Original Research Article

The Impact of Social Media Influencer Attributes on Consumer Well-Being and Purchase Intention: A TikTok Case Study

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ABSTRACT

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| **Aims:** This study aims to analyze the influence of argument quality, source credibility, and kindness on consumer well-being and purchase intention of influencer Tasya Farasya's followers on the TikTok application.  **Background:** In social media, the term influencer is known and refers to someone in an association of people who can influence a purchase decision. In digital marketing, a growing body of case study-based literature has demonstrated how influencers play a critical role in shaping consumer behavior and brand perception. This emerging trend has transformed how companies promote their products and services, as influencers often serve as trusted intermediaries who make personalized recommendations to their followers, thereby enhancing engagement and purchase intention.  **Methodology:** This study uses a quantitative approach. The data collection technique used Google Forms to distribute online questionnaires to 230 respondents. The sampling technique used a non-probability sampling technique, the purposive sampling method. The data was then processed using structural equation modeling (SEM) using the PLS program.  **Results:** This study found that argument, source credibility, and kindness positively and significantly influence on consumer well-being and purchase intention, then consumer well-being positively and significantly influences on purchase intention. Logically structured and relevant arguments enhance consumers’ understanding and trust, strengthening their purchase intention. Source credibility, particularly when embodied by trusted influencers, fosters a sense of security and builds parasocial relationships that improve well-being and drive purchasing decisions. Similarly, kindness, manifested through friendly and empathetic interactions, contributes to emotional comfort and a sense of being valued, encouraging purchase intention as a form of positive reciprocity. Furthermore, Consumer Well-Being has a direct and significant effect on Purchase Intention, as consumers who experience satisfaction, emotional fulfillment, and well-being during shopping are more likely to trust the platform and feel motivated to make a purchase. These findings underscore the critical role of emotional engagement and credibility in digital marketing strategies to enhance consumer welfare and influence buying behavior.  **Conclusion:** All hypotheses in this study proved significant and positive, showing that argument quality, source credibility, and kindness affect consumer well-being and the purchase intention  **Limitation:** This study is limited by its non-probability sampling, cross-sectional design, reliance on self-reported data, and focus on only three variables, which may restrict the generalizability and depth of the findings.  **Recommendation:** Future research should use probability sampling and longitudinal designs and explore additional variables such as influencer attractiveness or content engagement to enhance the generalizability and depth of the findings.  . |

*Keywords: Argument quality, Consumer well-being, Indonesia, Kindness, Source credibility, purchase intention, Tiktok*

1. INTRODUCTION

Social media has become an integral part of modern life, facilitating interaction and the exchange of information globally. According to Kaplan & Haenlein [1], social media is a group of internet-based applications built on the ideological foundations of Web 2.0 that allow the creation and exchange of user-generated content. Social media is not only a platform for sharing content, but it also creates a space for users to interact and collaborate, thus opening the door for various groups in the business sector to focus on social media as a marketing platform. Various *fire*s worldwide are well aware of the importance of their involvement in social media activities and are increasingly taking advantage of their use of social networking sites. Today, Instagram, Facebook, YouTube, Twitter, and the Tiktok app are among the many social media platforms that use social media marketing techniques to attract users. In 2023, Indonesia had 167 million active social media users, equivalent to 60.4% of the country's total population [2].

In social media, the term influencer is known and refers to someone in an association of people who can influence a purchase decision [3]. In digital marketing, a new trend has emerged that changes how companies promote their products and services and make recommendations for their followers [3]. Currently, many brands are partnering with Influencersto promote their products or services to consumers who already have a certain vision or image of the influencer. This form of partnership is often referred to as Influencer Marketing, a form of marketing communication in which influencers promote the brand's offerings on their pages or social media accounts.

One of the fastest-growing social media platforms is TikTok. This application is an entertainment medium and an effective marketing tool for entrepreneurs and brands to reach consumers more personally and directly [4]. Reportal data shows that until July 2024, the TikTok application will be the most downloaded in Indonesia [5]. Furthermore, based on data compiled by Databoks on October 26, 2024, Indonesia will become TikTok's second-largest global market in 2024 [6]. Looking at this data, businesses that use social media marketing have the opportunity to reach a larger and specialized target market.

