INFLUENCER ATTRACTIVENESS AND SOCIAL MEDIA INTERACTIVITY: THE MEDIATING ROLE OF CONSUMER TRUST IN PURCHASE DECISIONS

KARYA AKHIR

Untuk Memenuhi Persyaratan Memperoleh Gelar Sarjana

PIKI SATRIYA
NIM. B1021221144

PROGRAM STUDI MANAJEMEN
FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS TANJUNGPURA
PONTIANAK
2026

INFLUENCER ATTRACTIVENESS AND SOCIAL MEDIA INTERACTIVITY: THE MEDIATING ROLE OF CONSUMER TRUST IN PURCHASE DECISIONS

KARYA AKHIR

Untuk Memenuhi Persyaratan Memperoleh Gelar Sarjana

PIKI SATRIYA
NIM. B1021221144

PROGRAM STUDI MANAJEMEN
FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS TANJUNGPURA
PONTIANAK
2026

PERNYATAAN BEBAS DARI PLAGIAT

Yang bertanda tangan di bawah ini:

Nama	: Piki Satriya
NIM	: B1021221144
Jurusan	: Manajemen
Konsentrasi	: Pemasaran
Judul Skripsi	:Influencer Attractiveness and Social Media Interactivity: The Mediating Role of Consumer Trust in Purchase Decisions

Menyatakan dengan sesungguhnya bahwa Karya Akhir Riset dengan judul tersebut di atas, secara keseluruhan adalah murni karya penulis sendiri dan bukan plagiat dari karya orang lain, kecuali bagian-bagian yang dirujuk sebagai sumber pustaka sesuai dengan panduan penulisan yang berlaku.

Apabila di dalamnya terdapat kesalahan dan kekeliruan maka sepenuhnya menjadi tanggung jawab penulis yang dapat berakibat pada pembatalan Tesis dengan judul tersebut di atas.

Demikian pernyataan ini penulis buat dengan sebenar-benarnya.

Pontianak, 21 April 2026



Piki Satriya
NIM.B1021221144

PERTANGGUNGJAWABAN KARYA AKHIR

Saya yang bertandatangan di bawah ini:

Nama	: Piki Satriya
NIM	: B1021221144
Jurusan	: Manajemen
Program Studi	: Manajemen
Konsentrasi	: Pemasaran
Tanggal Ujian	: 5 Mei 2026

Judul Karya Akhir:
Influencer Attractiveness and Social Media Interactivity: The Mediating Role of Consumer Trust in Purchase Decisions

Menyatakan bahwa karya akhir ini ini adalah hasil karya saya sendiri, dan semua sumber baik yang dikutip maupun yang dirujuk telah saya nyatakan benar.

Pontianak, 21 April 2026



Piki Satriya
NIM.B1021221144

LEMBAR YURIDIS

INFLUENCER ATTRACTIVENESS AND SOCIAL MEDIA INTERACTIVITY: THE MEDIATING ROLE OF CONSUMER TRUST IN PURCHASE DECISIONS

Penanggung jawab Yuridis

Piki Satriya
B1021221144

Jurusan	: Manajemen
Program Studi	: Manajemen
Konsentrasi	: Pemasaran
Tanggal Ujian	: 5 Mei 2026

MAJELIS PENGUJI

Majelis Penguji	Nama NIP	Tgl/bln/thn	Tanda Tangan
Pembimbing 1	Prof. Dr. Ramadania, S.E., M.Si. NIP 197509212000032005	28/05/2026	
Pembimbing 2	Anwar Azazi, S.E., D.E.A. NIP 196312201988101001	28/05-2026	
Penguji 1	Dr. Hj. Juniwati, S.E., M.P. NIP 196206031989032001	30/05/2026	
Penguji 2	Bintoro Bagus Purmono, S.E., M.M. NIP 199205082019031006	05/10/2026	

Dinyatakan telah memenuhi persyaratan dan lulus oleh Majelis Penguji dalam Ujian Karya Akhir dan Komprehensif untuk memperoleh gelar Sarjana.

