

Building Purchase Intentions Through Source Credibility: The Mediating Role of Customer Attitude on TikTok Live Shopping in Padang City

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ARTICLE INFO

Article history:

Received Nov 24, 2025

Revised Dec 4 2025

Accepted Dec 20, 2025

Keywords:

Source Credibility
Customer Attitude
Purchase Intention

ABSTRACT

This study aimed to examine the influence of source credibility on purchase intention mediated by customer attitude on TikTok live shopping in Padang City. The sample in this study consisted of 111 respondents with purposive sampling using questionnaire. Data were analyzed using Smart PLS version 3.0 with the following results: source credibility has a positive and significant effect on purchase intention. Then, source credibility has a positive and significant effect on customer attitude. Intervening variable testing shows that customer attitude variables can influence the indirect effect between source credibility on purchase intention.

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1. INTRODUCTION

Economic and business changes in digital era have not only changed the way people work and interact, but have also had a major impact on the way businesses are run and grow. (Ardiansyah, 2023). Indonesia is one of the fastest growing e-commerce markets in Southeast Asia. A 2023 report by Google, Temasek, and Bain & Company identified e-commerce as the largest contributor to Indonesia's digital economy. This indicates that consumer shopping behavior is increasingly dependent on the digital ecosystem.

Recent trends in digital commerce, or e-commerce, are diversifying, attracting significant public attention, particularly live shopping. Live shopping is an innovation in the digital commerce world that combines elements of live broadcasting with buying and selling activities. Live shopping provides an interactive experience for consumers and increases marketing effectiveness for businesses. One platform frequently used for live shopping is the social media app TikTok. TikTok is a social media platform that allows users to produce and share short films, typically 15 seconds long, and was introduced in 2016 by the Chinese company ByteDance (Zhu, 2023). TikTok's live streaming feature is becoming increasingly popular, attracting users' interest through promotions and sales through live shopping activities.

Although the phenomenon of live shopping on TikTok has received increasing attention in digital marketing research, several gaps remain insufficiently addressed. First, prior studies have predominantly focused on factors such as entertainment value, informativeness, general consumer trust, and the quality of interaction in live commerce. However, the specific role of source credibility

including the communicator's expertise, trustworthiness, and attractiveness has not been thoroughly examined within the TikTok Live environment, especially in the context of Indonesian consumers.

Second, the majority of existing studies are concentrated in other countries such as China, South Korea, or those in Europe, where consumer behavior and digital adoption patterns differ substantially from Indonesia. As a result, empirical evidence on how host credibility shapes purchase intention within TikTok Live in Indonesia remains limited. Third, some previous studies have merged the dimensions of source credibility into broader constructs of trust, which makes the individual contributions of expertise, trustworthiness, and attractiveness less visible. This leaves a gap in understanding which dimensions play the most influential role in driving consumers' purchase intention in live commerce settings. Below is data on the most popular live shopping platforms in Indonesia :

Table 1. The Most Popular and Most Used Live Shopping Platform in Indonesia In 2024

No.	Social Media Platforms	Percentage Of Live Shopping Users
1.	Shoppee Live	57%
2.	TikTok Live	49%
3.	Instagram Live	22%
4.	Facebook Live	21%
5.	Tokopedia Play	18%

Sumber: www.goodstats.id/ 2024

Table 1 above shows that Shopee Live has the highest number of live shopping users in Indonesia, reaching 57%. TikTok Live ranks second with 49%. In recent years, the implications of online marketplaces have increasingly attracted attention from marketers seeking to leverage opportunities to influence consumer purchasing intentions (Weismueller et al., 2020). This can be influenced by purchasing interest, especially among TikTok Shop users, towards purchasing via live shopping. According to Agusli dan Kunto (2013), interest is an intrinsic force that can encourage, influence, or cause an individual to be consciously attracted to something outside themselves. If a consumer is interested in purchasing an item, the consumer will show a positive attitude and feelings of pleasure towards the item, so that the consumer will manifest this interest through purchasing behavior (Wibisono et al., 2021).

Purchasing interest can also be influenced by attitudes toward live shopping. Attitudes can be defined as users' tendencies and beliefs about information conveyed by businesses or live streamers, which will consistently impact their feelings and activities (Mulyani et al., 2021). In addition, source credibility also influences user purchasing interest. Source credibility refers to the positive characteristics of the communicator that can influence message reception and determine the level of endorsement success (Dauhan & Langi, 2024). Source credibility is a three-component construct that includes the perceived attractiveness, trustworthiness, and expertise of celebrity endorsers, all of which influence endorser credibility, and it has been found that all of these determinants have a significant impact on customer purchase intentions (Rungruangjit, 2022).