Research conducted by Jamil *et al*  [7] about social media influencers, including TikTok, shows that they have characteristics such as credibility, quality of arguments, and kindness, which significantly impact consumers' psychological well-being and purchase intent. Positive interaction between consumers and influencers can improve the psychological well-being of consumers, which further encourages them to be more open in considering and making recommended product purchases. Research by Abdullah et al [8] indicates that consumers tend to be more open to recommendations from Influencers who are considered authentic, credible, and have expertise in their field. Influencers: Those who can convey messages with emotional and rational relevance to their audience are more likely to influence purchasing decisions successfully.

In addition, social media platforms provide unique opportunities for *Influencers* to interact directly with their audience and can influence purchase intent, which ultimately also impacts consumer well-being [7]. This allows them to answer questions or provide additional information, increasing consumer engagement and purchase intent. This kind of interaction reinforces the role of Influencers as trusted conveyors of information in the context of relationship-based marketing.

By seeing the importance of a company having Influencers As an intermediary of promotion and a source of credibility in determining consumer purchase intentions, these two things can be considered first when choosing an influencer. One of the most expensive influencers in Indonesia has successfully attracted the public's attention and undoubtedly has established its name as a Beauty Influencer, with a large following and uses it to promote its products. Tasya Farasya is one of the most expensive influencers in Indonesia. He is one of the real examples of someone who can significantly impact followers and laypeople through his reviews. Tasya Farasya has a TikTok account under the name @tasyafarasya with a total of 4.1 million followers on TikTok as of February 2025. Tasya actively reviews beauty products, Battle Make-up, and make-up tutorials. The results of his reviews are considered useful by his followers and impact consumer welfare. This shows that the role of influencers is not only limited to the commercial aspect, but also the emotional well-being of consumers [7].

On the other hand, credibility, expertise, and authenticity *influence* whether consumers will take further steps in buying [7]. Several studies, including studies conducted by Pramudito *et al* [9] has shown that *Influencers* It can influence consumers' perception of brands in a variety of ways, including the use of argument quality, their credibility, visual appeal, as well as the ability to communicate in a way that touches the emotional and rational needs of consumers. Consumers who feel inspired by *Influencers* are usually more likely to consider a recommended product or service, especially if *Influencers* have a good reputation in the eyes of consumers. Positive interactions can also enhance the consumer experience and create emotional connections that support their mental well-being [10]. In addition, social interaction with *Influencers* on TikTok has a positive effect on brand trust and purchase intent, especially through an increase in socially connected feelings, improving users' emotional well-being [11].

This study aims to explore the relationship between *influencer characteristics* and consumer well-being in the context of TikTok by focusing on how the quality of arguments, the credibility of sources, and the kindness of influencersplay a role in shaping consumer perceptions and decisions. This study is limited by its non-probability sampling, cross-sectional design, reliance on self-reported data, and focus on only three variables, which may restrict the generalizability and depth of the findings.

This study fills a research gap by exploring the influence of influencer characteristics, namely argument quality, source credibility, and kindness, not only on purchase intention but also on consumer psychological well-being, which has previously received little attention, especially in the context of the TikTok platform. Most previous studies have focused more on other platforms such as Instagram [12] and YouTube [13], and have emphasized the influence of influencers on commercial aspects such as purchase intention without considering the emotional aspects of consumers. In addition, this study also highlights the role of TikTok's unique interactivity, such as *Live Streaming* and recommendation-based algorithms, which have not been widely studied. Research may contradict previous research, particularly those that state that the influence of SMI is limited to purchase intent, such as research [14]. Here, it is an important dimension that is also influenced by interaction with SMI on TikTok. This expands the scope of literature on the role of SMI in social media-based e-commerce.

2. LITERATURE REVIEW

**2.1 Theoretical Review**

The Theory *of* Elaboration Likelihood Model (ELM), developed by Petty & Cacioppo (1986), describes the way individuals process information and explains changes in attitudes and behaviors due to persuasion [15]. The relationship between ELM theory and this research is that the quality of the arguments delivered by influencers is more influential through the central channel, where careful consumers will consider the rationality and relevance of information before making a purchase decision [15]. Meanwhile, the source's credibility and kindness influence consumers more through the peripheral path, where trust in the influencer and a positive impression of their personality can drive purchase decisions without an in-depth evaluation of the information provided [16]. The persuasion process that occurs through these two channels can ultimately impact consumer welfare and increase purchase intent for products recommended by influencers.