Pontianak, 06 OCT 2026
Koordinator Program Studi Manajemen

Bintoro Bagus Purmono, S.E., M.M.
NIP. 199205082019031006

KATA PENGANTAR

Segala syukur kehadirat Tuhan Yang Maha Esa, oleh karena anugerah- Nya yang melimpah, kemurahan dan kasih setia-Nya yang besar akhirnya penulis dapat menyusun dan menyelesaikan karya akhir yang berjudul ***"Influencer Attractiveness and Social Media Interactivity: The Mediating Role of Consumer Trust in Purchase Decisions".*** Karya akhir riset ini dimaksudkan untuk memenuhi salah satu syarat dalam memperoleh gelar Sarjana Strata-1 pada Jurusan Manajemen Fakultas Ekonomi dan Bisnis Universitas Tanjungpura Pontianak.

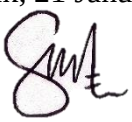
Penulis menyadari bahwa penulisan ini tidak dapat terselesaikan tanpa dukungan dari berbagai pihak baik moril maupun materi. Oleh karena itu pada kesempatan ini penulis ingin menyampaikan ucapan terima kasih yang sebesar-besarnya terutama kepada Tuhan Yesus Kristus, dan kepada kedua orang tua saya Ayah dan Ibu, orang tua yang terbaik dalam hidup saya yang telah membesarkan, mendidik, dan menyayangi saya sepenuh hati yang tak lelah berjuang memberikan yang terbaik untuk anak-anaknya yang selalu mendukung saya tanpa henti, lautan kasih dan doanya selalu teriring dalam setiap langkah sehingga saya bisa dititik ini, dan pada kesempatan kali ini saya mengucapkan terimakasih juga kepada:

1. Prof Dr. H. Garuda Wiko, SH, M.Si, selaku Rektor Universitas Tanjungpura Pontianak.
2. Dr. Barkah, S.E.,M.Si selaku Dekan Fakultas Ekonomi dan Bisnis Universitas Tanjungpura Pontianak
3. Bapak Heriyadi, S.E.,M.E.,Ph.D selaku Ketua Jurusan Manajemen Fakultas Ekonomi dan Bisnis Universitas Tanjungpura Pontianak.
4. Ibu Wenny Pebrianti, S.E.,M.Sc, selaku Sekretaris Jurusan Manajemen Fakultas Ekonomi dan Bisnis Universitas Tanjungpura Pontianak.
5. Bapak Bintoro Bagus Purmono, S.E.,M.M selaku Ketua Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Tanjungpura Pontianak.
6. Dr. Hj. Juniawati, S.E., M.P. selaku Ketua PPAPK Jurusan Manajemen Fakultas Ekonomi dan Bisnis Universitas Tanjungpura
7. Bapak Anwar Azazi, S.E., D.E.A selaku Dosen Pembimbing Akademik serta Dosen Pembimbing 2 karya akhir riset saya yang telah sabar membimbing saya hingga sekarang, memberikan arahan dan masukan kepada saya dari awal pencarian judul hingga terselesaikannya karya akhir riset ini, serta telah meluangkan banyak waktu selama membimbing dan menguji saya dalam menyelesaikan karya akhir riset. Semoga bapak senantiasa panjang umur dan sehat selalu sehingga dapat terus berkarya serta selalu memberikan ilmu yang bermanfaat dan kiranya Tuhan YME senantiasa memberkati dalam setiap langkah kehidupan.
8. Prof.Dr. Ramadania, SE.,M.Si selaku Dosen Pembimbing Karya Akhir Riset 1 yang telah banyak meluangkan waktu serta memberikan arahan, nasihat, saran, dan bantuan yang begitu berharga bagi penulis dalam pembuatan karya akhir riset ini. Semoga Ibu selalu diberikan kesehatan dan panjang umur sehingga bisa memberikan banyak ilmu yang sangat bermanfaat kiranya Tuhan YME selalu menyertai setiap langkah dan perjalanan ibu dan keluarga.

