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## The Impact of Beauty Influencer Marketing on Brand Evangelism on TikTok

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### **Abstract**

*Social media has become a valuable media to market a product or service, whereby influencers play a key role as opinion leaders. Key opinion leaders play an important role for brands as they have the ability to drive their audience into becoming consumers. This study aims to explore the impact of influencer marketing strategy on brand evangelism, which includes recommending brands and defending them from criticism. Influencer marketing strategies are measured through influencer engagement rate, content relevance, influencer authenticity, audience reach, campaign frequency, and consumer sentiment. Using a quantitative approach, this study applies the Partial Least Square Structural Equation Modeling (PLS-SEM) technique with the use of SmartPLS4. Data were collected from 190 people in the range of Generation Z, who follow Tasya Farasya on TikTok, and had purchased either OMG Beauty foundation, cushion, or two-way cake products in the last six months based on her recommendation. The findings show that influencer engagement rate, content relevance, audience reach, campaign frequency, and consumer sentiment have a positive impact on brand evangelism. However, influencer authenticity has no significant impact on brand evangelism. These findings provide a better understanding of the role of influencers in driving brand evangelism and offer practical insights to develop more effective marketing strategies.*

*Keywords: Influencer Engagement Rate, Content Relevance, Influencer Authenticity, Audience Reach, Campaign Frequency, Consumer Sentiment, Brand Evangelism.*

### **1. Introduction**

The transition to the digital age is marked by the optimized use of the internet and technology. According to Statista (2025), the amount of online users in Indonesia in 2024 is 212.38 million. Most of the online users spend nearly a third of their day in search engines and for social media uses. Social media is a communication tool which connects friends and serves as a platform for sharing news and information [1]. As of February 2025, Indonesia has the second-largest number of TikTok users, with approximately 107.7 million users [2].

As people spend the majority of their time on social media, they are exposed to a combination of emerging commercial content and entertaining content [3]. TikTok videos are the most viewed content format on social media in Indonesia as of June 2023, with 39.8%, followed by Instagram Reels with 30.6%, and Instagram posts with 10.2% [2]. TikTok has a substantial impact on influencing people behavior in the rapidly evolving digital landscape, thanks to its visually appealing and engaging content format [4].

Social media has transformed consumer interactions with brands, tapping into the exponentially growing internet, allowing consumers to effortlessly share and discover product information [5]. Thus, influencer refers to salient aspects of social media users who are perceived as opinion leaders. Influencer use digital storytelling to create personal connections with their audience. This relationship is based on their shared values and beliefs, resulting in the increased loyalty and commitment [6].

As of May 2023, 68% of Indonesian respondents said they had bought a product because an influencer had recommended it. And based on the results of Rakuten Insight's social media influencer survey conducted in May 2023, 59% of people in Indonesia claim to have bought products because they were influenced by an influencer, and beauty product are the most popular types of products recommended and promoted by influencers that they end up buying [2].

Tasya Farasya is regarded as a widely-known beauty influencer who blends fun and information with her "Tasya Farasya Approved" label. She covered everyday makeup routines, makeup tutorials, and honest reviews of beauty

products. Over the last six months, Tasya Farasya shared a line of OMG Beauty makeup items, including foundation, cushion, and two-way cake. The content, which achieved high engagement is highly relevant to the audience's needs for a high-quality product at affordable price. The format of the content, with its casual, direct communication style, reflects Tasya Farasya's authenticity. These powerful contents also provide a real-time source of consumer sentiment where people can see honest opinions from other audiences.

Recently, however, people are becoming weary of influencers who appear disconnected from reality with their repetitive content, leading to a decline in the consumption [7]. This phenomenon, known as influencer fatigue, explain how the audience's growing tiredness of repetitive and inauthentic influencer content [8]. According to Meltwater (2023), 47% of influencer fatigue caused by the insincere content and by March 2023, only 3% of users are driven by the opinions of social media influencers to make a purchase [9].