2. LITERATURE REVIEW

According to Moniaga et al. (2023), Ajzen's Theory of Planned Behavior (TPB) provides a strong foundation for understanding the factors that influence human behavior, including in the context of consumer purchase intentions. In this case, attitudes toward a product or brand and the social influence of subjective norms can play a key role in shaping an individual's purchase intention to purchase a product or use a brand. There are key concepts and dimensions in understanding the three determinants above, namely:

1. Perceived Behavioural Control
2. Subjective Norm
3. Attitude Toward Behaviour
4. Intention

Purchase Intention is defined as a feeling of interest that creates an urge to buy a particular product so that someone who has the desire to buy will show attention and interest in the product and this interest in buying will be followed by an action in the form of buying behavior (Agusli & Kunto, 2013). In addition, purchasing interest can also be interpreted as the behavior or response of prospective buyers that shows a desire to purchase an object (Musfira & Astuti, 2024).

Consumer attitudes are a tendency that needs to be studied so that it can determine whether someone can feel happy or unhappy consistently about something (Schiffman dan Wisenblit, 2019). Attitude is an expression of feelings, which reflects whether someone is happy or unhappy, likes or dislikes and agrees or disagrees with an object (Laudza & Isa, 2024). Attitude also includes the response or reaction felt by an individual towards the object, whether in a positive or negative form (Moniaga et al., 2023).

Source credibility refers to positive communicator characteristics that can influence message reception and determine the level of support success (Dauhan & Langi, 2024). Source credibility is the extent to which a source is perceived as having expertise relevant to the communication topic and can be trusted to provide an objective opinion on that topic (Goldsmith et al., 2000). According to Weismueller et al. (2020), the underlying influences of trustworthiness, expertise, and attractiveness are increasingly being researched in the context of credible sources.

1. Trustworthiness can be defined as the recipient's level of trust, acceptance, and confidence in the honesty, integrity, and reliability of the information or advice provided.
2. Expertise can be described as the level of knowledge, skills, and qualifications of an endorser, reflecting the depth of expertise and perceived ability to market a product effectively.
3. Attractiveness is how likable a source is and how similar the source is to the consumer's desired personality.

Hypothesis Development

Source credibility refers to the extent to which an information source is perceived as trustworthy and possessing expertise on the topic being presented. Source credibility is becoming increasingly crucial as audiences must sift through information from multiple sources, many of which may not be accurate or competent. Therefore, understanding the concept of source credibility is crucial in measuring communication effectiveness and public trust in information. Several previous studies have shown that source credibility has a positive effect on purchase intention (Anugraini & Amalia, 2025). According to Hui (2017), source credibility also significantly influences purchase intention, and Weismueller et al.'s (2020) research also demonstrated a positive effect on purchase intention. Therefore, the better the source credibility, the higher the consumer's purchase intention to purchase on TikTok live shopping. Therefore, based on the above research, the first hypothesis is developed in this study:

H1: Source credibility has a positive effect on purchase intention

When information sources, such as endorsers, influencers, or brands, are perceived as credible meaning they possess expertise and trustworthiness consumers are more likely to accept and trust the information conveyed. This credibility shapes positive perceptions of the message received, which in turn fosters a more favorable attitude toward the product or service being offered. Therefore, source credibility plays a crucial role in shaping and influencing customer attitudes, as it can enhance the effectiveness of marketing communications and strengthen consumer trust in a brand. Several previous studies have shown that source credibility has a positive effect on customer attitude (Maura & Bharata, 2023). Kong & Fang (2024) also found that source credibility has a significant effect on customer attitude. Achmad's (2024) research also demonstrated that source credibility has a positive effect on customer attitude. The more credible a source of information is perceived by a livestreamer, the more likely consumers are to form a favorable attitude toward that source. Therefore, based on the above research, the second hypothesis in this study was developed:

H2: Source credibility has a positive effect on customer attitude.

