

## **Micro Influencer Credibility, Buzz Marketing, And Brand Image On The Purchase Intention Of F&B Products On Tiktok**

**Thaariq Ayub Arrafah<sup>1</sup>, Fresha Kharisma<sup>2</sup>, Riska Dhenabayu<sup>3</sup>, Ratih Amelia<sup>4</sup>**  
<sup>1,2,3,4</sup> Digital Business/ Faculty of Economics and Business, Surabaya State University, Indonesia

\*Corresponding Author  
Email: [thaariq.22199@mhs.unesa.ac.id](mailto:thaariq.22199@mhs.unesa.ac.id)

---

### **Abstract**

*This study aims to analyze the influence of micro-influencer credibility, buzz marketing, and brand image on consumer purchase intention for Food & Beverage (F&B) products on the TikTok platform. This research employs a quantitative approach with an explanatory method and uses purposive sampling to collect data from 150 TikTok users. Data were analyzed using multiple linear regression. The results show that micro-influencer credibility has a positive and significant effect on purchase intention ( $\beta = 0.193$ ;  $t = 2.587$ ;  $p = 0.011$ ), buzz marketing has the strongest influence ( $\beta = 0.404$ ;  $t = 5.409$ ;  $p = 0.000$ ), and brand image also significantly affects purchase intention ( $\beta = 0.346$ ;  $t = 4.681$ ;  $p = 0.000$ ). Simultaneously, the three variables have a significant effect on purchase intention ( $F = 327.035$ ;  $p = 0.000$ ). These findings indicate that buzz marketing is the most dominant factor, followed by brand image and micro-influencer credibility. The study concludes that integrating credible micro-influencers, effective buzz marketing strategies, and a strong brand image can significantly enhance consumer purchase intention on TikTok. This research contributes to digital marketing literature and provides practical implications for F&B businesses in designing effective social media marketing strategies.*

**Keywords:** *Micro Influencer Credibility, Buzz Marketing, Brand Image, Purchase Intention, TikTok, F&B Products*

---

## **INTRODUCTION**

The development of digital information and communication technology, particularly the internet, is currently experiencing rapid growth. With its diverse uses, the internet has become a basic need for most people, alongside food, clothing, and shelter (Wahyuni, Ade, Saeful, & Gunawan, 2019). Social media, particularly TikTok, has transformed marketing communications patterns in the food and beverage (F&B) industry. TikTok serves not only as an entertainment platform but also as a primary means of creative content-based promotion, particularly through micro-influencers and buzz marketing strategies. Laporan We Are Social, (2024) Data shows that TikTok is one of the platforms with the highest engagement rates in Indonesia, especially in the culinary content category, where influencer recommendations have been shown to influence consumer perceptions and purchasing decisions. This situation has created increasingly fierce competition among F&B brands, making understanding the factors that influence consumer purchasing interest on TikTok important both academically and practically. In this context, influencer credibility is a key aspect determining the effectiveness of digital marketing. This credibility encompasses three main elements: expertise (*expertise*) attractiveness (*attractiveness*), and trust (*trustworthiness*) (Hastiana & Astuti, 2023).

The research theory in this study is developed as a conceptual foundation to explain consumer behavior and the factors that influence purchase intention of Food & Beverage (F&B) products on the TikTok platform. The theoretical framework used integrates the Theory of Planned Behavior (Ajzen, 1991), Source Credibility Theory (Hovland, Janis, & Kelley, 1953), and Brand Equity Theory (Aaker, 1996) to provide a comprehensive understanding of how consumer attitudes, social norms, and perceived control are formed through exposure to digital marketing. The Theory of Planned Behavior explains that consumer purchase intention is influenced by attitudes toward the product, subjective norms formed from the social environment, and perceived behavioral control, which in the TikTok context is reinforced

through the role of micro influencers, buzz marketing, and viral content (Lou & Yuan, 2019; Saskara, Achmad, & Lestari, 2024). Furthermore, Source Credibility Theory emphasizes the importance of message source credibility, where the influencer's expertise, trustworthiness, and attractiveness play a role in shaping positive attitudes and increasing consumer trust and purchase intention towards the recommended product (David A. Aaker, 1996; Hovland, Janis, & Kelley, 1953). In addition, Brand Equity Theory explains that brand strength, reflected through brand awareness, perceived quality, brand associations, and brand loyalty, can increase product value in the eyes of consumers, build a positive brand image, and encourage purchasing interest, especially for F&B products that are actively marketed through social media (David A. Aaker, 1996). Thus, these three theories complement each other in explaining the mechanisms of influence of micro-influencers, buzz marketing, and brand image on consumer purchasing interest on the TikTok platform.