This raises the challenge on how influencer marketing can remain successful despite such phenomenon, prompting the emergence of the notion of brand evangelism. Brand evangelism is a proactive and devoted approach to conveying positivity and persuading others to engage with the same brand, as evangelists are highly-committed to the brand and find it necessary to share their sentiments towards it with others [10]. Brand evangelism encompasses more than just telling other consumers good things about a particular good or service but is in fact encouraging people to use the brand and discouraging them from switching to rival's brand [11].

According to Rabby et al. (2025), brand evangelism is shaped by influencer engagement rate, content relevance, influencer authenticity, audience reach, campaign frequency, and consumer sentiment. Influencer engagement rate refers to the level of interaction between influencers and their audiences, which significantly affects followers' perceptions and actions toward brands. Content relevance describes how well the content influencer's crafted aligns with the interests and needs of their target audience. Influencer authenticity is the perception of honesty and authenticity portrayed by influencers through their content. Audience reach is the size and diversity of the influencer's followers. Campaign frequency refers to how often influencer marketing activities are carried out. Consumer sentiment is the attitude, both positive and negative, that consumers have toward products endorsed by influencers [12].

Considering that social media has now become part of everyday life, influencers and brands cannot be separated from this topic, posing a challenge to cultivate brand evangelism. Therefore, this study will address six questions to identify the factors that can impact the emergence of brand evangelism, which are: (1) Is influencer engagement rate positively impact brand evangelism? (2) Is content relevance positively impact brand evangelism? (3) Is influencer authenticity positively impact brand evangelism? (4) Is audience reach positively impact brand evangelism? (5) Is campaign frequency positively impact brand evangelism? (6) Is consumer sentiment positively impact brand evangelism?

Based on the research background, this research was conducted to examine the impact of influencer engagement rate, content relevance, influencer authenticity, audience reach, campaign frequency, and consumer sentiment on brand evangelism with Generation Z who follow Tasya Farasya on TikTok and have purchased either OMG Beauty foundation, cushion, or two-way cake products based on Tasya Farasya's recommendation as the research subjects. The selection of the research subjects was based on the age group with the highest number of TikTok users, a well-known beauty influencer, and one of the "Tasya Farasya Approved" product recommendation content with the highest engagement rate in the last 6 months. This research is expected to provide new insights into the literature on brand evangelism in the field of marketing and offer practical insights to develop more effective marketing strategies for influencers and brands.

## 2. Research Methods

This research used quantitative methodology as it is aim to explore the impact of independent variable on dependent variable. The research instrument was adopted from Rabby et al. (2025), which included six independent variables: influencer engagement rate, content relevance, influencer authenticity, audience reach, campaign frequency, and consumer sentiment. These independent variables impact the dependent variable, which is brand evangelism. Each variable has 5 indicators each.

The samples in this research were selected using a non-probability sampling method with a purposive sampling approach, with the criteria being individuals in Indonesia who belong to Generation Z, born between 1997 and 2012, follow Tasya Farasya on TikTok, and have purchased OMG Beauty products (either foundation, cushion,

or two-way cake) recommended by Tasya Farasya. According to Kock & Hadaya (2018), the minimum sample size required for this model is 160 [13].

The research data was collected through an online questionnaire measured using a Likert scale of 1 (strongly disagree) to 5 (strongly agree). The data was then processed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with the use of SmartPLS4 software to evaluate latent variables in the model and understand the significance of each indicator.

### 3. Results and Discussions

This research concluded 190 respondents who met the research criteria. The majority of respondents were young adults who were students and employees. 87.9% of respondents were female, while 12.1% were male. The data represent the fact that the beauty industry is dominated by female. Nevertheless, there is also a ratio of male who are interested in beauty products. The results also show that 47.9% of respondents have monthly expenses below IDR 1.000.000. This correlates with the research object, OMG Beauty, which are known as an affordable brand.

