

THE EFFECT OF TRUSTWORTHINESS, EXPERTISE, ATTRACTIVENESS, AND ONLINE CUSTOMER REVIEW ON PURCHASE INTENTION IN MADIUN

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Abstract

This study aims to empirically examine the influence of trustworthiness, expertise, attractiveness, and online customer review on consumers' purchase intention in culinary products within the Madiun area, with a case study on TikTok followers of @tio_philus. The research employed a quantitative method with a sample of 384 TikTok users residing in Madiun who interact with the @tio_philus account. The research instrument was a questionnaire distributed online via Google Form and measured using a Likert scale. The data analysis technique used was multiple linear regression analysis with the assistance of SPSS software. The findings of this study indicate that: (a) Trustworthiness has a positive and significant effect on consumers' purchase intention, (b) Expertise has a positive and significant effect on consumers' purchase intention, (c) Attractiveness has a positive and significant effect on consumers' purchase intention, and (d) Online Customer Review has a positive and significant effect on consumers' purchase intention toward culinary products promoted by @tio_philus through TikTok in the Madiun area.

Keywords: Trustworthiness, Expertise, Attractiveness, Online Customer Reviews, and Purchase Intention

1. Introduction

The development of the internet not only facilitates communication but also plays an important role in education, business, entertainment, and lifestyle. In the business sector, the internet is utilized to search for information, promote products, conduct sales, and provide services (Yuliana, 2000). According to data from We Are Social (2025), Indonesia has a population of 285 million, of which 212 million people use the internet (74.3%) and 143 million are active on social media. These figures indicate that social media has become an essential part of modern life, serving as a communication medium as well as a marketing tool for businesses (Setiawan et al., 2022). Among various platforms, TikTok stands out as the most popular application, with 773 million downloads in 2024 (GoodStats, 2024). TikTok's strength lies in its ability to disseminate information rapidly and reach a wide audience through viral content (Amalia & Nurlinda, 2022).

The popularity of TikTok has encouraged the use of influencers to promote products and enhance marketing effectiveness (Jelita & Rimiyati, 2021). According to Putri and Rosmita (2024), Influencers are categorized into nano, micro, macro, and mega



based on the number of followers they have. However, the phenomenon of influencer fatigue has led audiences to become saturated with mega influencers, prompting marketing strategies to shift toward nano and micro influencers. These types of influencers are considered more personal and effective in building consumer engagement (Komune.id, 2023).

According to Anggraini et al. (2022), in the culinary sector, food influencers play an important role by providing reviews and recommendations that can increase consumers' purchase intention. With the advancement of technology and social media, particularly TikTok, this role has become increasingly evident in Madiun, where food influencers such as @tio_philus, @ariemadione, @rumaagil, @streetfoodmadiun, and @madiunngemil actively promote culinary products to consumers.

Table 1. TikTok Accounts of Food Influencers in Madiun

No	TikTok Account	Number of Followers
1	tio philus	2,6 million
2	ariemadione	529,2 thousand
3	rumaagil	428 thousand
4	streetfoodmadiun	283,2 thousand
5	madiunngemil	233,7 thousand

Source: Author's own elaboration of data (2025)

Based on Table 1 above, among all TikTok accounts, @tio_philus ranks highest in terms of followers. This large follower base has the potential to increase consumers' purchase intention, as the account attracts public attention to culinary products in Madiun.

The account @tio_philus is a digital creator who focuses on culinary exploration content in Madiun and its surrounding areas. This account has become one of the prominent culinary influencers in Madiun, with 2.6 million followers and 71.6 million likes. All of its content showcases local MSME products, where MSME owners collaborate with @tio_philus to market their products, aiming to increase product recognition and stimulate consumer purchase intention through TikTok.

Research findings suggest that Trustworthiness, Expertise, and Attractiveness as key components of influencer credibility enhance purchase intention (Setiawan et al., 2022). Customer reviews through Online Customer Reviews have also been proven to influence purchasing decisions (Salsabilla & Handayani, 2023). However, some studies show different results. For example, Malikah (2021) found that Trustworthiness did not influence purchase intention, while Amalia and Nurlinda (2022) reported that Online Customer Reviews had no significant effect on certain products. This indicates that the influence of these variables is contextual, depending on the platform, product type, and audience characteristics.

In light of this phenomenon, this study examines how Trustworthiness, Expertise, Attractiveness, and Online Customer Reviews affect consumers' purchase intention in Madiun's culinary sector, focusing on TikTok followers of @tio_philus. The findings are expected to enhance understanding of digital marketing, especially the influence of social media influencers and customer reviews on consumer behavior.