Customer attitudes reflect evaluations, feelings, and behavioral tendencies toward a product or brand, which are formed through individual experiences, information, and perceptions. When customers have positive attitudes, such as trust in the product's quality, liking the brand, or being

satisfied with the service, their likelihood of making a purchase increases. In other words, customer attitudes are an important indicator that can predict purchase intentions, as positive attitudes will create a boost to future purchase intentions. Several previous studies have shown that customer attitude has a positive effect on purchase intention (Moniaga et al., 2023). Laudza & Isa (2024) also found that customer attitude significantly influences purchase intention. Furthermore, research by Nurmahendra & Setyawan (2023) also demonstrated that customer attitude positively influences purchase intention. The better a customer's attitude toward TikTok live shopping, the higher their intention to purchase. Therefore, based on the aforementioned research, the third hypothesis is developed in this study:

H3: Customer attitude has a positive effect on purchase intention.

When a message about a product or service is delivered by a source perceived as credible, that is, trustworthy and expert, customers tend to respond favorably to the information. This response then forms a positive attitude toward the product, such as trust, interest, and fascination. This positive attitude is an important intermediary in driving purchase intention. Without the formation of a more positive attitude, the influence of source credibility is not strong enough to directly increase purchase intention. Several previous studies have shown that customer attitude mediates the relationship between source credibility and purchase intention (Yuliana et al., 2025). Elmousa et al.'s (2023) study also demonstrated that customer attitude can mediate the relationship between source credibility and purchase intention. Zhao et al.'s (2024) study also demonstrated that customer attitude mediates the relationship between source credibility and purchase intention. Therefore, the better the source credibility, the better the customer attitude, which in turn increases consumer purchase intention. Based on the aforementioned research, the fourth hypothesis is developed in this study:

H4: Customer attitude mediates the relationship between source credibility and purchase intention.

3. RESEARCH METHOD

This research is a quantitative study. The object of the research is the TikTok Live Shopping platform. Quantitative research according to Kasmir (2022), The aim of this study is to prove a theory and analyze the extent to which one variable influences another. This study was designed to examine the influence of perceived usefulness and source credibility on purchase intention, with customer attitude as a mediating variable. The population used was TikTok Live Shopping users in Padang City, West Sumatra Province. The sample in this study was consumers who used and watched TikTok Live Shopping in Padang City, selected as respondents. The purposive sampling strategy employed in this research is a method that considers several characteristics when selecting samples. The criteria determined in this study are consumers who live in Padang City, consumers who use the TikTok application, and have seen/watched live shopping on TikTok live but have never purchased the products offered on TikTok live shopping. The sample size in this research was 111. The data analysis technique in this study uses Structural Equation Modeling Partial Least Square (SEM-PLS). The measurement of source credibility in this research using five indicator adopted from (Dauhan & Langi, 2024). Customer attitude in this research using four indicator adopted from Rizkitysha & Hananto (2022) and Purchase Intention using four indicator adopted from (Wibisono et al., 2021).

Table 2. Measurement

Variable	Indicator	Source
Source credibility	<ul style="list-style-type: none"> ▪ Honest ▪ Trustworthy ▪ Sincere ▪ Expert ▪ Knowledgeable ▪ Experienced 	(Dauhan & Langi, 2024)
Customer Attitude	<ul style="list-style-type: none"> ▪ Consumer feelings ▪ Consumer behavior ▪ Consumer opinions ▪ Consumer actions toward using the product 	(Rizkitysha & Hananto, 2022)

Purchase Intention	<ul style="list-style-type: none"> Interested in searching for product information Considering buying the product Interested in trying the product Willing to know about the product Willing to own the product 	(Wibisono et al., 2021)
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4. RESULTS AND DISCUSSIONS

Profil Respondent

The number of questionnaires ready to be analyzed is 111. The majority of respondents are female, amounting to 72 people (64.9%) and the rest are male respondents amounting to 39 people (35.1%) with ages where respondents with an age range of 17-20 years amounted to 15 people (13.5%), and an age range of 21-25 years old amounted to 55 people with a percentage (49.5%) making it the age range of respondents with the most. Furthermore, the age range of 26-30 years old amounted to 32 people with a percentage (28.8%), the age range of 31-35 years old amounted to 7 people with a percentage (6.3%) and finally respondents with an age above 35 years old amounted to 2 people with a percentage of 1.8%. The occupations dominated by students (35 people, representing 31.5% of respondents), followed by 19 private sector employees (17.1%), 15 entrepreneurs (13.5%), 12 civil servants (10.8%), 11 lecturers/teachers (9.9%), 5 housewives (4.5%), 4 state-owned enterprises (3.6%), 3 laborers (2.7%), and finally, other occupations such as baristas, midwives, cashiers, porters, nurses, farmers, and salespeople, each with 1 person (0.9%) and 6.3% of respondents.