### **Micro Influencer Credibility**

Micro-influencer credibility refers to consumers' perceptions of an influencer's expertise, trustworthiness, and attractiveness in delivering product information on social media. According to Hovland et al. (1953), source credibility consists of three main dimensions expertise, trustworthiness, and attractiveness which determine the effectiveness of persuasive communication. In digital marketing, credible influencers are more effective in building trust, shaping positive attitudes, and influencing purchase intention. Empirical studies in the last five years confirm the importance of influencer credibility in influencing consumer behavior. Tabrizi & Rohman (2024) found that influencer credibility significantly affects purchase intention through electronic reviews (e-reviews), especially on TikTok. Similarly, Carissa & Rodhiah (2025) showed that influencer credibility has a positive effect on purchase intention both directly and indirectly through brand trust. Research by Putra & Sumadi (2023) also highlights that credibility and trust in influencer content significantly influence purchase intention among Generation Z consumers on social media.

In this study, micro-influencer credibility is defined as consumers' perceptions of the expertise, honesty, attractiveness, and relevance of TikTok influencers in delivering product recommendations that influence consumer attitudes and purchase decisions. These dimensions expertise, trustworthiness, and attractiveness remain central in contemporary research, as they significantly contribute to increasing consumer trust and engagement (Saskara et al., 2024). Additionally, authenticity is considered an important dimension, as influencers perceived as genuine and aligned with audience values are more effective in strengthening emotional connections and driving purchase intention (Fagustina, Handoyo, & Supriyono, 2025). Therefore, the indicators of micro-influencer credibility in this study include expertise, trustworthiness, attractiveness, and authenticity.

H1: Micro influencer credibility has a positive and significant effect on purchasing interest in F&B products on TikTok.

### **Buzz Marketing**

Buzz marketing is a marketing strategy that aims to create widespread conversation and rapidly disseminate information about a product or brand through communication between consumers, both directly and through digital media. In the context of social media, buzz marketing has evolved into *electronic word-of-mouth* (e-WOM), viral content, and user interactions that drive increased attention and interest in a brand. According to Hajli (2014), buzz marketing on social media has an important role in shaping consumer attitudes because information conveyed by fellow users is considered more credible than traditional marketing communications.

On the TikTok platform, buzz marketing is reflected through viral content, challenges, trending hashtags, and user reviews, which accelerate the spread of information about F&B products to a wider audience. Research by Putri Aidina, Arniwita SY, & Endah Tri Kurniasih

(2025) Research shows that Buzz Marketing acts as a psychological and social link between social media and purchasing decisions. Consumer conversations, testimonials, and voluntary content sharing on social media create a high level of trust in a product that cannot be achieved through conventional promotions alone.

In this study, buzz marketing is defined as the intensity and quality of conversations and information dissemination about F&B products on TikTok that can influence consumer attitudes and purchasing intentions. Buzz marketing is measured through several key indicators: buzz volume (the number of conversations or content about the product), buzz valence (the positive or negative tone of the conversation), virality (the speed and reach of content dissemination), and buzz credibility (the level of consumer trust in the circulating information).

H2: Buzz marketing has a positive and significant effect on purchasing interest in F&B products on TikTok.

### **Brand Image**

Brand image is a set of perceptions, associations, and beliefs embedded in consumers' minds about a brand as a result of experiences, marketing communications, and social interactions. Hovland et al. (1953) explains that brand image reflects how consumers perceive the superiority, uniqueness, and benefits of a brand compared to other brands, which then influences their preferences and purchasing decisions. In the food and beverage industry, brand image is a crucial factor because it is related to perceptions of taste quality, product safety, and brand reputation.

In the context of digital marketing on TikTok, brand image is formed through visual content, influencer storytelling, and user reviews, which create a virtual brand experience. Research by Kurniawan & Setiadi (2024) shows that brand image has a positive and significant influence on consumer purchasing interest in F&B products on social media. Another study by Rizki, Zulfikar, Djogo, Nurmantiani, & Yuliaty (2025) also found that brand image acts as a mediator between digital marketing and purchase intention, because a positive brand image increases consumer trust and interest in the products offered.

In this study, brand image is defined as consumers' perceptions and associations with F&B product brands, formed through consumption experiences, marketing communications, and digital interactions on TikTok. Brand image is measured through several indicators: brand awareness (the level of consumer recognition and recall of the brand), perceived quality (perceptions of product quality and superiority), brand association (positive associations or images attached to the brand), and brand reputation (consumers' reputation and trust in the brand in the market).

H3: Brand image has a positive and significant effect on purchasing interest in F&B products on TikTok.