2. Literature Review

Trustworthiness

Trustworthiness is one of the dimensions of influencer credibility. Influencers are perceived by the public as reliable when presenting product reviews. They are expected to demonstrate honesty in their evaluations, maintain strong integrity, and provide assessments that can be trusted (Setiawan et al., 2022). According to Malikah (2021), the indicators of trustworthiness include honesty, transparency, consistency, and competence.

Expertise

According to Sari et al. (2021), expertise refers to the knowledge, ability, and experience of an endorser in delivering product information, making it perceived as valid, objective, and trustworthy. The indicators of expertise include being expert, experienced, knowledgeable, qualified, and skilled.

Attractiveness

According to Sari et al. (2021), attractiveness refers to the appearance and physical style of an endorser, where an appealing appearance can positively influence consumers' purchase intention. The indicators of attractiveness, according to Halim & Tyra (2021), include similarity, familiarity, and likability.

Online Customer Review

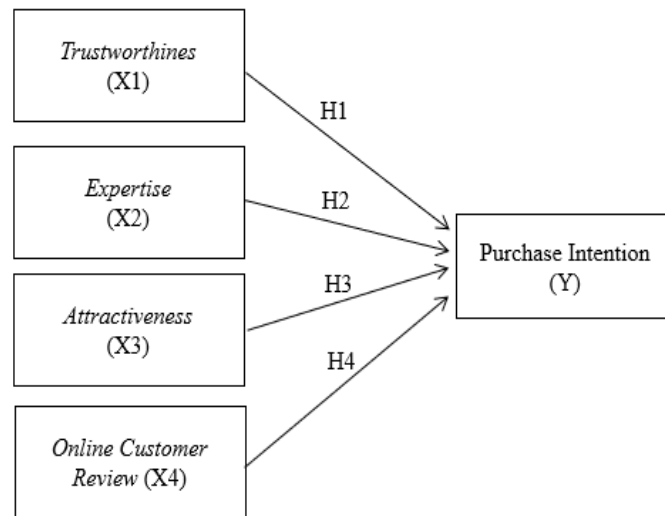
According to Salsabilla & Handayani (2023), Online Customer Review refers to evaluations containing information about a product that can be used by customers to assess product quality based on previous consumer experiences. According to Komariyah (2022), the indicators of Online Customer Review include credibility, expertise, and likability.

Purchase Intention

According to Setiawan et al. (2022), purchase intention refers to a condition in which consumers have the desire to buy a product offered, driven by the belief that the product has good quality. According to Nainggolan (2018), the indicators influencing purchase intention include transactional intention, referential intention, preferential intention, and exploratory intention.



Conceptual Framework



Picture 1. Conceptual Framework

Source: Modified from Setiawan et al. (2022) and Salsabilla & Handayani (2023)

Based on the conceptual framework, the research hypotheses are formulated as follows:

- H₁: Trustworthiness has a positive effect on consumers' purchase intention.
- H₂: Expertise has a positive effect on consumers' purchase intention.
- H₃: Attractiveness has a positive effect on consumers' purchase intention.
- H₄: Online Customer Reviews have a positive effect on consumers' purchase intention.

3. Research Method

The aim of this research is to empirically examine the effect of trustworthiness, expertise, attractiveness, and online customer reviews on the purchase intention of culinary products in Madiun among TikTok followers of @tio_philus. The study was conducted on respondents who had previously followed the TikTok account @tio_philus and were interested in its content. Since the population of this study is unknown, the sample was determined using the Lemeshow formula, resulting in 384 respondents through purposive sampling. The sampling criteria included being a follower of TikTok @tio_philus, aged 17 to 40 years, having an income ranging from less than IDR 500,000 to more than IDR 2,500,000, being employed or unemployed, and residing in either the city or regency of Madiun. Data were gathered through a Google Form questionnaire and analyzed using SPSS. The analysis included instrument testing, classical assumption testing, multiple linear regression, and hypothesis testing.

This study examines two types of variables: independent and dependent variables. According to Sugiyono (2015), an independent variable is one that affects or brings changes to other variables. In this research, the independent variables include Trustworthiness (X₁), Expertise (X₂), Attractiveness (X₃), and Online Customer Review (X₄). The dependent variable, on the other hand, is the variable influenced by the independent variables and represents the outcome, denoted as (Y). In this study, Purchase Intention (Y) serves as the dependent variable.