The requirement of the research is Tasya Farasya's Generation Z followers who had purchased OMG Beauty products based on her recommendations in the last 6 months. 66.8% of respondents purchased cushion despite being the most expensive of the three because people have preferences when choosing products, as cushions offer simplicity and ease of use. 36.3% purchased two-way cake, which two-way cake usually used as complementary product as it did not have the same result as cushion or foundation. And while foundation is relatively inexpensive, it is a bit more tedious to apply, hence 17.4% of the respondents chose to purchase foundation

Data processing in Partial Least Squares-Structural Equation Modeling (PLS-SEM) is conducted in two stages: measurement model analysis (outer model), which is aims to evaluate the feasibility of the research instrument, and structural model analysis (inner model), which have the objective to examine the relationship between independent variables and dependent variable in the research.

Based on the data processing results for the measurement model analysis (outer model), the research instruments used in this study are valid, where all variables have a loading factor  $\geq 0.70$  and Average Variance Extracted (AVE)  $\geq 0.50$ . In addition, the correlation of each indicator with its intended construct is higher than its correlation with constructs from other blocks, the AVE roots of the indicator constructs are larger than the correlations between other constructs, and the Heterotrait-Monotrait value is  $< 0.85$ . This instrument is also reliable because the Cronbach's alpha and Composite Reliability are  $0.70 < \alpha < 0.95$ . Therefore, the research instrument is deemed suitable for use [14].

In conducting structural model analysis, there are 3 steps:  $R^2$ ,  $f^2$ , and  $Q^2$ .  $R^2$  test used to quantify the degree of influence the independent variables (x) have on a dependent variable (y). The measurement standard interprets an  $R^2$  value of 0.75 as significant, 0.50 as moderate, and 0.25 as weak.

Table 1.  $R^2$  Test Result

	R-Square Adjusted
BE	0.232

The  $R^2$  value of 0.232 shows that the variance in brand evangelism that can be explained by influencer engagement rate, content relevance, influencer authenticity, audience reach, campaign frequency, and consumer sentiment is 23.2%. This indicates that there are 76.8% of brand evangelism variance influenced by other factors or variables outside the model, thus the independent variables have a weak ability in explaining brand evangelism.

The result differs significantly from previous study which suggest that differences in industry, product, or platform have a significant impact on shaping brand evangelism. Nevertheless, low  $R^2$  values are not necessarily flawed as the primary aim of the research is not to predict human behavior, given that human is naturally have a high variability. Rather, the objective is to determine whether specific predictors or explanatory variables exert a significant influence on the dependent variable.

The  $f^2$  test is conducted to measures the effect size of each independent variable on the dependent variable. The test indicates the degree of influence an independent variable exerts within the model. The  $f^2$  value is interpreted as: a value of 0.02 indicates a small effect; 0.15 indicates a moderate effect; 0.35 indicates a large effect; and a value of  $\leq 0.02$  signifies that the independent variable has no effect on the shaping of the dependent variable.

Table 2.  $f^2$  Test Result

	BE
IER	0.032
CR	0.021
IA	0.012
AR	0.039
CF	0.040
CS	0.083

The  $f^2$  value of 0.032, 0.021, 0.039, 0.040, 0.083 shows that in sequence, influencer engagement rate, content relevance, audience reach, campaign frequency, and consumer sentiment has small contribution in shaping brand evangelism. While, influencer authenticity, with  $f^2$  value of 0.012 has no contribution to brand evangelism. Based on the testing result, consumer sentiment has the greatest impact in shaping brand evangelism. Although its effect is still in the small category, consumer sentiment variable has the greatest  $f^2$  value. Conversely, the very low  $f^2$  value of influencer authenticity variable indicates that influencer authenticity is not strong enough to directly influence brand evangelism.