### **Purchase Intention**

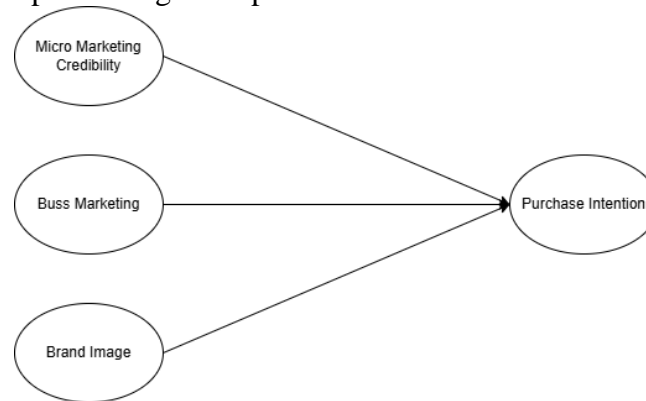
Buying interest (*purchase intention*) is a consumer's psychological tendency to make a future purchase of a product in response to marketing stimuli and evaluation of the information received. In the context of digital marketing, purchase intention is influenced by various factors such as the credibility of the information source, the strength of marketing communications, and consumer perceptions of brand image. According to Agus Prasetyo, Andry Herawati, & Galuh Ajeng Ayuningtiyas (2025), purchase intention reflects a consumer's interest, preference, and readiness to choose a product over other alternatives.

In the context of social commerce on the TikTok platform, purchasing interest is influenced by the credibility of micro-influencers, buzz marketing through viral content, and digitally created brand image. Research by Sepiani, Roza, & Hasbullah (2025) shows that social media marketing and influencer marketing have a positive and significant impact on consumer purchasing interest on TikTok. Another study by Faiko Elok, Fitri Annisa, & Hernidatiatin Lis Tatin (2025) also found that social commerce and influencers positively contribute to consumer

purchase intention, particularly for consumer products. This finding reinforces the importance of understanding the determinants of purchase intention in digital marketing strategies in the F&B industry.

In this study, purchase intention is defined as a consumer's tendency to purchase F&B products promoted on TikTok based on their perceptions of micro-influencer credibility, the power of buzz marketing, and the brand's brand image. Purchase intention is measured using indicators such as considering buying, interest in purchasing, intention to purchase soon, and brand preference.

H4: Micro influencer credibility, buzz marketing, and brand image simultaneously influence the interest in purchasing F&B products on TikTok.



*Figure 1 Conceptual Framework*

Although extensive research has been conducted on influencer marketing, buzz marketing, and brand image, there remains a gap in research on integrating these three variables simultaneously within the context of F&B products on the TikTok platform, particularly with a focus on micro-influencers. This situation has made TikTok a new medium sought after by content creators worldwide, and even culinary businesses, to market their products. Although the app has been around since 2018, it has recently seen a resurgence and popularity among people of all ages (Aulia & Kusumaningrum, 2022). Most previous studies have emphasized celebrity endorsers or macro influencers, and are still limited to the Instagram and YouTube platforms (De Veirman, Cauberghe, & Hudders, 2017; Schouten, Janssen, & Verspaget, 2020). However, TikTok's algorithm-based content, short videos, and viral challenges create distinct marketing dynamics. Therefore, this study aims to analyze the influence of micro-influencer credibility, buzz marketing, and brand image on purchase intention for F&B products on TikTok. Theoretically, this research is expected to enrich the literature on digital marketing and consumer behavior in the era of social commerce, while practically providing strategic implications for F&B industry players in designing effective marketing campaigns through micro-influencers and buzz marketing based on TikTok content.

## RESEARCH METHODS

### Types and Approaches of Research

This study uses a quantitative approach with an explanatory research method to examine the causal relationship between micro influencer credibility, buzz marketing, and brand image as independent variables on purchase intention as the dependent variable for Food & Beverage (F&B) products on the TikTok platform. The quantitative approach was chosen because it allows for empirical hypothesis testing through objective and measurable statistical analysis (Hair, Risher, Sarstedt, & Ringle, 2019), while explanatory research is used to explain the causal relationship between variables based on the formulated hypothesis. This study uses a cross-

sectional design, meaning data collection is carried out at a specific point in time without repeated observations, making it effective in capturing consumer behavior phenomena in a dynamic digital environment (Alanmi & Alharthi, 2023). The selection of TikTok as a research context is based on its characteristics as a trend-based social media influenced by the role of influencers, virality, and brand perception, where previous research shows that influencer credibility, digital marketing activities, and brand image have a significant influence on consumer purchasing interest (Rafael Danendra, Kevin Kennedy, Allvine Christian, & Marogunawan Marogunawan, 2024).

### **Research Objects and Subjects**

The object of this study is consumer behavior toward Food & Beverage (F&B) products promoted by micro-influencers on the TikTok platform. The research subjects were TikTok users in Indonesia who had seen promotional content for F&B products presented by micro-influencers and had experience with or interest in those products. TikTok was chosen as the research context based on the platform's characteristics, which emphasize short video content, user-interest-based algorithms, and high virality, making it relevant to examine the influence of influencer credibility, buzz marketing, and brand image on purchase intention.