9. Dr. Hj. Juniawati, S.E., M.P., dan Bapak Bintoro Bagus Purmono, S.E.,M.M selaku Dosen Penguji Karya Akhir Riset yang telah banyak memberikan pengarahan, masukan, serta telah memberikan saran, dan telah meluangkan waktu selama membimbing dan menguji penulis dalam menyelesaikan karya akhir riset.
10. Seluruh jajaran Dosen Pengajar Fakultas Ekonomi dan Bisnis Universitas Tanjungpura Pontianak yang selama ini telah banyak membagi ilmu pengetahuan baik dalam mata kuliah maupun pengalaman kehidupan kepada kami.
11. Para Staf Akademik, Tata Usaha dan Staf Perpustakaan serta semua karyawan Fakultas Ekonomi dan Bisnis Universitas Tanjungpura Pontianak, yang telah banyak membantu selama proses perkuliahan sampai pada penyelesaian skripsi ini.
12. Bapak/Ibu/Saudara/i para responden yang telah bersedia meluangkan waktu untuk membantu penulis dalam memperoleh data penelitian.
13. Orang Tua, adik-adik, bibi, dan Keluarga Besar yang telah menjadi orang terbaik dalam hidup penulis yang senantiasa mendoakan, memberikan motivasi, mendukung dalam segala hal di dalam hidup penulis baik dari segi moril dan materi sehingga penulis dapat menyelesaikan karya akhir riset ini.
14. Kepada KeMah Kristen, terima kasih atas kebersamaannya selama ini, terima kasih sudah menjadi tempat penulis berbagi canda tawa dan keluh kesah selama ini. Terima kasih telah menjadi bagian dari orang-orang terpenting di dalam hidup penulis.
15. Terima Kasih kepada GBI Getsemani terkhusus seluruh jemaat dan juga gembala yang juga yang senantiasa menjadi tempat ternyaman untuk mengeluarkan segala keluh kesahdan selalu memotivasi dan menguatkan dalam penyelesaian skripsi ini.
16. Terimakasih, kepada diri saya sendiri yang sudah berjuang melawan rasa malas dan mampu mengalahkan rasa ngantuk serta bertahan di masa-masa sulit selama penyelesaian KARYA AKHIR RISET ini.
17. *Brsukacitalah dalam pengharapan, sabarlah dalam kesesakan, dan bertekunlah dalam doa!. Roma 12:12*

Akhir kata, penulis berharap agar tugas akhir ini bermanfaat bagi semua pihak. Penulis menyadari bahwa dalam penyusunan skripsi ini terdapat banyak kekurangan. Oleh karena itu, penulis mengharapkan adanya kritik serta saran yang berkaitan dan membangun dari semua pihak dan semoga skripsi ini dapat bermanfaat bagi semua pihak. Akhir kata penulis ucapkan terimakasih.

Pontianak, 21 Januari 2026



Piki Satriya
B1021201139

INFLUENCER ATTRACTIVENESS AND SOCIAL MEDIA INTERACTIVITY: THE MEDIATING ROLE OF CONSUMER TRUST IN PURCHASE DECISIONS

Piki Satriya
Jurusan Manajemen (Kelas Reguler)
Universitas Tanjungpura, Indonesia

ABSTRAK

Pertumbuhan pesat TikTok telah mengubah pemasaran digital dan semakin membentuk perilaku pembelian Generasi Z. Daya tarik influencer dan interaktivitas media sosial dapat memengaruhi respons konsumen, tetapi kepercayaan konsumen dapat menentukan apakah rangsangan pemasaran ini diterjemahkan menjadi keputusan pembelian. Studi ini meneliti pengaruh daya tarik influencer dan interaktivitas media sosial terhadap kepercayaan konsumen dan keputusan pembelian, serta peran mediasi kepercayaan konsumen. Pendekatan kausal-asosiatif kuantitatif digunakan dengan menggunakan data dari 150 responden Generasi Z yang dipilih melalui pengambilan sampel bertujuan. Data dikumpulkan menggunakan kuesioner skala Likert lima poin dan dianalisis menggunakan Pemodelan Persamaan Struktural Kuadrat Terkecil Parsial (PLS-SEM) dengan SmartPLS. Hasil menunjukkan bahwa daya tarik influencer secara signifikan memengaruhi kepercayaan konsumen dan keputusan pembelian, sementara interaktivitas media sosial juga memiliki pengaruh positif yang signifikan pada kedua variabel tersebut. Kepercayaan konsumen secara signifikan memengaruhi keputusan pembelian dan memediasi pengaruh daya tarik influencer dan interaktivitas media sosial terhadap keputusan pembelian. Model tersebut menjelaskan 57,1% varians dalam kepercayaan konsumen dan 62,4% varians dalam keputusan pembelian. Temuan ini menyoroti pentingnya menggabungkan karakteristik influencer yang autentik, interaksi yang bermakna, dan strategi membangun kepercayaan dalam pemasaran berbasis TikTok.

