Analysis of the Impact of Video Content Use and Influencer Credibility on the Increasing Buying Interest of Gen Z in Glad 2 Glow Skincare Products in Tiktok Shop

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Abstract. Digital technology, especially those related to marketing, is currently experiencing rapid development. This development has driven significant changes in consumer behavior, especially Gen Z consumers who are actively involved in using social media such as TikTok. The purpose of this study was to analyze the influence of the use of video content and influencer credibility on Gen Z's purchasing interest in Glad 2 Glow (G2G) skincare products on TikTok Shop. The researcher used a quantitative method, with a non-probability sampling technique with a purposive sampling technique. The number of research samples used the Lameshow formula with a margin of error of 5% (0.05). From the calculation results using the Lameshow formula, the number of samples obtained was 385 respondents. Respondents are active users of TikTok social media aged 13 to 28 years, and have seen G2G promotions. To collect assessment data, the researcher used a questionnaire with the help of a google-form. The calculation of statement items uses a Likert scale of 1 to 5. The questionnaire data was collected and then statistical analysis was carried out using validity tests, reliability tests, regression tests, partial tests (t), simultaneous tests (F) and R2 (determination). This study shows that Gen Z's buying interest is influenced by the quality of content in the form of videos and the use of an influencer. There is a positive and significant influence. These findings indicate the importance of visual content-based marketing strategies and the selection of credible influencers in efforts to increase consumer buying interest in this digital era.

Keywords: Video Content; Influencer Credibility; Purchase Interest

INTRODUCTION

The development of digital technology has brought significant changes in consumer behavior, especially among Generation Z, who are active social media users. This generation tends to seek product information through digital platforms, including TikTok, which is now one of the main media for skincare product promotion. Video content and influencer presence are effective marketing strategies for building awareness and influencing consumer purchasing decisions. The use of video content allows brands to convey product information visually and interactively, making it easier for consumers to understand the product's benefits. Additionally, the credibility of influencers plays a crucial role in shaping consumer perceptions of products. Consumers tend to trust recommendations from influencers who are considered experts, honest, and engaging, thereby influencing their purchasing interest.

Alfianor's research shows that influencer credibility has a positive relationship (Alfiannor, 2024). Therefore, choosing the right influencer is a strategic factor in increasing marketing effectiveness on digital platforms (Simon Kemp, 2024). Beside the influencer's credibility, purchase interest is also influenced by video content. This is consistent with

research conducted by Mashur Razak et al., who found that there is a positive influence of video content on consumer purchase interest (Razak et al., 2021). Purchase interest itself is an important stage in consumer behavior, indicating the extent to which consumers are interested in and have a tendency to buy a product. According to Tjiptono (2019), consumer purchase interest is influenced by various internal and external factors. Internal factors include individual needs, motivation, perception, and attitudes, while external factors encompass information quality, social environment, promotion, and trust in information sources. By understanding the factors that influence purchase interest, companies can design more targeted marketing strategies and increase sales conversion opportunities.

This study aims to determine the extent of the influence of video content and influencer credibility on purchase interest, both partially using the t-test and simultaneously using the F-test. The subjects of this study are Generation Z who have seen skincare product advertisements from Glad 2 Glow on the TikTok Shop application. This research uses a quantitative approach with a total of 385 respondents recruited thru Google Forms. The data obtained was then analyzed using SPSS software to determine the influence of each variable on purchase intention. The research findings are expected to provide insights for companies in developing effective digital marketing strategies, particularly for the Gen Z segment.

METHOD

This research uses a quantitative approach, which focuses on collecting and analyzing numerical data to test previously formulated hypotheses. According to Sugiyono (2019), quantitative research aims to explain the relationships between variables through statistical analysis. This approach was chosen because the research aims to measure the extent to which content video and influencer credibility influence Gen Z's purchase interest in Glad 2 Glow skincare products in TikTok Shop. The population in this study consists of all Gen Z consumers(aged 12–28) who have watched or interacted with promotional content for Glad 2 Glow skincare products in TikTok Shop. Since the exact population size is unknown, sampling was conducted using non-probability sampling with the purposive sampling technique, which involves selecting respondents based on specific criteria relevant to their research objectives.