**2.2 Argument Quality**

The quality of an argument refers to the ability of the information provided in a message to be persuasive, reasonable, and evidence-based [7]. The quality of the argument is a major factor in information processing through a central channel, where the audience actively evaluates information before making a decision [17]. Research by Jamil *et al* [7]found that the quality of the argument influencers contribute positively to consumer well-being and purchase intent. Consumers exposed to high-quality information from influencers tend to feel more confident in their purchasing decisions and feel higher satisfaction with the products they choose. These results align with [18], who found that the quality of arguments positively affected consumer well-being. Nga & Khoi [19] also found that the quality of arguments positively affected consumer well-being.

**2.3 Source Credibility**

Credibility refers to the tendency to trust someone [20]. Credibility influencers In the context of marketing through social media, it is an important factor that affects consumer trust and attitude towards a product or service [21]. Jurnaiti *et al* [20] found that sources with high credibility had a major impact on the audience's opinion compared to sources with low credibility. Research by Mundel et al. [22] found that credible influencers can lower social media users' anxiety and improve consumer well-being, driving purchase intent. Similarly, [7] found that source credibility positively affects consumer well-being because consumers who cannot analyze information in depth tend to rely on peripheral cues, such as credibility influencers, to shape their attitude towards a product or service.

**2.4 Kindness**

Paat & Lin [23] found that kindness is characterized by helpful behaviors and goodwill that transcend individual boundaries and cultures. Such kindness includes actions that benefit others, as felt by the recipient [24]. Fritz *et al*. [25] found that acts of kindness toward family, friends, or strangers have been shown to improve subjective well-being. [26] revealed that kindness interventions have a small to moderate effect on the well-being of the perpetrators. Ohnemüller [27] also researched goodness in the retail world, where the results found a concept, A Tribute to Kindness*,* which focuses on the importance of consumers' emotional well-being in the retail world. Brands that engage in prosocial behavior and demonstrate genuine goodwill can drive consumer engagement and prosocial responses, increasing brand loyalty and consumer well-being [28].

**2.5 Consumer Welfare**

Bhardwaj & Kalro [29] describe consumer well-being as a multifaceted concept encompassing various dimensions of consumers' lives, including their cognitive and emotional reactions to consumption experiences, consumer satisfaction, positive emotions, and perceived quality of life. Various organizational strategies that support consumer well-being, such as providing organizational support and facilitating the achievement of goals, improving consumer well-being, and influencing purchase intent [30]. Shopping well-being, which is influenced by utility and hedonistic values, influences repurchase intent in online shopping [31]. Jamil *et al* [7] found that customer well-being positively affects purchase intent, where positive consumption experiences, such as emotional satisfaction, social connectedness, and improved quality of life, build loyalty and positive attitudes towards brands, which ultimately drives purchase decisions.

**2.6 Purchase Intention**

[32] define purchase intention as consumer interest in a product based on evaluating the information obtained. Among the various factors that exist, purchase intent can be influenced by the quality variables of the argument [18], [33], [34], the source credibility variable ([22], [35], kindness ([36]; [7]*,* [37]), and consumer well-being [7]; [38].

3. Methodology

**3.1 Measurement**

The research approach used by the author is quantitative. According to [39], a quantitative approach is research that uses concrete data from a specific sample or population. The data collected is in the form of numbers and is measured using statistical tools. The population in this study is all Indonesian people who own and use the TikTok application. The number of these populations is not known for sure.

**3.2 Sampling and Data Collection**

This study uses non-probability sampling with the convenience sampling technique. The sample criteria in this study are Indonesian people who have had the TikTok application for at least 2 years, following Influencer Tasya Farasya on the TikTok application, and intend to make purchases on the promoted products *of* Influencer Tasya Farasya with a minimum period of 3-4 months in the future. The number of samples will be determined using the method of [40], which depends on the number of parameters used in this study. The indicators in this study amounted to 18 statements, so the sample calculation in this study was as follows: [{Number of Indicators + Number of Variables}x 2] x 5 = [{18 + 5}x 2] x 5 = 230. Based on the results of the sample calculation above, the number of respondents in this study is 230.