Kata Kunci: Daya Tarik Influencer, Interaktivitas Media Sosial, Kepercayaan Konsumen

INFLUENCER ATTRACTIVENESS AND SOCIAL MEDIA INTERACTIVITY: THE MEDIATING ROLE OF CONSUMER TRUST IN PURCHASE DECISIONS

Piki Satriya
Jurusan Manajemen (Kelas Reguler)
Universitas Tanjungpura, Indonesia

ABSTRACT

The rapid growth of TikTok has transformed digital marketing and increasingly shaped Generation Z's purchasing behavior. Influencer attractiveness and social media interactivity can influence consumer responses, but consumer trust may determine whether these marketing stimuli are translated into purchase decisions. This study examines the effects of influencer attractiveness and social media interactivity on consumer trust and purchase decisions, as well as the mediating role of consumer trust. A quantitative causal-associative approach was employed using data from 150 Generation Z respondents selected through purposive sampling. Data were collected using a five-point Likert-scale questionnaire and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS. The results show that influencer attractiveness significantly affects consumer trust and purchase decisions, while social media interactivity also has significant positive effects on both variables. Consumer trust significantly influences purchase decisions and mediates the effects of both influencer attractiveness and social media interactivity on purchase decisions. The model explains 57.1% of the variance in consumer trust and 62.4% of the variance in purchase decisions. These findings highlight the importance of combining authentic influencer characteristics, meaningful interaction, and trust-building strategies in TikTok-based marketing.

Keywords: Influencer Attractiveness, Social Media Interactivity, Consumer Trust

RINGKASAN KARYA AKHIR

Influencer Attractiveness and Social Media Interactivity: The Mediating Role of Consumer Trust in Purchase Decisions

RINGKASAN

1. Latar Belakang

Digital transformation has made social media particularly TikTok an important marketing environment, where short-video, live-streaming, and recommendation features shape Generation Z's purchasing behavior through digital information, social interaction, and perceived authenticity rather than traditional advertising alone. However, high digital exposure does not necessarily translate into effective purchase decisions, as consumers may repeatedly encounter attractive influencers and interactive content yet remain uncertain about product quality, information accuracy, promotional motives, and seller reliability uncertainty heightened by commercial messages embedded in entertainment-oriented content, so that attention alone does not guarantee trust or willingness to buy. Prior studies also tend to examine influencer characteristics and interactivity separately, focus on purchase intention rather than actual purchase decisions, and overlook secondary cities like Pontianak, leaving consumer trust underexamined as a bridging mechanism between digital marketing stimuli and purchasing behavior. Grounded in the Stimulus–Organism–Response (SOR) framework and supported by Source Credibility, Interactivity, and Commitment–Trust theories, this study examines whether consumer trust explains why some TikTok marketing efforts convert into purchase decisions while others fail. Its novelty lies in integrating source attractiveness, platform interactivity, psychological trust, and purchase behavior within a single empirical model, focused specifically on Generation Z in Pontianak a context less represented in existing digital marketing research.

2. Metode Penelitian

This study employed a quantitative approach with a causal-associative design to examine both direct and indirect relationships among the variables, conducted in Pontianak City, Indonesia, targeting Generation Z (born between 1997 and 2012) who actively used TikTok and had purchased a product after viewing influencer content. A sample of 150 respondents was obtained through purposive sampling based on these criteria, with data collected using an online questionnaire (Google Forms) on a five-point Likert scale (1 = strongly disagree; 5 = strongly agree) measuring four constructs: influencer attractiveness, social media interactivity, consumer trust, and purchase decisions, after being pre-tested. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3 in two stages: evaluation of the measurement model (convergent validity, discriminant validity, reliability, and collinearity) and evaluation of the structural model through path coefficients, R^2, Q^2, f^2, and hypothesis testing using 5,000 bootstrapping subsamples to examine direct effects and the mediating role of consumer trust.

