes -> Purchase Intent	0.098	2.03	1.97273	Significant

According to Hair *et al.* (2021) Calculation of the effect of mediation through the following procedure:



Picture 3 Mediation Process

In this study, the effectiveness of social media communication which does not have a significant direct effect on purchase intentions and consumer attitudes is significant in mediating, so the role of mediation in this study is full mediation. Full *mediation* means that the influence of X on Y is only through M.

Discussion

The Influence of Source Credibility on the Effectiveness of Social Media Communication.

Based on the results of the study, the influence of source credibility variables on effectiveness social media communication results in a statistically smaller T than a table ($0.688 < 1.97273$) and P value Value which is 0.246 greater than 0.05 with the original sample value of -0.089 which has a negative value, so this hypothesis is rejected. The results of this study show that the influence of source credibility on the effectiveness of social media communication is negative. The credibility of the source has little influence on the effectiveness of social media communication on powder products Barenbliss in Payakumbuh City. Stuart & Stuart (2020) The research was carried out that the credibility of the source did not have a significant effect on the effectiveness of social media communication.

The Influence of Brand Credibility on the Effectiveness of Social Media Communication.

Based on the results of the study on the influence of brand credibility variables on the effectiveness of social media communication, the results of T statistics are greater than T tables ($3.825 > 1.97273$) and P value Value which is 0.000 small from 0.05 with the original value of the sample of 0.275 with a positive value, this hypothesis is accepted. The results of this study show that the influence of brand credibility on the effectiveness of social media communication is positively significant. Brand credibility can shape the effectiveness of social media communication on powder products Barenbliss in Payakumbuh City. Aini, (2022) that is, brand credibility has a significant effect on the effectiveness of social media communication

The Effect of Information Accuracy on the Effectiveness of Social Media Communication.

Based on the results of the study on the influence of information accuracy variables on the effectiveness of social media communication, the results were statistically greater than the T table ($1.976 > 1.97273$) and the value of p Value namely $0.024 < 0.05$ with the original sample value of 0.19 with a positive value, this hypothesis is accepted. Listyowati et al. (2020) Research Results This shows that the effect of information accuracy on the effectiveness of social media communication is significant. Information accuracy is able to shape the effectiveness of social media communication in powder products Barenbliss in Payakumbuh City.

The Effect of Information Quality on the Effectiveness of Social Media Communication.

Based on the results of the study on the influence of information quality variables on the effectiveness of social media communication, the results of T statistics are smaller than T table ($1.25 < 1.97273$) and P value Value which is 0.106 greater than 0.05 with the original sample value of -0.168 which has a negative value, so this hypothesis is rejected. The results of this study show that the influence of information quality on the effectiveness of social media communication is significantly negative. Asiah et al. (2024) The accuracy of the information has little influence on the effectiveness of social media communication on powder products Barenbliss in Payakumbuh City.

The Effect of Social Media Communication Effectiveness on Consumer Attitudes.

Based on the results of the study on the influence of the variables of social media communication effectiveness on consumer attitudes, the results of T are statistically larger than T tables ($5.386 > 1.97273$) and P value Value which is 0.000 small from 0.05 with the original sample value of 0.407 which has a positive value. then this hypothesis is accepted. The results of this study show that the effect of the effectiveness of social media communication on consumer attitudes is positive. The effectiveness of social media communication is able to shape consumer attitudes towards powder products Barenbliss in Payakumbuh City. Sağtaş, (2022) The effectiveness of social media communication has a significant positive effect on consumer attitudes.

The Influence of Consumer Attitudes on Purchase Intentions.

Based on the results of the study on the influence of consumer attitude variables on purchase intention, the result is that T is statistically larger than T table ($2.485 > 1.97273$) and P value Value which is 0.006 small from 0.05 with the original sample value of 0.24 which has a positive value, then this hypothesis is accepted. The results of this study show that the influence of consumer attitudes on purchase intentions is positive. Consumer attitudes are able to shape purchase intentions in powder products Barenbliss in Payakumbuh City. Aziz & Sulistiono (2020) that is, consumer attitudes have a significant positive effect on purchase intentions on The Jungland Adventure Theme Park.

The Effect of Social Media Communication Effectiveness on Consumer Purchase Intent is Mediated by Consumer Attitudes.

Based on the analysis of the influence of the effectiveness of social media communication on purchase intentions mediated by consumer attitudes, the statistical T-value is greater than the T table ($2.03 > 1.97273$) P value Value which is 0.021 small from 0.05 with the original sample value of 0.098 with a positive value, then this hypothesis is accepted. The results of the study showed that the influence of positive consumer attitudes was significant in mediating the relationship between the effectiveness of media communication and purchase intention in powder products Barenbliss in Payakumbuh City. Koththagoda & Herath (2018) That is, consumer attitudes mediate significantly the relationship between the effectiveness of social media communication and purchase intent.

CONCLUSION

This study demonstrates that among the four dimensions examined, brand credibility ($\beta = 0.275, p < 0.05$) and information accuracy ($\beta = 0.19, p < 0.05$) significantly and positively influence social media communication effectiveness for Barenbliss powder products in Payakumbuh City, while source credibility ($\beta = -0.089, p > 0.05$) and information quality ($\beta = -0.168, p > 0.05$) show no significant effects. Furthermore, social

media communication effectiveness exhibits a strong positive relationship with consumer attitudes ($\beta = 0.407$, $p < 0.001$), which subsequently influences purchase intentions ($\beta = 0.24$, $p < 0.01$). The mediation analysis reveals that consumer attitudes fully mediate the relationship between social media communication effectiveness and purchase intentions ($\beta = 0.098$, $p < 0.05$), indicating that effective social media communication does not directly drive purchase intentions but must first shape positive consumer attitudes. These findings provide practical implications for Barenbliss marketing management to prioritize building brand credibility through consistent quality delivery and ensuring information accuracy in social media content, while utilizing influencers with established expertise and reputation in the beauty industry. The study's R^2 values indicate that the model explains 12.7% of social media communication effectiveness variance, 16.5% of consumer attitudes variance, and 20.8% of purchase intentions variance, suggesting that while the identified factors are significant, other variables not included in this model also play important roles. Future research should expand the investigation to include additional variables such as electronic word-of-mouth, parasocial relationships with influencers, perceived value, and product involvement to provide a more comprehensive understanding of purchase intention formation. Additionally, comparative studies across different cosmetic brands, longitudinal research to track attitude and intention changes over time, and experimental designs to test specific social media content strategies would contribute valuable insights to both academic literature and practical marketing applications in the rapidly evolving K-beauty market in Indonesia.

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