The  $Q^2$  test assess the predictive ability of structural models for endogenous variables in model using cross-validated redundancy with PLS-predict. A  $Q^2$  predict value  $> 0$  indicates predictive relevance, while a value approaching or  $\leq 0$  indicates predictive irrelevance. The interpretation is:  $Q^2$  predict  $> 0.35$  (high),  $0.15 - 0.35$  (medium), and  $< 0.15$  (low).

Table 3.  $Q^2$  Test Result

	$Q^2$ Predict
BE	0.164

The  $Q^2$  value of 0.164 indicates that the model have a predictive relevance and possesses a medium capacity in predicting the brand evangelism variable.

Model fit evaluation aims to determine how well the research model aligns with the observed data. This evaluation uses the Standardized Root Mean Square Residual (SRMR) as a key benchmark. A result of  $\leq 0.08$  is considered to show the model is a good fit.

Table 4. Model Fit Evaluation

	Saturated Model	Estimated Model
SRMR	0.076	0.076

The SRMR value is 0.076 which less than 0.08, meaning that the research model corresponds accurately with the research data.

Hypothesis testing is the key step in the analysis. It is aim to assess the validity of the proposed relationships between variables by analyzing the path coefficient. Path coefficients range in value from -1 to 1. A value between 0 and 1 indicates a positive impact between variables. On the other hand, a value between -1 and 0 indicates a negative impact. T-Statistics are employed to examine the significance of relationships between variables. P-value used to assess how compatible the data is with the null hypothesis. These values are used in determining whether the hypothesis is accepted or rejected.

Table 5. Hypothesis Testing Result

	Original Sample	Sample Mean	Standard Deviation	T-Statistics	P-Values
IER -> BE	0.163	0.175	0.069	2.383	0.017
CR -> BE	0.138	0.136	0.072	1.917	0.055
IA -> BE	0.095	0.109	0.085	1.118	0.263
AR -> BE	0.173	0.184	0.069	2.494	0.013
CF -> BE	0.179	0.183	0.071	2.529	0.011
CS -> BE	0.254	0.256	0.071	3.569	0.000

Influencer engagement rate has a positive relationship with brand evangelism, shows from the path coefficient of 0.163. The results also show that the t-statistic value of 2.383 exceeds the critical value of 1.960, and the p-value of 0.017 is below the significance threshold of 5%. Thus, the hypothesis is accepted and it can be concluded that any increase in influencer engagement rate will have a significant positive impact on increasing brand evangelism.

Based on the loading factor results, performance is the strongest indicator in shaping the influencer engagement rate variable. This shows that high engagement in compare to other influencers is important in shaping the influencer engagement rate variable. Higher engagement rate indicates higher interaction, including purchases, recommendations, and social media sharing. The finding demonstrates the role of engagement rate in influencing consumer behavior. By creating interactive content, influencers strengthen consumer bonds with brands, building a sense of personal connection. This connection then strengthens brand evangelism among followers.

The results align with research from Rabby et al. (2025), which explains that interaction builds trust and strengthens the bond between influencers and their followers. Along with the feeling of being valued and connected that followers experience, they also develop a stronger affiliation with the brands recommended by influencers as they find it have the same value with them. This sense of loyalty encourages them to share positive opinions about the brand within their own social circles. Thus, engagement is proven to be more than just a measure of popularity, it is one of the factors help to build long-term relationships between brands and consumers. Ultimately, this interaction motivates followers to go beyond ordinary consumers and become active brand evangelists [12].

These findings are also strongly supported by Ahmed et al. (2024) where exposure to influencer content and active engagement with that content can strengthen perceptions of a brand's social appeal among followers. This interaction forms a positive relationship, leading to increased trust, satisfaction, and a stronger sense of attachment to the brand. These positive emotional connections serve as a critical factor for brand loyalty. This loyalty is reflected in consistent repeat purchases and increased dedication to the brand. This commitment creates the conditions for brand evangelism, where consumers transition from loyal customers to active brand ambassadors who voluntarily promote the brand within their social networks [15].