Data collection is done online using Google Forms. This method is chosen because it can generalize data and measure relationships between variables in different contexts. The online questionnaires are distributed through social media platforms like Instagram, WhatsApp, and Line, ensuring broad reach and accessibility. Researchers have tested the instrument using a pilot test before deploying it. Accurate and consistent tests of the validity and reliability of instruments are used to obtain valid and reliable data.

**3.3 Data Analysis Techniques**

Data analysis techniques use descriptive statistical analysis and modeling equations Structural Equation Modeling (SEM) with the program Smart-PLS (Partial Least Square) version 3.0. evaluation of the outer model using the test convergent validity, discriminant validity, and composite reliability. Meanwhile, the evaluation inner model using the test path coefficient, goodness of fit, and hypothesis testing. The research hypotheses, summarized in the adopted research model from Jamil *et al* [7] are presented in fig. 1.

Fig. 1. Conceptual Framework

The research framework is adopted by [7]. Based on Fig. 1, this study posits seven hypotheses as follows:

H1: The quality of arguments has a positive effect on consumer well-being

H2: The quality of the argument has a positive effect on the purchase intention

H3: The credibility of the source has a positive effect on consumer well-being

H4: The credibility of the source has a positive effect on purchase intention

H5: Kindness has a positive effect on consumer well-being

H6: Kindness has a positive effect on purchase intention

H7: Consumer well-being has a positive effect on purchase intention

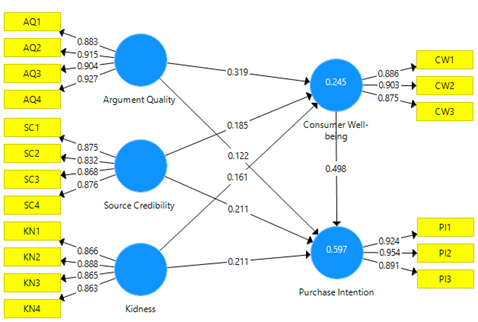
4. results and discussion

**4.1 Results of Respondent Characteristics**

This research used 230 respondents, with several characteristics of respondents including gender, age, income, employment, and use of the TikTok application. The results of the characteristics of respondents based on gender are 83 male employees (36.1%) and 147 female respondents (63.9%). Based on age, namely employees whose age range is <20 years, is 7.8%. Employees whose age range is 20 – 25 years are 38.7%. For those in the 26 – 30 age range, the number is 43.9%, and employees whose age range is >30 years is 9.6%. Based on their income, the majority of respondents (67.4%) have an income of 4-5 million Rupiah, and the lowest (2.6%) have an income of <1 million Rupiah. Based on their work, 33% of respondents are self-employed, 29.6% are private employees, 22.2% are students, 10.4% work as civil servants/military/Police, and 4.8% are retirees and homemakers. Based on the time of using TikTok, 93.9% of respondents have used TikTok for 2-3 years, while 6.1% have used TikTok for 4-6 years.

**4.2 Measurement Model Evaluation (Outer Model)**

Outer model describe the correlation relationship of the indicator with its latent variable. In detail, this model connects variables with each of their indicators [41]. This test is carried out using the PLS Algorithm. Fig. 2 below is the result of the evaluation of the measurement model.

**Fig. 2. Outer Model Test **

In convergent validity testing, two things must be considered: Outer Loading and Average Variance Extracted (AVE). The study results are valid if the AVE value is >0.5, or in other words, the AVE value has a minimum value of 0.50. The value of the Outer Model in Table 1 below:

**Table 1. Outer Model Test**

| **Variables / Indicators** | **Code** | **Loading Factors** | **C.R.** | **AVE** |
| --- | --- | --- | --- | --- |
| **Argument Quality** | **AQ** |  | **0.949** | **0.824** |
| The information provided is informative | AQ1 | 0.883 |  |  |
| The information provided is helpful | AQ2 | 0.915 |  |  |
| The information provided is valuable | AQ3 | 0.904 |  |  |
| The information provided is persuasive | AQ4 | 0.927 |  |  |
| **Source Credibility** | **SC** |  | **0.921** | **0.745** |
| Know about the topics covered | SC1 | 0.875 |  |  |
| The source is trustworthy | SC2 | 0.832 |  |  |
| The source is credible | SC3 | 0.868 |  |  |
| Looks like an expert on the topic | SC4 | 0.876 |  |  |
| **Kindness** | **KN** |  | **0.926** | **0.758** |
| Provide internal satisfaction to the recipient of the message | KN1 | 0.866 |  |  |
| Can communicate well when being nice | KN2 | 0.888 |  |  |
| Showing courtesy to others appropriately | KN3 | 0.865 |  |  |
| Have a sense of care for others and provide positive support | KN4 | 0.863 |  |  |
| **Consumer Well-Being** | **CW** |  | **0.918** | **0.789** |
| Plays an important role in social welfare | CW1 | 0.886 |  |  |
| Plays an important role in making use of leisure time | CW2 | 0.903 |  |  |
| Playing a role in improving the quality of life | CW3 | 0.875 |  |  |
| **Purchase Intention** | **PI** |  | **0.945** | **0.853** |
| Intend to buy after seeing promotional media | PI | 0.924 |  |  |
| Most likely to buy the product after watching promotional media | PI | 0.954 |  |  |
| Willing to buy a product after watching promotional media | PI | 0.891 |  |  |

Based on Table 1, it can be seen that the results of Outer Loading according to the indicator show validity, as the value of each variable used is above 0.6. So that it is following the indicator that shows whether or not the Outer Loading test is valid when the variable being tested has a minimum value of 0.6 [39]

Discriminant validity is used to test the validity of a model. Discriminant validity is seen through the value of the Fornell-Lacker criterion, which shows the magnitude of correlation between the construct and its indicators and the indicators of other constructs. The results of the analysis of the validity of the Fornell Lacker Criterion are shown in the following Table 2:

**Table 2. Discriminant Validity**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Construct** | ***AQ*** | ***CW*** | ***KN*** | ***PI*** | ***SC*** | **Q2 Predict** | **SRMR** |
| *AQ* | **0.908** |  |  |  |  |  | 0.048 |
| CW | 0.416 | **0.888** |  |  |  | 0.186 |  |
| KN | 0.309 | 0.325 | **0.870** |  |  |  |  |
| *PI* | 0.448 | 0.685 | 0.483 | **0.923** |  | 0.498 |  |
| *SC* | 0.255 | 0.323 | 0.349 | 0.476 | **0.863** |  |  |

Based on Table 2, the results of the Fornell-Lacker Criterion validity test show that the AVE value of all variables forms a diagonal with a variable value higher than the value of the variable below. Predictive relevance is a test that is carried out to show how well the observation value is produced using the blindfolding procedure by looking at the Q-squared value. If the Q square value is > 0, it can be said to have a good observation value, while if the Q square value is < 0, it can be stated that the observation value is not good.

In the analysis of Partial Least Squares (PLS), the reliability test in a study is measured using Cronbach's Alpha and Composite Reliability. A variable is considered reliable if Cronbach's Alpha has a value of more than 0.70, and a value of Composite Reliability is considered good if it is more than 0.70 [42]. The results of the reliability test are shown in Table 3.

**Table 3. Reliability Test Results**

|  |  |  |
| --- | --- | --- |
| **Variable** | **Cronbach's Alpha** | **Composite Reliability** |
| Argument Quality | 0.928 | 0.949 |
| Source Credibility | 0.886 | 0.921 |
| Kindness | 0.893 | 0.926 |
| Consumer Well-Being | 0.866 | 0.918 |
| Purchase Intention | 0.913 | 0.945 |

Source: SmartPLS Output Results (v.3.2.9)

Based on Table 3 above, it can be seen that the composite reliability value of all research variables is > 0.7 and Cronbach's Alpha > 0.7. These results show that each variable has met the composite reliability and Cronbach's alpha, so it can be concluded that the entire variable has a high level of reliability. So that further analysis can be carried out by checking the goodness of fit of the model by evaluating the inner model. So that measurement indicators and variables can be used for analysis in the Inner Model.