### **Research Population and Sample**

The population in this study was all active TikTok users in Indonesia who had been exposed to F&B product promotional content through micro-influencers. Given the large and uncertain population size, this study employed a non-probability sampling technique with a purposive sampling method. The respondent criteria were as follows: (1) Minimum age 17 years, (2) Have a TikTok account and have been actively using TikTok in the last six months, (3) Have you ever seen or followed promotional content for F&B products delivered by micro influencers on TikTok?, (4) Have you ever considered or had an interest in purchasing an F&B product promoted on TikTok?

The sample size is determined by considering the number of research indicators. In quantitative research, an adequate sample size is at least 5–10 times the number of indicators used, as recommended in methodological research for multivariate analysis and linear regression (Adhikari, 2021; Hair et al., 2019). With a total of 15 indicators, the minimum sample size in this study is 75–150 respondents. To increase the reliability and strength of the statistical analysis, this study set a sample size of 150 respondents, which is considered to meet the criteria for sample adequacy in survey-based quantitative research (Hair et al., 2019).

### **Data Types and Sources**

The type of data used in this study is primary data. Primary data was obtained directly from respondents through a structured questionnaire. The questionnaire was structured based on indicators for each research variable and measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

In addition to primary data, secondary data is also used as support, which is obtained from scientific journals, textbooks, industry reports, and official publications relevant to the topics of influencer marketing, buzz marketing, brand image, and purchasing interest.

### **Data Collection Techniques**

The data collection technique in this study was conducted through an online survey using a Google Forms-based questionnaire. The questionnaire was distributed through social media platforms such as TikTok, WhatsApp, and Instagram to reach respondents who met the research criteria. The online survey method was chosen because it is efficient, easily accessible, and appropriate for the characteristics of respondents who are active social media users.

Before the questionnaire was widely distributed, a pre-test was conducted on a small number of respondents to ensure clarity of language, suitability of indicators, and validity of the content of the research instrument.

### **Data Analysis Techniques**

Data analysis in this study was conducted using descriptive and inferential statistical approaches. Descriptive statistics were used to provide an overview of respondent characteristics, such as age, gender, and intensity of TikTok use, as well as to describe the distribution of respondents' responses to each research variable indicator. Through this analysis, respondents' perceptions of micro-influencer credibility, buzz marketing, brand image, and purchase interest in Food & Beverage (F&B) products on TikTok were identified.

Next, validity and reliability tests were conducted on the research instruments. Validity tests aimed to ensure that each item in the questionnaire accurately measured the intended construct. Meanwhile, reliability tests were conducted to assess the level of internal consistency of the research instruments, ensuring that the measurement tools produced stable and reliable results.

After the instrument was declared valid and reliable, the analysis continued with classical assumption tests. These tests include a normality test to determine whether the data is normally distributed, a multicollinearity test to ensure there is no high correlation between independent variables, and a heteroscedasticity test to test for equality of residual variances in the regression model. Meeting these classical assumptions is necessary for the regression model to be valid and produce unbiased estimates.

The next step is multiple linear regression analysis. This analysis is used to examine the influence of micro-influencer credibility, buzz marketing, and brand image on purchase intention for F&B products on TikTok, both partially and simultaneously. Through regression analysis, the direction and magnitude of each independent variable's influence on the dependent variable can be determined.

Hypothesis testing was conducted using a t-test to examine the partial effect of each independent variable on purchase intention, and an F-test to examine the simultaneous effect of all three independent variables. Hypothesis testing was conducted at a 5% significance level ( $\alpha = 0.05$ ), so the decision to accept or reject the hypothesis was based on the significance value obtained from the data processing. With these analysis stages, this research is expected to produce accurate and scientifically accountable results.

## RESULTS AND DISCUSSION

### Respondent Description Statistics

**Table 1. Respondent Description Statistics**

		Frequency	Percentage
Gender	Male	73	48.67%
	Female	77	51.33%
Age	17 – 22 years	74	49,33%
	23 - 28 years	50	33.33%
	29 – 34 years	17	11.33%
	>35 Years	9	6,01%
TikTok Usage Intensity	1-3 years	51	68%
	3-5 years	11	14,67%
	>5 years	13	17,33%

Source: data processed by the author (2026)

Based on the respondent characteristics presented in Table 1, the majority of respondents were young TikTok users with fairly active usage levels. This characteristic indicates that respondents had a relatively high level of exposure to various marketing content on the platform,

including promotional activities involving micro-influencers. Thus, the respondent profiles provide a relevant basis for analyzing their perceptions of micro-influencer credibility, buzz marketing, and brand image, and how these factors influence consumer purchase intention for Food & Beverage (F&B) products on TikTok. Therefore, the following section will discuss descriptive analysis and testing of the relationships between research variables to understand the influence of each variable in shaping consumer purchase intention.