3. Hasil dan Pembahasan

The results show that all 13 indicators met the reliability and validity requirements (loadings 0.840–0.923, Cronbach's Alpha 0.859–0.882, AVE 0.738–0.807, HTMT < 0.90, VIF < 3.152), and the structural model explained 57.1% of the variance in consumer trust ($R^2 = 0.571$, $Q^2 = 0.439$) and 62.4% in purchase decisions ($R^2 = 0.624$, $Q^2 = 0.493$), with all seven hypotheses supported through bootstrapping (5,000 subsamples): influencer attractiveness significantly affected consumer trust ($\beta = 0.480$, $p = 0.000$) and purchase decisions ($\beta = 0.258$, $p = 0.001$), social media interactivity also significantly affected consumer trust ($\beta = 0.345$, $p = 0.000$) and purchase decisions ($\beta = 0.312$, $p = 0.000$), consumer trust positively influenced purchase decisions ($\beta = 0.319$, $p = 0.000$), and consumer trust significantly mediated both relationships (indirect effect of attractiveness = 0.153, $p = 0.004$; indirect effect of interactivity = 0.110, $p = 0.019$). These findings indicate that attractive, relatable, and credible influencers strengthen consumer responses, with attractiveness exerting a stronger effect on trust than interactivity, suggesting that interpersonal perceptions remain important even in highly interactive digital environments, while interactivity (live streaming, real-time comments) operates through partly different mechanisms and should complement rather than substitute interpersonal credibility. Consumer trust emerges as a central mechanism that reduces uncertainty and converts interest into purchases, with both indirect effects significant but the attractiveness pathway stronger, revealing an asymmetric mediation pattern. Theoretically, the study integrates source characteristics, platform interactivity, trust, and purchasing behavior within a single model; practically, brands should prioritize authentic and relatable influencer selection, responsive and transparent communication, and trustworthy product information on TikTok.

4. Kesimpulan dan Saran

The study concludes that influencer attractiveness and social media interactivity significantly contribute to consumer trust and purchase decisions among Generation Z in Pontianak, while consumer trust also serves as a significant mediating pathway between both marketing stimuli and purchasing decisions, demonstrating that effective TikTok marketing depends not only on attracting attention or generating interaction but also on developing consumer confidence through credible, relatable, and meaningful digital communication; the main scholarly contribution lies in integrating influencer attractiveness, social media interactivity, consumer trust, and purchase decisions into a single empirical model, providing a comprehensive explanation of Generation Z's digital purchasing behavior. However, the study has limitations, including its cross-sectional design, geographically restricted sample (Pontianak only), and focus on four variables, which restrict broader generalization, so future research should employ longitudinal or mixed-method designs, broader populations across different regions, and additional factors such as perceived risk, price sensitivity, product quality, brand awareness, and electronic word-of-mouth. Practically, the findings suggest that brands should combine authentic and relatable influencer selection (prioritizing relevance, communication style, and perceived similarity over audience size alone) with responsive, transparent, and interactive TikTok communication—including credible product demonstrations, consistent

information, and meaningful two-way engagement to strengthen consumer trust and ultimately facilitate purchase decisions.

DAFTAR ISI

JUDUL i
PERNYATAAN BEBAS PLAGIAT i
PERTANGGUNGJAWABAN KARYA AKHIR ii
PENGESAHAN YURIDIS iii
UCAPAN TERIMA KASIH iv
ABSTRAK vii
ABSTRACT viii
RINGKASAN ix
DAFTAR ISI xii
DAFTAR TABEL xiii
DAFTAR GAMBAR xiv
DAFTAR LAMPIRAN xv

1. Introduction 1
2. Researce Methods 5
3. Result and Discussion 6
4. Conclusion 16
5. References 17

DAFTAR TABEL

Table 1. Respondent Characteristics 6
Table 2. Convergent Validity 7
Table 3. Formell-Larcker Criterion 8
Table 4. Cross Loadings 9
Table 5. Construct Reliability And Average Variance Extracted 9
Table 6. Variance Inflation Factor (VIF) 10
Table 7. Heterotrait-Monotrait Ratio (HTMT) 11
Table 8. Coefficient of Determination 11
Table 9. Effect Size (f^2) 12
Table 10. Hypothesis Testing Results 13

DAFTAR GAMBAR

Gambar 1. Structural Model 8
Gambar 2. Predictive Relevance 12

DAFTAR LAMPIRAN

LAMPIRAN I SK Dekan xvi
LAMPIRAN II LOA xx
LAMPIRAN III Dokumen Informasi Artikel xxiii
LAMPIRAN IV Tabel Oprasionalisasi xxv
LAMPIRAN V Kuisioner xxx
LAMPIRAN VI Tabulasi Data xxxiv
LAMPIRAN VII Output Olahan Data xliii

ISSN : 2962-9195 E-ISSN : 2963-8992

Journal of Educational Management Research
Vol. 05 No. 05 (2026) : 6055-6073
Available online at https://serambi.org/index.php/jemr