**4.3 Structural Model Evaluation (Inner Model)**

After testing the outer model, the next step is to test the inner or structural model. Hypothesis testing is carried out to explain the relationship between the variables in the study. Then, it was followed by effect size testing to determine the contribution of each exogenous variable to the total R2. The results of the hypothesis test and effect size are shown in Table 4 below:

**Table 4. Hypothesis and F-Square Testing**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Hyphothesis** | **Variable** | **Original Sample (O)** | **P Values** | **Decision** | **F-Square** |
| H1 | Argument Quality 🡪 Consumer Well-being | 0.316 | 0.000 | Accepted | 0.119 |
| H2 | Argument Quality 🡪 Purchase Intention | 0.118 | 0.042 | Accepted | 0.029 |
| H3 | Source Credibility 🡪 Consumer Well-being | 0.183 | 0.010 | Accepted | 0.039 |
| H4 | Source Credibility 🡪 Purchase Intention | 0.208 | 0.001 | Accepted | 0.091 |
| H5 | Kindness 🡪 Consumer Well-being | 0.165 | 0.038 | Accepted | 0.028 |
| H6 | Kindness 🡪 Purchase Intention | 0.215 | 0.001 | Accepted | 0.089 |
| H7 | Consumer Well-being 🡪 Purchase Intention | 0.497 | 0.000 | Accepted | 0.464 |

Source: *SmartPLS Output* Results (v.3.2.9)

The test results in Table 4 show that all relationships between hypotheses show significant results. This means that all hypotheses in this study are accepted. This can be seen from the p-values, which all show values below 0.05. In addition, Table 4 above also shows the effect size value of the variables – the argument quality variable on consumer well-being is 0.119, or in the medium category, the effect size of the argument quality variable on purchase intention of 0.029 is in the low category. Meanwhile, the source credibility variable for consumer well-being is 0.039, in the low category. While the effect size of source credibility value on purchase intention is 0.091, which is in the low category, the kindness variable on consumer well-being is 0.028, which is in the low category. Furthermore, the effect size value of the kindness variable on purchase intention is 0.089, or the low category. The effect size of the consumer well-being variable on the purchase intention variable is 0.464, or in the high category.

Next, R-squared testing was carried outto illustrate how much the variant of the endogenous variable could be explained by all exogenous variables used in the research model. The results of *the R-square*d test are shown in Table 5 as follows:

**Table 5. R-Square Test Results**

|  |  |  |
| --- | --- | --- |
| **Variable** | **R-Square** | **R-Square Adjusted** |
| Consumer Well-Being | 0.245 | 0.235 |
| Purchase Intention | 0.597 | 0.590 |

Source: *SmartPLS Output* Results (v.3.2.9)

Based on Table 5 above, the R-squared value of the consumer well-being variable is 0.245. This value means that the independent variable can explain the consumer well-being variable to the extent of 24.5%, and the remaining 75.5% can be explained by other variables that are not included in this study. While the R-squared value of the purchase intention variable is 0.597, this value means that the independent variable can explain the purchase intention variable to the extent of 59.7%, and the remaining 40.3% can be explained by other variables that are not included in this study.

**4.4 Discussion and Implications**

**4.4.1 The Effect of Argument Quality on Consumer Well-Being**

The results of the first hypothesis testing are the Influence Argument Quality Towards Consumer Well-Beingshows a coefficient value of 0.316, p-value *p-values* 0.000 < 0.05, and T-statistic of 4,933 > 1,960. These results show that Argument QualityAffects Consumer Well-Being.So, the hypothesis that states that "Argument QualityPositive and Significant Effect on Consumer Well-Being" is accepted. These results follow the research by [7], [43], and [18], who found that Argument Quality has a positive effect on consumer well-being.

Arguments that are presented in a logical, relevant, and clear manner can increase consumers' understanding and trust in the information received, creating a sense of comfort, satisfaction, and confidence in decision-making, which are essential components of consumer well-being [19]. The high quality of arguments also reduces ambiguity, confusion, and the potential for miscommunication. Thus, the quality of the argument plays an important role in shaping the positive consumer experience in marketing interactions.

**4.4.2 The Effect of Argument Quality on Purchase Intention**

Testing of a second hypothesis that examines the influence of Argument Quality on Purchase Intention. It produced a coefficient of 0.118, with a value of p = 0.042 (< 0.05) and a t-statistic = 2.041 (> 1.960). Based on these results, Argument Quality significantly influences Purchase Intention. Therefore, the hypothesis that Argument Quality positively and significantly affects purchase intention is accepted. These findings are also in line with previous research, such as that of [44], [7], and [18] which proves that Argument Quality has a positive effect on purchase intention.