### Validity Test

**Table 2. Validity Test**

#### a. Micro Influencer (X1)

Construct	Item	R Count	R Table	Information
X1.1	The influencer has good knowledge about the F&B products being promoted.	0.934	0.159	Valid
X1.2	Influencers deliver honest and non-exaggerated reviews.	0.879	0.159	Valid
X1.3	Influencers have an engaging communication style.	0.858	0.159	Valid
X1.4	I feel like the influencer actually uses the product they are promoting.	0.888	0.159	Valid

Source: data processed by the author (2026)

#### b. Buzz Marketing (X2)

Construct	Item	R Count	R Table	Information
X2.1	I often see content about these F&B products on TikTok.	0.863	0.159	Valid
X2.2	User comments on the product tend to be positive.	0.895	0.159	Valid
X2.3	The video about the product has many views, likes, and shares.	0.856	0.159	Valid
X2.4	I believe in other consumers' reviews about the product.	0.864	0.159	Valid

Source: data processed by the author (2026)

#### c. Brand Image (X3)

Construct	Item	R Count	R Table	Information
X3.1	I know the F&B product brand well.	0.904	0.159	Valid
X3.2	The product has a consistent taste/quality.	0.885	0.159	Valid
X3.3	The brand has a unique character.	0.872	0.159	Valid
X3.4	The brand has a good reputation in the market.	0.907	0.159	Valid

Source: data processed by the author (2026)

#### d. Buying Interest (Y)

Construct	Item	R Count	R Table	Information
Y1.1	This product is included in my choices when I want to buy F&B.	0.908	0.159	Valid
Y1.2	I am interested in trying the product.	0.854	0.159	Valid
Y1.3	I plan to purchase the product in the near future.	0.854	0.159	Valid
Y1.4	I prefer that brand over others.	0.875	0.159	Valid

Validity testing was conducted to determine the extent to which the research instrument was able to accurately measure the variables studied. Validity testing in this study used the Pearson Product Moment correlation, namely by comparing the calculated r value with the table r value. Based on the number of respondents at a significance level of 5%, the table r value was obtained as 0.159. A statement item is declared valid if the calculated r value is greater than the table r value. Based on the test results presented in Table 2, all statement items in the Micro Influencer variable (X1) have a calculated r value greater than the table r. The calculated r value for each item ranges from 0.858 to 0.934, so all items in this variable are declared valid. Furthermore, the Buzz Marketing variable (X2) also showed that all statement items had a calculated r value greater than the table r, with a value range of 0.856 to 0.895. Thus, all indicators in the Buzz Marketing variable were declared valid. In the Brand Image variable (X3), all statement items showed a calculated r value that was greater than the table r with a value range of 0.872 to 0.907. These results indicate that all indicators in the Brand Image variable were declared valid. Meanwhile, for the Purchase Interest variable (Y), the calculated r values ranged from 0.854 to 0.908, all of which were greater than the table r values. Thus, all statement items in the Purchase Interest variable were declared valid. Based on these results, it can be concluded that all statement items in this study meet the validity criteria, so that the research instrument is declared suitable for use for further analysis.

### Reliability Test

**Table 3. Reliability Test**

Variables	Cronbach Alpha	R Table	Information
Micro Influencer	0.912	0.60	Reliable
Buzz Marketing	0.892	0.60	Reliable
Brand Image	0.914	0.60	Reliable
Interested in Buying	0.895	0.60	Reliable

Source: data processed by the author (2026)

Reliability testing was conducted to determine the level of consistency of the research instrument in measuring the variables used. Reliability testing in this study used the Cronbach's Alpha method. A variable is considered reliable if its Cronbach's Alpha value is greater than 0.60. Based on the reliability test results presented in Table 3, it is known that all variables in this study have a Cronbach's Alpha value greater than 0.60. The Micro Influencer variable obtained a Cronbach's Alpha value of 0.912, the Buzz Marketing variable of 0.892, the Brand Image variable of 0.914, and the Purchase Intention variable of 0.895. The Cronbach's Alpha values for all variables were well above the minimum required limit, thus concluding that all research instruments had excellent reliability. Therefore, the questionnaire used in this study was deemed reliable and suitable for further analysis.

### Classical Assumption Test

#### Normality Test

**Table 4. Normality Test**

#### Tests of Normality

	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Buying Interest (Y)	.243	150	.000	.788	150	.000
Micro Influencer (X1)	.245	150	.000	.787	150	.000
Buzz Marketing (X2)	.227	150	.000	.779	150	.000
Brand Image (X3)	.210	150	.000	.787	150	.000

#### a. Lilliefors Significance Correction

Source: data processed by the author (2026)

Based on the results of the normality test in Table 4, it is known that the significance value (Sig.) for all research variables, both the dependent variable Purchase Interest (Y) and the independent variables Micro Influencer (X1), Buzz Marketing (X2), and Brand Image (X3), shows a value of 0.000 in both the Kolmogorov–Smirnov and Shapiro–Wilk tests. Statistically, this significance value is smaller than the significance level used in this study ( $\alpha = 0.05$ ).