4. Result

Profile of Respondents

Based on the study research result, the majority of respondents who are followers of TikTok @tio_philus were female, totaling 265 individuals or 69.01%. In terms of age, the largest group was between 20 and 40 years old, comprising 217 individuals or 56.51%, which falls within the productive age range and are active and responsive to content as well as online culinary reviews. Regarding occupation, most respondents were students, totaling 233 individuals or 60.68%. In terms of income, the largest group earned less than IDR 500,000, comprising 213 individuals or 55.47%. As for domicile, the majority of respondents resided in Madiun Regency, totaling 205 individuals or 53.39%. Based on these results, there were 384 consumer respondents who are followers of TikTok @tio_philus and can serve as the sample for this study.

Validity Test

Based on the research findings, the Trustworthiness variable (X1) was assessed using 8 questionnaire items, all of which were valid. The Expertise variable (X2) was measured with 10 items, and all were also valid. The Attractiveness variable (X3) consisted of 6 items, all deemed valid. The Online Customer Review variable (X4) was evaluated using 6 items, all of which were valid as well. Meanwhile, the Purchase Intention variable (Y) was measured with 8 items, and all were confirmed to be valid.

Reliability Test

Based on the research findings, the Trustworthiness variable (X1) was found to be reliable, with a Cronbach's Alpha of 0.836, exceeding the 0.60 threshold. The Expertise variable (X2) was also reliable, with a Cronbach's Alpha of 0.790. The Attractiveness variable (X3) showed reliability with a Cronbach's Alpha of 0.726, and the Online Customer Review variable (X4) was reliable, with a Cronbach's Alpha of 0.749. Meanwhile, the Purchase Intention variable (Y) was confirmed to be reliable, with a Cronbach's Alpha of 0.714. Therefore, all variables in this study can be considered reliable.



Assumption Test Classic Normality Test

**Table 2. Normality Test Results
One-Sample Kolmogorov-Smirnov Test**

Unstandardized Residual		
N		384
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.50535925
Most Extreme Differences	Absolute	.040
	Positive	.024
	Negative	-.040
Test Statistic		.040
Asymp. Sig. (2-tailed)		.176 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
Source: SPSS Output (Processed)		

Based on Table 2, the normality test results were obtained using the Kolmogorov-Smirnov Test, which showed an Asymp. Significance value of 0.176, greater than 0.05. Thus, it can be concluded that the data in this study are normally distributed.

Heteroscedasticity Test

**Table 3. Heteroscedasticity Test Results
Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.669	.555		3.008	.003
	<i>Trustworthiness</i>	.001	.026	.003	.027	.979
	<i>Expertise</i>	-.015	.027	-.062	-.559	.576
	<i>Attractiveness</i>	.005	.026	.015	.208	.835
	<i>Online Customer Review</i>	-.001	.027	-.003	-.043	.966

a. Dependent Variable: ABS_RES

Source: SPSS Output (Processed)

Based on Table 3, the test results indicate that the significance values for all independent variables are greater than 0.05. This suggests that there is no heteroscedasticity in the data.



Multicollinearity Test

Table 4. Multicollinearity Test Results
Coefficients^a

Model		Collinearity Statistics	
		Toleranc e	VIF
1	<i>Trustworthiness</i>	.284	3.520
	<i>Expertise</i>	.215	4.659
	<i>Attractiveness</i>	.484	2.067
	<i>Online Customer Review</i>	.453	2.207

a. Dependent Variable: Purchase intention

Source: SPSS Output (Processed)

Based on Table 4, the tolerance values are as follows: Trustworthiness 0.284, Expertise 0.215, Attractiveness 0.484, and Online Customer Review 0.453, all of which are greater than 0.1. The Variance Inflation Factor (VIF) for each variable is below 10, indicating that there is no multicollinearity among the independent variables. Therefore, the assumption test confirms the absence of multicollinearity in this study.