The data in this study uses primary and secondary data. Primary data was obtained indirectly from the results of distributing questionnaires to respondents through Google Forms. The questionnaire contained enclosed statements that measured the variables of video content, influencer credibility, and purchase interest. Secondary data was obtained from literature, scientific journals, textbooks, and relevant previous research to strengthen the theoretical foundation and support the analysis of research results. The research instrument used was a Likert scale with five answer choices: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree. Each indicator for each variable is broken down into statements to quantitatively measure respondents' perceptions.

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RESULTS AND DISCUSSION

Tabel 1. Respondent Pofile

GENDER,		AGE		OCCUPATION	
MAN	147/38,2%	12 SD 19	223/57,9%	STUDENT	151/39,2%
WOMAN	238/61,8%	20 SD 28	162/42,1%	EMPLOYE	169/43,9%
				OTHER'S	65/16,9%
Source: spss data processing, 2025					

The respondent profile in this study shows a fairly diverse demographic characteristic, which is described through three main categories: gender, age, and occupation. Based on gender, the majority of respondents were female, totaling 238 people or 61.8%, while there were 147 male respondents, or 38.2%. This indicates that female participation was more idiomatic. From an image perspective, the majority of respondents were in the 12 to 19 age range, totaling 223 people or 57.9%. Meanwhile, respondents aged 20 to 28 numbered 162 people or 42.1%, indicating that the majority of respondents were from the adolescent and young adult age groups. In terms of occupation, the largest group of respondents were employed, with a total of 169 people or 43.9%. Students occupied the second position with 151 respondents or 39.2%. Other occupational categories contributed 65 respondents or 16.9%. Overall, this data shows that the study was dominated by women, the adolescent age group, and respondents with employment status.

Tabel 2. Validitas & Reliabilitas test

	Correlation	Cronbach's Alpha	Correlation	Cronbach's Alpha	Correlation	Cronbach's Alpha
1	2	3	4	5	6	7
No.1	.825	.961	.766	.959	.752	.956
No.2	.772	.962	.771	.958	.733	.957
No.3	.773	.962	.793	.958	.745	.957
No.4	.806	.961	.784	.958	.771	.956
No.5	.776	.962	.795	.958	.764	.956
No.6	.785	.961	.806	.958	.741	.957
No.7	.831	.961	.764	.958	.737	.957
No.8	.809	.961	.774	.958	.752	.956
No.9	.781	.962	.769	.958	.754	.956
No.10	.810	.961	.751	.959	.786	.956
No.11	.796	.961	.781	.958	.793	.956
No.12	.787	.961	.729	.959	.803	.955
No.13	.744	.962	.774	.958	.801	.956
No.14	.724	.963	.797	.958	.781	.956
No.15	.758	.962	.736	.959	.745	.957

Source: spss data processing, 2025

Table 2 presents the results of the invalidity and reliability tests for the video content invariably against purchase interest, which are shown in columns 2 and 3. All interested statement items had correlation values between 0.724 and 0.831, which means all items already meet the validity criteria because they exceeded the minimum threshold of 0.30. This indicates that each indicator is capable of consistently measuring aspects of video content against respondents' purchase interest. Additionally, the Cronbach's Alpha value for this variable falls within the range of 0.961 to 0.963, indicating a very high level of reliability. An Alpha value above 0.90 indicates that the instrument has excellent internal

consistency and is reliable for fire-measurement. Thus, the content video variable is declared invalid and unreliable without any items needing to be removed. This data also shows that respondents provided suitable answers to all statements related to video content. Overall, the instruments for this variable are able to accurately describe their respondents' perceptions.

Columns 4 and 5 in the table illustrate the results of the validity and reliability tests for the influencer credibility variable on purchase intention. For this variable, all correlation values fall within the range of 0.729 to 0.806, which further confirms that all statement items are valid. This high correlation value indicates that the influencer credibility indicators can strongly and inconsistently explain their influence on purchase intention. Meanwhile, the Cronbach's Alpha value falls within the range of 0.958 to 0.959, indicating excellent reliability. This figure shows that the internal inconsistency between items is very strong and the instrument can be used without supervision. This reliability demonstrates that respondents provided suitable answers regarding the assessed aspects of the influencer's expertise, trustworthiness, and reputation. These results indicate that the research instrument has worked optimally in measuring respondents' perceptions and influencer credibility. In other words, all items in this variable are statistically suitable for use in further analysis.