However, in studies with relatively large sample sizes ( $n = 150$ ), normality test results are often highly sensitive to small deviations from the normal distribution. Therefore, in addition to examining statistical significance, normality assessments can also consider the graphical approach and the characteristics of the residual distribution in the regression model. By considering an adequate sample size and further analysis of the regression model, the data in this study can still be used for further analysis.

**Multicollinearity Test**

**Table 5. Multicollinearity Test**

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance
1 (Constant)	.790	.507		1.560	.121	
Micro Influencer (X1)	.193	.075	.201	2.587	.011	6.816
Buzz Marketing (X2)	.404	.075	.399	5.409	.000	6.125
Brand Image (X3)	.346	.074	.366	4.681	.000	6.890

a. Dependent Variable: Purchase Interest (Y)

Source: data processed by the author (2026)

A multicollinearity test is performed to determine whether there is a strong relationship between the independent variables in a regression model. A good regression model should not have a high correlation between the independent variables. Multicollinearity testing in this study was conducted by examining the Tolerance and Variance Inflation Factor (VIF) values. Based on the test results shown in Table 5, it is known that the Micro Influencer variable (X1) has a tolerance value of 0.147 and a VIF value of 6.816. The Buzz Marketing variable (X2) has a tolerance value of 0.163 with a VIF value of 6.125. Meanwhile, the Brand Image variable (X3) has a tolerance value of 0.145 and a VIF value of 6.890.

In general, a regression model is said to be free from multicollinearity if the tolerance value is  $> 0.10$  and the VIF value is  $< 10$ . Based on these results, all independent variables in this study have a tolerance value above 0.10 and a VIF value below 10. Thus, it can be concluded that there are no symptoms of multicollinearity in the regression model, so that the independent variables used in this study are worthy of further analysis.

**Multiple Linear Regression Test**

**Table 6. Multiple Linear Regression Test**

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	.790	.507			1.560	.121
Micro Influencer (X1)	.193	.075	.201		2.587	.011
Buzz Marketing (X2)	.404	.075	.399		5.409	.000
Brand Image (X3)	.346	.074	.366		4.681	.000

a. Dependent Variable: Purchase Interest (Y)

Source: data processed by the author (2026)

Multiple linear regression analysis was used to determine the influence of independent variables consisting of Micro Influencers (X1), Buzz Marketing (X2), and Brand Image (X3) on the dependent variable, namely Purchase Interest (Y). Based on the results of the regression analysis presented in Table 6, the multiple linear regression equation was obtained as follows:

$$Y=0.790+0.193X1+0,404X2+0,346X3$$

The regression equation can be interpreted as follows:

1. The constant of 0.790 indicates that if the variables Micro Influencer, Buzz Marketing, and Brand Image are considered constant or have a value of zero, then the Purchase Interest value has a value of 0.790.
2. The regression coefficient of Micro Influencer (X1) of 0.193 indicates that every one unit increase in the Micro Influencer variable will increase Purchase Intention by 0.193, assuming other variables remain constant. A significance value of  $0.011 < 0.05$  indicates that Micro Influencers have a significant effect on Purchase Intention.
3. The Buzz Marketing regression coefficient (X2) of 0.404 indicates that every one unit increase in the Buzz Marketing variable will increase Purchase Intention by 0.404 assuming other variables remain constant. A significance value of  $0.000 < 0.05$  indicates that Buzz Marketing has a significant effect on Purchase Intention.
4. The Brand Image (X3) regression coefficient of 0.346 indicates that every one unit increase in the Brand Image variable will increase Purchase Intention by 0.346 assuming other variables remain constant. A significance value of  $0.000 < 0.05$  indicates that Brand Image has a significant effect on Purchase Intention.

Based on these results, it can be concluded that Micro Influencers, Buzz Marketing, and Brand Image partially have a positive and significant influence on Purchase Intention.

### Hypothesis Testing

#### F Test (Simultaneous)

**Table 7. F Test**

ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Say.
1 Regression	1832.363	3	610.788	327.035	.000 <sup>b</sup>
Residual	272.677	146	1.868		
Total	2105.040	149			

a. Dependent Variable: Purchase Interest (Y)

b. Predictors: (Constant), Brand Image (X3), Buzz Marketing (X2), Micro Influencer (X1)

Source: data processed by the author (2026)

The F-test is used to determine whether independent variables simultaneously influence the dependent variable in a regression model. In this study, the F-test was used to examine the influence of Micro Influencers (X1), Buzz Marketing (X2), and Brand Image (X3) simultaneously on Purchase Intention (Y). Based on the results of the ANOVA analysis presented in Table 7, the calculated F value was 327.035 with a significance level of 0.000. This significance value is smaller than the significance level used in this study, namely  $\alpha = 0.05$ . Thus, it can be concluded that the variables Micro Influencer, Buzz Marketing, and Brand Image simultaneously have a significant influence on Purchase Intention. These results indicate that the regression model used in this study is suitable for explaining the relationship between the independent and dependent variables.