Multiple Linear Regression Test

Table 5. Multiple Linear Regression Test Results
Coefficients^a

Model		Coefficients			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error			
1	(Constant)	4.244	.886		4.791	.000
	<i>Trustworthiness</i>	.143	.041	.167	3.453	.001
	<i>Expertise</i>	.272	.043	.353	6.353	.000
	<i>Attractiveness</i>	.330	.042	.290	7.846	.000
	<i>Online Customer Review</i>	.197	.043	.176	4.610	.000

a. Dependent Variable: Purchase intention

Source: SPSS Output (Processed)

Based on the multiple linear regression analysis, the coefficient values are: Trustworthiness 0.143, Expertise 0.272, Attractiveness 0.330, and Online Customer Review 0.197. The resulting regression equation is presented below:

$$Y = 4.244 + 0.143X_1 + 0.272X_2 + 0.330X_3 + 0.197X_4 + e$$

The explanation of the multiple linear regression model is as follows:

1. The constant value (a) of 4.244 indicates that the purchase intention is 4.244 when Trustworthiness, Expertise, Attractiveness, and Online Customer Review are ignored.
2. The regression coefficient for Trustworthiness is 0.143, indicating a positive effect on purchase intention. This implies that a 1% increase in Trustworthiness will raise purchase intention by 0.143 units, assuming all other variables remain constant.
3. The regression coefficient for Expertise is 0.272, showing a positive influence on purchase intention. A 1% increase in Expertise is expected to increase purchase intention by 0.272 units, with other variables held constant.



4. The regression coefficient for Attractiveness is 0.330, which positively affects purchase intention. This means that a 1% rise in Attractiveness will increase purchase intention by 0.330 units, assuming other factors stay constant.

The regression coefficient for Online Customer Review is 0.197, demonstrating a positive effect on purchase intention. A 1% increase in Online Customer Review will lead to a 0.197-unit increase in purchase intention, keeping other variables constant.

5. Discussion

The discussion section of research results contains research findings with existing literature or theories. Shows that research findings are novelty or new contributions to the body of knowledge/science.

Partial Test (t-Test)

Table 6. Partial Test Results
Coefficients^a

	Model	t	Sig.
1	(Constant)	4.791	.000
	<i>Trustworthiness</i>	3.453	.001
	<i>Expertise</i>	6.353	.000
	<i>Attractiveness</i>	7.846	.000
	<i>Online Customer Review</i>	4.610	.000

a. Dependent Variable: Purchase intention

Source: SPSS Output (Processed)

According to the t-test findings presented in Table 6, it can be stated that:

1. Trustworthiness Variable
The results indicate that the t-value for Trustworthiness (3.453) is greater than the t-table value (1.966), with a significance level of 0.001, which is below 0.05. Therefore, Trustworthiness has a significant effect on purchase intention, and the hypothesis is accepted.
2. Expertise Variable
The t-test results indicate that the t-value for Expertise (6.353) is higher than the t-table value (1.966), with a significance level of 0.000, which is below 0.05. Therefore, Expertise significantly influences purchase intention, and the hypothesis is accepted.
3. Attractiveness Variable
The t-test results indicate that the t-value for Attractiveness (7.846) is greater than the t-table value (1.966), with a significance level of 0.000, which is below 0.05. Thus, Attractiveness significantly affects purchase intention, and the hypothesis is accepted.
4. Online Customer Review Variable
The t-test results show that the t-value for Online Customer Review (4.610) exceeds the t-table value (1.966), with a significance level of 0.000, which is below 0.05. Therefore, Online Customer Review has a significant effect on purchase intention, and the hypothesis is accepted.



Coefficient Test Determination (R^2)

Table 7. Determinant Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.865 ^a	.749	.746	1.51328
a. Predictors: (Constant), <i>Online Customer Review</i> , <i>Trustworthiness</i> , <i>Attractiveness</i> , <i>Expertise</i>				
Source: SPSS Output (Processed)				

The coefficient of determination is used to measure the extent to which the independent variables influence the dependent variable. Based on the analysis in Table 7, the Adjusted R^2 value is 0.746, indicating that 74.6% of the variation in purchase intention is explained by the independent variables, namely Trustworthiness (X1), Expertise (X2), Attractiveness (X3), and Online Customer Review (X4). The remaining 25.4% is affected by other factors not examined in this study.

6. Conclusion

Based on the research findings, it can be concluded that Trustworthiness, Expertise, Attractiveness, and Online Customer Reviews each have a positive and significant effect on consumers' purchase intention in the culinary sector in Madiun, indicating that higher levels of perceived credibility, knowledge, appeal, and positive customer feedback from influencers can collectively enhance the likelihood of consumers deciding to purchase culinary products in this region. Suggestions for future research include considering other variables beyond trustworthiness, expertise, attractiveness, and online customer reviews that may also influence purchase intention, such as price, promotions, and content interactivity. To obtain more diverse findings, future studies could be conducted on different subjects, for example by involving other influencers or different social media platforms, as well as expanding the scope of respondents beyond the Madiun area.

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