Influencer Attractiveness and Social Media Interactivity: The Mediating Role of Consumer Trust in Purchase Decisions

Piki Satriya*, Ramadania, Anwar Azazi, Juniwati, Bintoro Bagus Purmono
Universitas Tanjungpura, Indonesia
Email : pikisatriya21@gmail.com

DOI: https://doi.org/10.61987/jemr.v5i5.2937

Keywords:
Influencer Attractiveness; Social Media Interactivity; Consumer Trust

**Corresponding Author*

ABSTRACT

The rapid growth of TikTok has transformed digital marketing and increasingly shaped Generation Z's purchasing behavior. Influencer attractiveness and social media interactivity can influence consumer responses, but consumer trust may determine whether these marketing stimuli are translated into purchase decisions. This study examines the effects of influencer attractiveness and social media interactivity on consumer trust and purchase decisions, as well as the mediating role of consumer trust. A quantitative causal-associative approach was employed using data from 150 Generation Z respondents selected through purposive sampling. Data were collected using a five-point Likert-scale questionnaire and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS. The results show that influencer attractiveness significantly affects consumer trust and purchase decisions, while social media interactivity also has significant positive effects on both variables. Consumer trust significantly influences purchase decisions and mediates the effects of both influencer attractiveness and social media interactivity on purchase decisions. The model explains 57.1% of the variance in consumer trust and 62.4% of the variance in purchase decisions. These findings highlight the importance of combining authentic influencer characteristics, meaningful interaction, and trust-building strategies in TikTok-based marketing.

Article History:
Received: June 2026; Revised: Juny 2026; Accepted: August 2026

Please cite this article in APA style as:
Satriya, P., Ramadania, Azazi, A., Juniwati, Purmono, B., B. (2026). Influencer Attractiveness and Social Media Interactivity: The Mediating Role of Consumer Trust in Purchase Decisions. *Journal of Educational Management Research, 5*(5), 6055-6073.

INTRODUCTION

Digital transformation has fundamentally changed how consumers discover, evaluate, and purchase products, making social media an important environment for contemporary marketing. TikTok is particularly relevant because its short-video, live-streaming, and recommendation features enable brands and influencers to reach consumers through engaging content (Alkan & Ulas, 2023; Wu, 2026). This development matters because purchasing decisions

This journal is an open-access article under a CC BY-NC-SA 4.0 license. © 2026, the author(s)

are increasingly shaped by digital information, social interaction, and perceived authenticity rather than traditional advertising alone. For Generation Z, frequent exposure to influencer content may affect how products are trusted and evaluated before purchase (Ao et al., 2023; Wijaya, 2023). The key issue is therefore not merely TikTok's growing reach, but whether digital marketing practices can generate sufficient consumer trust to translate exposure into purchasing decisions. Consequently, understanding the relationships among influencer attractiveness, social media interactivity, trust, and purchase decisions is important for consumers, marketers, researchers, and society.

This study is grounded in the Stimulus-Organism-Response framework, which explains how external marketing stimuli influence internal consumer states and behavioral responses. Influencer attractiveness represents a persuasive stimulus because physical appeal, familiarity, likability, and similarity can shape audience evaluations (Garg & Bakshi, 2024; Ashraf et al., 2023). Social media interactivity represents another stimulus because reciprocal communication, immediate feedback, and participation can strengthen psychological involvement. Consumer trust functions as the organismic state because it reflects confidence in the influencer, brand, information, and transaction environment. Purchase decision represents the behavioral response resulting from these evaluations (Anapah et al., 2026; Ulum et al., 2025). Source Credibility Theory further explains why attractive and credible communicators can influence consumer perceptions, whereas Interactivity Theory explains how two-way communication affects engagement and relationship quality. Commitment-Trust Theory emphasizes trust as a foundation of relationship development, supporting its mediating role between marketing stimuli and purchase decisions.

The general problem is that high digital exposure does not necessarily result in effective purchasing decisions. Consumers may encounter attractive influencers and interactive TikTok content repeatedly, yet remain uncertain about product quality, information accuracy, promotional motives, or seller reliability (Wahyudin et al., 2025; Zahroh & Furqon, 2025). This uncertainty matters when commercial messages are embedded in entertainment-oriented content, where promotional and personal communication overlap. For Generation Z, repeated interaction may increase attention, but attention alone does not guarantee confidence or willingness to purchase (Migkos et al., 2025; Liu, 2025). Excessive promotion, inconsistent recommendations, limited responsiveness, or perceptions of inauthenticity may weaken trust despite strong engagement. This gap between exposure and purchase decision creates a

practical challenge for brands seeking sustainable digital relationships. Therefore, identifying whether attractiveness and interactivity operate through consumer trust is necessary to explain why some TikTok marketing efforts translate into decisions while others do not.