Arguments presented by influencers are compiled logically, relevantly, and supported by convincing data or facts that can reduce doubts, answer consumer information needs, and strengthen the perception of value of the products or services offered. When consumers feel confident that the information they receive is reliable, they tend to be more motivated to consider a particular product or service and ultimately purchase. [33] found that the quality of the argument in Online Reviews significantly affects cognitive responses, which ultimately affect purchase intent. Therefore, the higher the quality of the argument in a marketing message, the more likely consumers will have the intention to buy the product or service [46].

**4.4.3 The Influence of Source Credibility on Consumer Well-Being**

For the third hypothesis, namely the influence of Source Credibility towards Consumer Well-Being, a coefficient value of 0.183 was obtained, with p = 0.010 (< 0.05) and t-statistic = 2.585 (> 1.960). This shows that source credibility positively and significantly affects consumer well-being, so the hypothesis is confirmed. These results are consistent with findings from [47] and Jamil *et al* [7], proving that Source Credibility positively impacts consumer well-being.

Source credibility, such as Influencers, is an important factor that affects consumer confidence and attitudes in the online shopping service system [21]. Consumers with low information analysis skills tend to rely on peripheral cues, such as credibility influencers, to shape their attitude towards a product or service. Influencershave high credibility and can create a sense of security and reduce consumer skepticism, ultimately improving their well-being [22].

**4.4.4 The Influence of Source Credibility on Purchase Intention**

Meanwhile, the fourth hypothesis that tests the influence of Source Credibilitytowards purchase intention yielded a coefficient of 0.208, with P = 0.001 (< 0.05) and T-statistics = 3.248 (> 1.960). This data indicates that Source Credibility significantly affects the consumer's purchase intention, so the hypothesis proposed is acceptable. This finding reinforces the results of research conducted by Jamil *et al* [7] and [35], which also concluded that credibility influences information sources that can encourage purchase intent.

High credibility builds a parasocial relationship between influencers and audiences, increasing their trust and influence on consumer purchasing decisions [34]. These parasocial relationships create a sense of security and comfort for consumers when receiving information or submitting recommendations. The impact is that consumers are more open to influence *by* influencers when making a purchase decision. When consumers feel safer and satisfied with the information provided by the influencers' credibility, they are more likely to consider such recommendations in their purchasing decisions [7].

**4.4.5 The Effect of Kindness on Consumer Well-Being**

Testing the fifth hypothesis examining the influence *of* Kindness towards Consumer Well-Being produced a coefficient of 0.165, with a value of p = 0.038, below the significant threshold of 0.05 and a t-statistic of 2.078 (> 1.960). This indicates that kindness has a significant positive impact on consumer welfare. Thus, the hypothesis that kindness positively affects consumer Well-Being can be confirmed. These findings are supported by previous studies, such as those conducted by [25] and [26], which also show that good attitudes improve consumer welfare.

Kindness from a friendly, caring, and empathetic attitude from service providers or parties interacting with consumers creates a pleasant and supportive emotional experience. Customers who see or feel acts of kindness from merchants/Influencers get higher welfare than customers who do not experience the feeling of goodness [48]. This happens because consumers are treated with kindness, feeling valued, listened to, and understood, contributing to their improved psychological well-being. Even in the context of business interactions, kindness creates a more human sense of connection, which ultimately positively impacts the perception of consumers' well-being as a whole [27].

**4.4.6 The Influence of Kidness on Purchase Intention**

Meanwhile, the testing of the sixth hypothesis, namely regarding the influence of Kindness towards Purchase Intention, obtained a coefficient of 0.215, a value of p = 0.001 (< 0.05), and a t-statistic of 3.325 (> 1.960). These figures provide evidence that *kindness* significantly affects consumer purchase intent. Therefore, the hypothesis that states the positive influence of Kindness towards Purchase Intention is accepted. These results align with research conducted by [7] and [37], concluding that kind behavior can increase consumers' tendency to buy a product.