#### t-Test

**Table 8. t-test**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Say.
	B	Std. Error	Beta		
1 (Constant)	.790	.507		1.560	.121
Micro Influencer (X1)	.193	.075	.201	2.587	.011
Buzz Marketing (X2)	.404	.075	.399	5.409	.000
Brand Image (X3)	.346	.074	.366	4.681	.000

Source: data processed by the author (2026)

The t-test was conducted to determine the partial effect of each independent variable on the dependent variable. In this study, the t-test was used to examine the effect of Micro Influencers (X1), Buzz Marketing (X2), and Brand Image (X3) on Purchase Intention (Y) individually. Based on the test results shown in Table 8, the following results were obtained:

1. The Influence of Micro Influencers on Purchase Interest

The Micro Influencer variable (X1) has a regression coefficient value of 0.193 with a t-value of 2.587 and a significance level of 0.011. This significance value is less than 0.05, so it can be concluded that Micro Influencers have a positive and significant effect on Purchase Intention.

2. The Influence of Buzz Marketing on Purchase Interest

The Buzz Marketing variable (X2) has a regression coefficient value of 0.404 with a t-value of 5.409 and a significance level of 0.000. This significance value is less than 0.05, so it can be concluded that Buzz Marketing has a positive and significant effect on Purchase Intention.

3. The Influence of Brand Image on Purchasing Intentions

The Brand Image variable (X3) has a regression coefficient value of 0.346 with a t-value of 4.681 and a significance level of 0.000. This significance value is smaller than 0.05, so it can be concluded that Brand Image has a positive and significant effect on Purchase Intention.

Based on the results of the partial test, it can be concluded that all independent variables in this study have a positive and significant influence on Purchase Interest.

## CONCLUSION

This study aims to analyze the influence of micro-influencer credibility, buzz marketing, and brand image on consumer purchase intention for Food & Beverage (F&B) products on the TikTok platform. The results indicate that these three factors significantly shape purchase intention within social media-based digital marketing. Micro-influencer credibility plays an important role in building consumer trust. Influencers who are perceived as knowledgeable, honest, and attractive are more effective in delivering persuasive marketing messages, thereby increasing consumer interest in recommended products. In addition, buzz marketing through viral content, user reviews, and social media interactions enhances product awareness and expands exposure, which in turn drives purchase intention. Brand image also contributes significantly by creating positive perceptions of quality, trust, and reputation in consumers' minds, especially in a digital environment influenced by visual content and peer recommendations.

Overall, consumer purchase intention on TikTok is formed through the interaction of micro-influencer credibility, buzz marketing, and brand image. Theoretically, this study contributes to digital marketing literature by integrating these variables within the frameworks of the Theory of Planned Behavior, Source Credibility Theory, and Brand Equity Theory. Practically, the findings suggest that F&B businesses should collaborate with credible micro-influencers, develop effective buzz marketing strategies, and build a strong brand image through creative and authentic content.

However, this study is limited by its sample size and focus on TikTok and F&B products. Future research is recommended to include broader samples, different platforms, and additional variables such as brand trust, perceived value, and customer engagement.

## REFERENCES

- Adhikari, G. P. (2021). Scholars' Journal Calculating the Sample Size in Quantitative Studies. *Scholars' Journal*, 4. Retrieved from <https://www.nepjol.info/index.php/scholars>