Previous research indicates that influencer characteristics can shape consumer responses, while social media interactivity can strengthen engagement and outcomes. Influencer marketing studies emphasize attractiveness, credibility, familiarity, similarity, and authenticity as determinants of consumer evaluations (Chen et al., 2024; Kim et al., 2024). Other research shows that interactive features, including live streaming, real-time comments, and user participation, can increase engagement and facilitate communication between consumers and sellers. However, much literature examines direct relationships, such as influencer characteristics affecting purchase intention or interactivity affecting engagement, without integrating both antecedents within one framework (Rachman et al., 2025; Ashraf et al., 2023). Research also focuses on intention rather than purchase decision and examines variables separately. These limitations obscure whether attractiveness and interactivity influence purchasing through a common mechanism. Consequently, consumer trust requires closer examination as a bridge connecting digital marketing stimuli with consumer decision-making. This integration matters for explaining purchasing behavior.

A further limitation concerns contextual and population differences. Findings from metropolitan markets or general social-media users may not fully explain purchasing behavior among Generation Z consumers in Pontianak, where digital consumption has developed rapidly (Melgarejo-Espinoza et al., 2025; Zhou & Baskaran, 2025). Studies also vary in how they conceptualize these variables, making an integrated explanation relevant. The present research positions consumer trust as a central mediating mechanism rather than treating it only as a direct predictor. This addresses a gap because attractiveness may create favorable impressions, while interactivity may create involvement, but both processes may require trust before becoming translated into purchasing decisions (Hasiana, 2024; Laksemi, 2024). By examining these relationships simultaneously, the study contributes a coherent explanation of TikTok consumer behavior. It also extends digital marketing research by connecting communicator characteristics, platform interaction, psychological trust, and purchase decision within a single empirical framework (Dahniar et al., 2023; Jiang et al., 2024).

This study integrates influencer attractiveness and social media interactivity as complementary digital marketing stimuli, with consumer trust positioned as the mechanism linking them to purchase decisions. The proposed model recognizes that TikTok consumption combines interpersonal persuasion

with technological interactivity. Its novelty also lies in focusing specifically on Generation Z consumers in Pontianak, a context less represented than larger Indonesian urban markets. This focus is important because local consumer environments may shape how digital communication, influencer relationships, and trust are interpreted. The study examines whether trust explains conversion of digital exposure and engagement into purchasing decisions, while also clarifying how these relationships operate among Generation Z consumers in Pontianak. Resolving this issue is important for marketers designing credible influencer campaigns and interactive experiences, while theoretically strengthening explanations of consumer decision-making in short-video social commerce. It therefore offers grounded evidence for future digital marketing research.

The research problem is whether influencer attractiveness and social media interactivity explain purchase decisions among Generation Z TikTok users in Pontianak through consumer trust. The proposed argument is that attractive influencers may create favorable perceptions and reduce psychological distance, while interactive communication may increase participation, responsiveness, and perceived relationship quality. These effects should strengthen trust when information, communicators, and interactions are perceived as credible and authentic. In turn, higher trust is expected to reduce uncertainty and facilitate purchase decisions. The study proposes that influencer attractiveness positively affects consumer trust and purchase decisions, social media interactivity positively affects consumer trust and purchase decisions, and consumer trust positively affects purchase decisions. It proposes that trust mediates the relationships between influencer attractiveness and purchase decisions and between social media interactivity and purchase decisions. These propositions guide empirical testing.

H1: Influencer attractiveness has a positive and significant effect on consumer trust.
H2: Social media interactivity has a positive and significant effect on consumer trust.
H3: Consumer trust has a positive and significant effect on purchase decisions.
H4: Influencer attractiveness has a positive and significant effect on purchase decisions.
H5: Social media interactivity has a positive and significant effect on purchase decisions.
H6: Consumer trust mediates the effect of influencer attractiveness on purchase decisions.
H7: Consumer trust mediates the effect of social media interactivity on purchase decisions.