Furthermore, the respondents were differentiated by their highest educational attainment, which was dominated by senior high school with 55 respondents, representing 49.5%, followed by undergraduate (S1) with 52 respondents, representing 46.8%, and finally, postgraduate (S2) with 4 respondents, representing 3.6%. The final respondent profile was distinguished by their income, which was dominated by 37 respondents with incomes between Rp 1,000,000 and Rp 2,000,000 (33.3%). Furthermore, 33 respondents with incomes above Rp 3,000,000 (29.7%). Furthermore, 29 respondents with incomes between Rp 2,000,000 and Rp 3,000,000 (26.1%). Finally, 12 respondents with incomes below Rp 1,000,000 (10.8%) were included in the questionnaire.

Discussion

Measurement Model Assessment (MMA) is useful for determining the relationship between statement items and constructs/variables, which consists of convergent validity and discriminant validity. (Hair et al., 2014). According to Hair et al., (2014) convergent validity is the extent to which the items of the specific construct converge together. Reflects correlation between items measuring the same construct. In convergent validity analysis, there are four assumptions that must be met: outer loading > 0.7 ; Cronbach's alpha > 0.7 ; composite reliability > 0.7 ; and average extracted variance (AVE) > 0.5 . Results. Based on the data processing results, the results are shown in the table below:

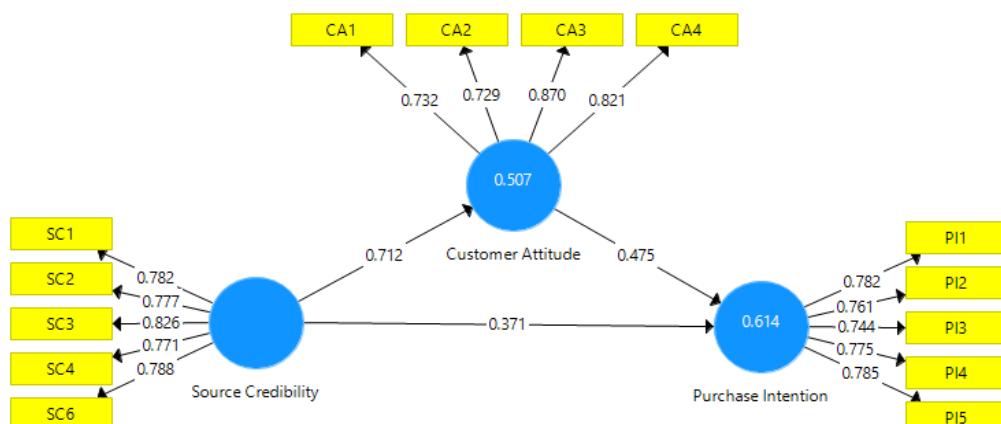


Table 2. Outer Loading Value, AVE, Cronbach's Alpha dan Composite Reliability

Variable	Indicator	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
Customer Attitude	CA1	0.732	0.798	0.869	0.625
	CA2	0.729			
	CA3	0.870			
	CA4	0.821			
Purchase Intention	PI1	0.782	0.829	0.879	0.592
	PI2	0.761			
	PI3	0.744			
	PI4	0.775			
	PI5	0.785			
Source Credibility	SC1	0.782	0.848	0.892	0.622
	SC2	0.777			
	SC3	0.825			
	SC4	0.771			
	SC6	0.788			

Source: Processed Data (2025)

Table 2 shows that all items used to measure source credibility, customer attitude, and purchase intention have outer loadings above 0.7, indicating that the item's influence on the variables is valid. Source credibility, customer attitude, and purchase intention have Cronbach's alpha values >0.7 , composite reliability >0.7 , and AVE >0.5 , indicating that all variables meet established criteria (Hair et al., 2014).