- Agus Prasetyo, Andry Herawati, & Galuh Ajeng Ayuningtiyas. (2025). The Influence of Price, Product Quality, and Promotion on Consumer Purchase Intention in Lamongan Ikat Weaving Products in the Modern Market. *Dinamika Publik: Jurnal Manajemen Dan Administrasi Bisnis*, 3(3), 52–78. <https://doi.org/10.59061/dinamikapublik.v3i3.1159>
- Alanmi, M., & Alharthi, S. (2023). The Impact of Digital Marketing on Consumer Buying Behavior in Saudi Arabia: Brand Popularity as a Mediator. *Journal of Business and Management Review*, 4(6), 412–438. <https://doi.org/10.47153/jbmr46.6552023>
- Aulia, A. N., & Kusumaningrum, A. P. (2022). *The Effect of Promotion Through Food Vlogger on Tiktok Social Media on Buying Interest in Dobro Coffee Culinary Businesses* (Vol. 6).
- Carissa, D., & Rodhiah. (2025). Pengaruh Social Media Marketing dan Influencer Credibility Terhadap Purchase Intention Melalui Brand Trust. *Edunomika*.
- David A. Aaker. (1996). *Building Strong Brands Business/Management / The Free Press*.
- De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through instagram influencers: The impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, 36(5), 798–828. <https://doi.org/10.1080/02650487.2017.1348035>
- Fagustina, A., Handoyo, Ag. S., & Supriyono, S. (2025). Influencer Credibility Matters: Efek Brand Image dan Parasocial Relationship pada Niat Beli Skincare Halal. *BISNIS : Jurnal Bisnis Dan Manajemen Islam*, 13(1), 63. <https://doi.org/10.21043/bisnis.v13i1.34038>
- Faiko Elok, Fitri Annisa, & Hernidatiatin Lis Tatin. (2025). The Influence Od Social Commerce and Influenceers on Purchase Intention at TiktokShop in Cirebon City. *Jurnal Manajemen (Edisi Elektronik)*.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019, January 14). When to use and how to report the results of PLS-SEM. *European Business Review*, Vol. 31, pp. 2–24. Emerald Group Publishing Ltd. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hajli, N. (2014). A study of the impact of social media on consumers. *International Journal of Market Research*, 56(3), 387–404. <https://doi.org/10.2501/IJMR-2014-025>
- Hastiana, A. T., & Astuti, R. D. (2023). Analysis Of The Influence Of Influencer Marketing Credibility On Purchase Intention In Indonesian Local Brand Skincare Industry. *COSTING : Journal of Economic, Business and Accounting*.
- Hovland, C. I., Janis, I. L., & Kelley, H. H. (1953). *Communication and Persuasion: Psychological Studies of Opinion Change*. Greenwood Press. Retrieved from [https://books.google.co.id/books?id=j\\_FoAAAIAAJ](https://books.google.co.id/books?id=j_FoAAAIAAJ)
- Kurniawan, S., & Setiadi, F. F. (2024). The Influence of Social Media Marketing, Brand Image, and Influencer Marketing on Purchase Intention at XYZ Restaurant. *Business Economic, Communication, and Social Sciences Journal (BECOSS)*, 6(3), 167–175. <https://doi.org/10.21512/becossjournal.v6i3.12130>
- Laporan We Are Social. (2024). Digital 2024 Your ultimate guide to the evolving digital world.
- Lou, C., & Yuan, S. (2019). Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media. *Journal of Interactive Advertising*, 19(1), 58–73. <https://doi.org/10.1080/15252019.2018.1533501>
- Putra, J. R., & Sumadi. (2023). Pengaruh Promosi Influencer di Social Media Tiktok Terhadap Minat Beli Bagi Generasi Z. *Jurnal Riset Manajemen Dan Ekonomi*.
- Putri Aidina, Arniwita SY, & Endah Tri Kurniasih. (2025). Peran Teoritis Buzz Marketing dalam Menghubungkan Social Media Marketing dan Minat Beli. *Indonesia Economic Journal*.
- Rafael Danendra, Kevin Kennedy, Allvine Christian, & Marogunawan Marogunawan. (2024). Peran Influencer Dalam Belanja Online Di Media Sosial Tiktok. *TUTURAN: Jurnal Ilmu Komunikasi, Sosial Dan Humaniora*, 2(2), 214–221. <https://doi.org/10.47861/tuturan.v2i2.951>

- Rizki, M., Zulfikar, T., Djogo, Y. O., Nurmantiani, E., & Yuliaty, F. (2025). *Citra Merek Dan Persepsi Kualitas Produk Meningkatkan Keputusan Pembelian Yang Dimediasi Minat Beli (Survei Pada UMKM Kuliner di Kab. Berau)*.
- Saskara, B., Achmad, N., & Lestari, H. S. (2024). Determinants of Profitability in Commercial Banks Listed on the Indonesian Stock Exchange. *Jurnal Ilmiah Manajemen Kesatuan*, 12(6), 2537–2548. <https://doi.org/10.37641/jimkes.v12i6.2980>
- Schouten, A. P., Janssen, L., & Verspaget, M. (2020). Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit. *International Journal of Advertising*, 39(2), 258–281. <https://doi.org/10.1080/02650487.2019.1634898>
- Sepiani, A. , Roza, S. , & Hasbullah, H. (2025). Pengaruh Social Media Marketing dan Influencer Marketing Terhadap Minat Beli Jiniso. *Jurnal Media Akademik*.
- Tabriza, T., & Rohman, F. (2024). Pengaruh Kredibilitas Influencer Terhadap E-Review dan Minat Beli Produk. *Jurnal Manajemen Pemasaran Dan Perilaku Konsumen*.
- Wahyuni, N., Ade, I., Saeful, M. S., & Gunawan, A. (2019). *Pengenalan Dan Pemanfaatan Marketplace E-Commerce Untuk Pelaku Ukm Wilayah Cilegon*.