In columns 6 and 7, the table shows the invalidity and reliability tests for the combined variables, namely content video and influencer credibility, on purchase intention. The correlation values for this variable range from 0.733 to 0.803, so all items are declared valid as they have met the minimum correlation standard. This indicates that the combination of these two variables has a strong relationship, and each indicator supports the other in explaining respondents' purchase interest. Meanwhile, the Cronbach's Alpha value ranges from 0.955 to 0.957, which confirms that the instrument has very high reliability. This value reflects the stability of respondents' answers when assessing the simultaneous influence of both factors. This reliability strengthens the interpretation that the combined variables have excellent internal consistency. Thus, all indicators are suitable for use in advanced analysis models. Overall, the results in this column indicate that the combination of video content and influencer credibility has proven to be an inaccurate and unreliable measurement instrument.

Tabel 3. Correlation & Regretion test

	VC > PI	IC > PI	VC+IC > PI
1	2	3	4
R	.833	.860	.872
R Square	.695	.739	.760
Sig.	<,001	<,001	<,001

Source: spss data processing, 2025

Table 3 shows the correlation (R) between the independent and independent variables studied in the three models. The first model only used the content video (VC) variable against purchase intention (PI), resulting in an R value of 0.833, which indicates a very strong positive correlation. This means that the stronger the perception of video content, the higher the respondents' purchase interest. The R-squared value for this model is 0.695, meaning that approximately 69.5% of the variation in purchase interest can be explained by video content alone. The significance level (Sig.) is less than 0.001, which strongly supports the statistically significant influence of video content on purchase

interest. Thus, video content alone has become a very important factor in explaining respondents' purchase interest.

In the second model, only the influencer credibility (IC) variable was considered against purchase intention (PI). The R value is 0.860, indicating a very high positive correlation between influencer credibility and purchase intention. The R Square value is 0.739, meaning that approximately 73.9% of the variance in purchase intention can be explained by influencer credibility alone. Again, the Sig. value is < 0.001, confirming that this effect is highly significant. Thus, influencer credibility is a very strong and dominant factor in influencing respondents' purchase interest.

The third model combines video content and influencer credibility (VC + IC) as predictor variables for purchase interest(PI), resulting in IR = 0.872, which indicates a stronger correlation compared to the single model. The R-squared value of 0.760 indicates that 76.0% of the variability in purchase interest can be explained by the combination of these two variables. The significance value of < 0.001 shows that the simultaneous influence of these two variables on purchase interest is highly insignificant. This result aligns with previous research by Farida et al (2025), which found that influencer credibility and content marketing together have a positive and significant effect on purchase intention. Similar research by Septian & Nurtjahjani (2025), which showed that influencers and content marketing both significantly contribute to purchase interest.

CONCLUSION

Based on the analysis conducted, it can be concluded that the use of video content and influencer credibility have a very strong and significant influence on increasing Gen Z's purchase interest in Glad 2 Glow skincare products in TikTok Shop. This is evidenced by an R value of 0.860, which indicates a very strong relationship between the independent and independent variables. Additionally, an R Square value of 0.760 indicates that 76% of the variation in purchase interest (Y) can be explained by these two independent variables together, namely video content (X1) and influencer credibility (X2), while the remaining 24% is influenced by other factors outside the research model.

Partially, the content video variable (X1) is able to explain 69.5% of the variation in purchase interest, indicating that the inequality and attractiveness factors of content videos play a significant role in shaping Gen Z's purchase interest. Therefore, it can be concluded that the more attractive, informative, and relevant the content videos displayed, and the more incredible the influencers promoting the product, the higher Gen Z's purchase interest in Glad 2 Glow products on the TikTok Shop platform.

Conclusions should only answer the objectives of research. Tells how your work advances in the field from the present state of knowledge. Without clear Conclusions, reviewers and readers will find it difficult to judge the work, and whether or not it merits publication in the journal. Do not repeat the Abstract, or just list experimental results. Provide a clear scientific justification for your work, and indicate impossible applications and extensions. You should also suggest future experiments and/or point out those that are underway.

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