The company's goodness reflected through its positive image and supported by CSR activities is proven to increase purchase intent [36]. This happens because consumers tend to support brands that are considered good, namely brands that are socially responsible through CSR programs, and are in line with their values. Additionally, marketing focusing on social goals can increase purchase intent, as good behaviors such as altruism make consumers feel that the company or e-commerce *is* more caring and responsible for the community [37]. When consumers feel friendly and sincere treatment from the seller, service staff, or even figures such as influencers, they feel comfortable, appreciated, and form positive emotional connections. This kindness creates interaction and increases trust, ultimately reinforcing the consumer's desire to reciprocate the positive treatment through purchase intent. Therefore, kindness is a moral value and an effective interpersonal strategy in encouraging purchase intention.

**4.4.7 The Influence of Consumer Well-Being on Purchase Intention**

Finally, the seventh hypothesis that examines the influence of Consumer Well-Being towards Purchase Intention shows a coefficient value of 0.497, a value of p = 0.000 (< 0.05), and a t-statistic of 5.349 (>1.960). These findings show that Consumer Well-Being strongly and significantly influences consumer purchase intentions. Thus, the hypothesis that Consumer Well-Beingpositively affects *Purchase Intention* is accepted. These results align with research conducted by Jamil *et al* [7], which found that the level of consumer well-being is one of the important factors in driving purchase intent.

Positive consumption experiences, such as emotional satisfaction, social connectedness, and improved quality of life, build loyalty and positive attitudes towards brands that ultimately drive purchasing decisions [7]. The company designs various strategies to support consumer well-being, which will ultimately influence the destination's purchase intent, improve the consumer's well-being, and influence the purchase intention [30]. Moreover, [31] and [38] found that purchase intentions in online shopping are influenced by well-being in shopping. When consumers feel that their shopping experience is enjoyable, they tend to positively perceive the platform, ultimately increasing trust and confidence in purchasing decisions.

5. Conclusion

Based on the results of the analysis we found that all hypotheses in this study proved significant and positive, showing that argument quality, source credibility, and kindness affect consumer well-being and the purchase intention of Tasya Farasya's followers on TikTok. Logically structured and relevant arguments enhance consumers’ understanding and trust, strengthening their purchase intention. Source credibility, particularly when embodied by trusted influencers, fosters a sense of security and builds parasocial relationships that improve well-being and drive purchasing decisions. Similarly, kindness, manifested through friendly and empathetic interactions, contributes to emotional comfort and a sense of being valued, encouraging purchase intention as a form of positive reciprocity. Furthermore, Consumer Well-Being has a direct and significant effect on Purchase Intention, as consumers who experience satisfaction, emotional fulfillment, and well-being during shopping are more likely to trust the platform and feel motivated to make a purchase. These findings underscore the critical role of emotional engagement and credibility in digital marketing strategies to enhance consumer welfare and influence buying behavior.

The findings of this study suggest important managerial and policy implications for digital marketing, especially in influencer-based campaigns on social media like TikTok. Businesses should prioritize collaborating with credible influencers perceived as trustworthy and authentic, as their credibility significantly enhances consumer trust and well-being. Campaign content must emphasize high argument quality to improve consumers’ understanding and purchase intention. Marketers are advised to integrate emotional well-being as a strategic goal, not just sales, by creating experiences that fulfill consumers emotionally. Furthermore, policymakers and platforms should reinforce ethical standards that promote transparency, authenticity, and consumer-centered communication, ensuring that influencer marketing contributes positively to consumer welfare while enhancing brand loyalty and purchase behavior.

Despite yielding significant and insightful findings, this study has several limitations. First, using a non-probability purposive sampling technique may limit the generalizability of the results, as the sample, comprised solely of Tasya Farasya’s followers on TikTok, may not represent the broader population of social media users or followers of other influencers. Second, the study's cross-sectional design only captures consumer perceptions at a single point in time, thereby limiting the ability to observe changes in behavior or attitude over time. Third, the reliance on self-reported data through online questionnaires may be subject to response bias, such as social desirability or inaccurate recall. Additionally, the study focuses solely on three independent variables (argument quality, source credibility, and kindness). At the same time, other potentially influential factors, such as influencer attractiveness, content engagement, or product type, were not examined. These limitations open opportunities for future research to adopt longitudinal methods, diversify influencer profiles, and include broader variables to enrich the understanding of digital consumer behavior.

**Disclaimer (Artificial intelligence)**

Author(s) hereby declares that NO generative AI technologies such as Large Language Models (ChatGPT, COPILOT, etc.) and text-to-image generators have been used during the writing or editing of this manuscript.

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