Discriminant validity is the extent to which a construct is truly distinct from other constructs according to empirical standards, demonstrating its uniqueness. The Fornell-Lacker Criterion is calculated by comparing the square root of each construct's AVE to the correlation between the other constructs. If the correlation between one variable and itself is greater than the correlation between the other variables, it is considered to have discriminant validity. The results of the discriminant validity analysis using the Fornell-Lacker Criterion are as follows:

Table 3. Results of Discriminant Validity Analysis using the Fornell-Lacker Criterion Method

	Customer Attitude	Purchase Intention	Source Credibility
Customer Attitude	0.790		
Purchase Intention	0.739	0.770	
Source Credibility	0.712	0.709	0.789

Source: Processed Data (2025)

The table above shows that the correlation between customer attitude and itself (customer attitude) is 0.790. This correlation value is greater than the correlation between customer attitude and purchase intention (0.739) and source credibility (0.712). Similarly, the correlation between source credibility and purchase intention is 0.789. Similarly, the correlation between purchase intention and itself (purchase intention) is 0.770, greater than the correlation between source credibility and itself (0.709). The correlation values in bold diagonally are greater than the other values (vertical and horizontal).

R-square (R²) is used to measure the extent to which endogenous variables are influenced by other (exogenous) variables. The results of the R-square analysis are as follows:

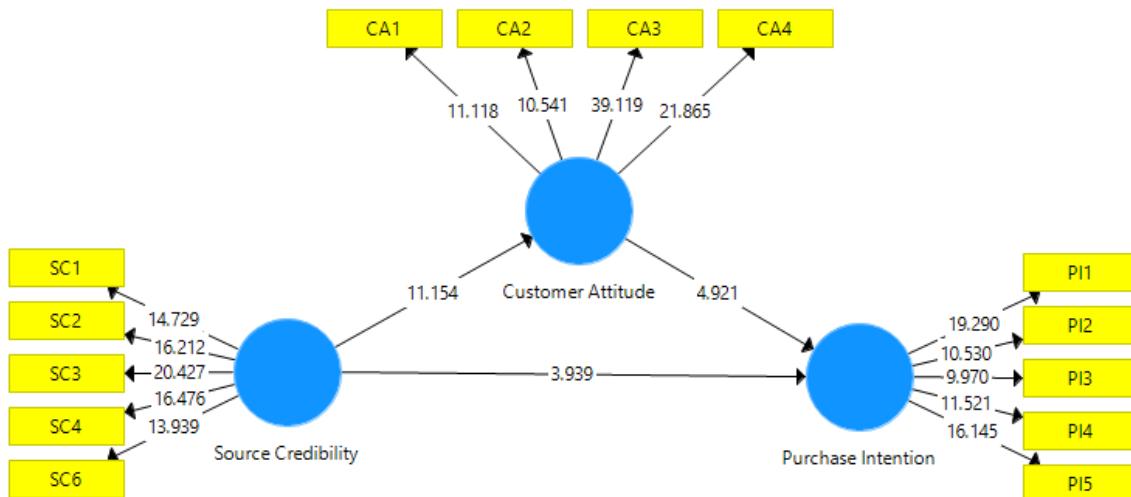
Table 4. R Square Analysis

Variable	R Square
Customer Attitude	0.507
Purchase Intention	0.614

Source: Processed Data (2025)

Table 4 shows that the customer attitude variable has an R^2 of 0.507, indicating that the influence of perceived usefulness and source credibility on customer attitude is 50.7%. Furthermore, the purchase intention variable has an R^2 of 0.614, indicating that the influence of source credibility, mediated by customer attitude, on purchase intention is 61.4%.

Structural Model Assessment (SMA) is a structural model for predicting causal relationships between latent variables. SMA testing uses a bootstrapping procedure

**Tabel 5. Results of Structural Model Asessment**

		Original Sample (O)	T Statistics (O/STDEV)	P Values	Conclusion
H1	Source Credibility -> Purchase Intention	0.371	3.939	0.000	Accepted
H2	Source Credibility -> Customer Attitude	0.712	11.154	0.000	Accepted
H3	Customer Attitude -> Purchase Intention	0.475	4.921	0.000	Accepted
H4	Source Credibility -> Customer Attitude -> Purchase Intention	0.338	4.344	0.000	Accepted

Source: Processed Data (2025)

The results of testing the first hypothesis (H1) regarding the effect of source credibility on purchase intention found a 0.371 original sample (positive sign), a T statistic of 3.939 (greater than 1.96), and a P value of 0.000 (less than 0.05). Thus, it can be concluded that source credibility has a positive effect on purchase intention, so the second hypothesis (H1) is accepted. The results of this study are in line with the results of previous research (Anugraini & Amalia, 2025; Hui, 2017; Weismueller et al., 2020) found that source credibility has a positive influence on purchase intention. Therefore, this study concludes that the better the source credibility of a livestreamer in marketing their products on the TikTok live shopping platform, the higher the consumer's purchase intention towards TikTok live shopping.