Content relevance has a positive relationship with brand evangelism, shows from the path coefficient of 0.138. The results also show that the t-statistic value of 1.917 exceeds the critical value of 1.645, and the p-value of 0.055 is below the significance threshold of 10%. Thus, the hypothesis is accepted and it can be concluded that the more relevant the content is, the greater development of brand evangelism. Based on the loading factor results, perceived usefulness is the strongest indicator in shaping the content relevance variable. This shows that useful a content is important in shaping the content relevance variable. The finding indicates the consumers' willingness to interact with and support content that reflects their personal interests and values. Relevant content resonates more deeply with audiences, increasing the chance of them sharing and turn into a brand evangelist. Relevant content attracts interaction and also fosters stronger emotional bonds with the brand. These emotional bonds, born out of a sense of relevance, result in greater loyalty and support, highlighting the importance of content relevance in fostering brand evangelism.

This finding aligns with the research of Rabby et al. (2025), which also establishes content relevance as a key factor in driving brand evangelism. They emphasize that influencer content must be aligned with the interests, values, and preferences of the target audience. Content that is considered relevant and meets consumer expectations generates higher engagement and stronger emotional bonds with the brand. Therefore, influencers and brands must utilize the insight to gain deeper understanding into their audience and create content that precisely meets and align the audience needs. Relevant content strengthens trust and brand loyalty, thus motivates consumers to become active brand evangelists who promote the brand's products [12].

Consumer behavior toward a brand is influenced by their assessment of the credibility and reliability of the content sources they encounter. When individuals perceive messages from influencers as relevant and engage with them emotionally, this will lead to the development of stronger emotional bonds and deeper behavioral engagement. Relevant content attracts the audience attention and motivates consumers to seek a sense of shared identity with the source and individuals who share the same value. This will lead them into active brand evangelists who loyally promote and defend the brand [16].

Influencer authenticity does not impact brand evangelism, shows from the path coefficient of 0.095. The results show that the t-statistic value of 1.118 did not exceeds the critical value of 1.960, and the p-value of 0.263 is above the significance threshold of 5%. The results of the hypothesis test indicate the hypothesis is rejected and influencer authenticity does not influence brand evangelism. The research of Andonopoulos et al. (2023) supports these findings. Although consumers who perceive an influencer as authentic have a stronger intention to purchase the endorsed product, this perceived authenticity does not influence non-purchase behaviors such as brand advocacy. This is because such behaviors do not involve direct financial expenditure for consumers, making them a form of risk-free or low-risk interaction. This distinction highlights a significant divergence in the influence of influencer authenticity on different forms of consumer engagement: it significantly affects purchasing decisions but does not extend to non-transactional actions. Consequently, although consumers are more likely to purchase products due to their perception of influencer authenticity, this perception does not drive actions such as following, liking, or

sharing related content. This difference is crucial for understanding brand advocacy, which includes actively promoting a brand. Therefore, while authenticity may drive direct sales, it does not inherently foster the broader, advocacy-oriented behaviors that are part of brand evangelism [17].

On the contrary, research by Rabby et al. (2025) shows that influencer authenticity does have a significant impact on brand evangelism. They claim that the higher more authentic an influencer is, the more effective the brand evangelism will be [12]. This paradox is explained by Audrezet et al. (2020), who state that even though influencers strategically develop perceived authenticity through different frameworks, such as passionate or transparent authenticity, this managed authenticity does not, in essence, directly determine the results of brand evangelism. Passionate authenticity involves a set of performative practices designed to align content creation with the influencer's self-concept. While transparent authenticity, conversely, comprises a set of communicative practices aimed at providing audiences with a truthful account of commercial partnerships and personal viewpoints to uphold the influencer's personal integrity. However, the concept of authenticity is subjectively defined. In response to this inherent ambiguity, influencers may hybridize these strategies, adhere exclusively to one, or, at times, inadequately engage with either, thereby producing a lack of perceived authenticity. Therefore, the different context of authenticity cannot activate the deep-seated, advocacy-driven commitment characteristic of brand evangelism [18].