The results of testing the second hypothesis (H2), regarding the effect of source credibility on customer attitude, found a α of 0.712 (positive), a T statistic of 11.154 (greater than 1.96), and a P value of 0.000 (less than 0.05). Therefore, it can be concluded that source credibility has a positive effect on customer attitude, thus accepting the second hypothesis (H2). These results align with previous research (Achmad, 2024; Kong & Fang, 2024; Maura & Bharata, 2023) stated that source

credibility also significantly influences customer attitude. Therefore, the findings of this study indicate that the higher the credibility of the livestreamer in TikTok live shopping, the more favorable consumers' attitudes toward the information source and experience provided by the livestreamer when using TikTok live shopping.

The results of testing the third hypothesis (H3), regarding the effect of customer attitude on purchase intention, found an original sample value of 0.475 (positive), a T statistic of 4.921 (greater than 1.96), and a P value of 0.000 (less than 0.05). Therefore, it can be concluded that customer attitude positively influences purchase intention, thus accepting the third hypothesis (H3). These results align with previous research (Laudza & Isa, 2024; Moniaga et al., 2023; Nurmahendra & Setyawan, 2023) stated that customer attitude also has a significant influence on purchase intention. Therefore, the results of this hypothesis indicate that the better a consumer's attitude towards TikTok live shopping, the more motivated they will be, and the higher their purchase intention will be.

The results of testing the fourth hypothesis (H4), regarding customer attitude mediating the relationship between source credibility and purchase intention, found an original sample value of 0.338 (positive), a T-statistic of 4.344 (greater than 1.96), and a P-value of 0.002 (less than 0.05). Therefore, it can be concluded that customer attitude can mediate the relationship between source credibility and purchase intention, thus accepting the fourth hypothesis (H4). These results align with previous research (Elmousa et al., 2023; Yuliana et al., 2025; Zhao et al., 2024) stated that customer attitude can mediate the relationship between source credibility and purchase intention. This research finding indicates that source credibility indirectly influences purchase intention through the formation of favorable consumer attitudes. In other words, the better the source credibility of a livestreamer, the better the consumer attitude, which in turn increases consumer purchase intention on TikTok live shopping.

5. CONCLUSION

Based on the research results and discussion presented previously, the following conclusions can be drawn from this study: Source credibility has a positive effect on purchase intention, source credibility has a positive effect on customer attitude, customer attitude has a positive effect on purchase intention, and customer attitude mediates the relationship between source credibility and purchase intention. The results of this study provide important theoretical and practical implications in the context of consumer behavior on the TikTok live shopping platform in Padang City. Theoretically, this study strengthens the understanding that source credibility is a significant factor influencing purchase intention, and that customer attitude plays a crucial mediating role in this relationship. These findings suggest that consumer attitudes toward live shopping can be shaped by the credibility of the livestreamer or host hosting the live stream. In addition, the findings of this study reinforce the framework of the Theory of Planned Behavior (TPB), which posits that consumer behavior including within the context of TikTok live shopping is influenced not only by individual attitudes toward a product or service but also by social pressures that shape their decision-making. Thus, this research extends the applicability and validity of TPB in explaining consumer behavior in the digital era, particularly within e-commerce environments.

The practical implications of these results provide guidance for businesses and sellers on TikTok Shop to improve the effectiveness of their marketing strategies. Marketers are advised to increase consumer curiosity about the products offered during TikTok live shopping to foster consumer purchase intention. Business owners can also use reliable, genuine, and honest livestreamers to deliver messages or market products during live shopping, so that consumers will feel more satisfied with the shopping experience they will get while using TikTok live shopping.

Based on the conclusions and implications previously presented, several recommendations and limitations of this study can be identified. Since this research concentrates solely on TikTok live shopping, its findings cannot be extended to other live shopping platforms. Therefore, future researchers are encouraged to apply and evaluate this model in different platform contexts. Moreover, this study incorporates only two variables are source credibility and customer attitude to analyze purchase intention, which means other potential determinants were not examined.

Consequently, future studies should consider adding additional variables, including potential mediators or moderators, to enrich the research model.

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