Audience reach has a positive relationship with brand evangelism, shows from the path coefficient of 0.173. The results also show that the t-statistic value of 2.494 exceeds the critical value of 1.960, and the p-value of 0.013 is below the significance threshold of 5%. Thus, the hypothesis is accepted and it can be concluded that any increase in audience reach will have a significant positive impact on increasing brand evangelism. Based on the loading factor results, audience size is the strongest indicator in shaping the audience reach variable. This shows that influencer who have a large number of followers is considered important in shaping the audience reach variable. Influencers with a large number of followers and wide audience reach have a more significant impact on brand visibility and consumer engagement, as their wide reach allows them to convey brand messages to a bigger audience and increase the brand awareness. Influencers with large audiences have greater potential to influence consumer behavior and make them understand the brand message. They are more adept at promoting brands and inspiring consumer action, with their broad reach driving stronger consumer advocacy and brand evangelism.

The findings are consistent with the research by Rabby et al. (2025), who also identified audience reach as a significant contributor to brand evangelism. Influencers with large and diverse followers proved to be more effective at transforming followers into brand evangelists. The findings shows that the audience size and diversity demographic is important in audience reach. Audience reach expanded brand messages to a wider reach, which is associated with a higher potential for developing committed brand evangelists. [12].

These findings are also proved by Wang et al. (2025) where influencers with a wide audience reach have a direct channel to consumers, enabling them to receive feedback promptly. This enhances the perceived credibility and relevance of the information disseminated. During the decision-making process, consumers frequently rely on social evaluations, including brand reputation, public sentiment, and peer recommendations. High brand visibility facilitates consumer to make decisions by reducing the perceived choice costs and mitigating purchase risks. Furthermore, information that achieves high popularity leverages the validation and participatory engagement of a large user base. This collective endorsement fulfills consumer needs for informational credibility and a concomitant desire for social affirmation affecting brand evangelism [19].

Campaign frequency has a positive relationship with brand evangelism, shows from the path coefficient of 0.179. The results also show that the t-statistic value of 2.529 exceeds the critical value of 1.960, and the p-value of 0.011 is below the significance threshold of 5%. Thus, the hypothesis is accepted and it can be concluded that any increase in campaign frequency will have a significant positive impact on increasing brand evangelism. Based on the loading factor results, campaign density is the strongest indicator in shaping the campaign frequency variable. This shows that influencer who frequently share various marketing campaigns within a month is important in shaping the campaign frequency variable. Regular campaigns help maintain consumer interest and involvement, raising the probability that consumers will promote the brand. Ongoing interaction with influencers keeps the brand at the forefront of consumers' minds. Consumers tend to engage with brands that have a good visibility. The relationship between campaign frequency and brand advocacy shows that consistent influencer activity significantly increases brand evangelism by consumers.

These findings correlate with Rabby et al. (2025) findings, where regular and consistent influencer marketing campaigns play an important role in fostering consumer loyalty and evangelism. Frequent collaboration with influencers helps maintain brand visibility, strengthen the brand message, and keep the brand at the top-of-mind.

Therefore, it will increase the likelihood of fostering brand evangelism where campaign frequency positively impacts brand evangelism [12].

When a brand achieves top-of-mind awareness, it frequently elicits unprompted, voluntary mentions from the consumers. This exhibits a positive correlation with the intensity of subsequent brand evangelism. Campaign frequency does more than just create this mental prominence; it can also manifest as how often a consumer mentions the brand in various social and situational settings. As a result, top-of-mind awareness is associated with a higher likelihood of that person exhibiting evangelistic behaviors, such as actively promoting or defending the brand

Consumer sentiment has a positive relationship with brand evangelism, shows from the path coefficient of 0.254. The results also show that the t-statistic value of 3.569 exceeds the critical value of 1.960, and the p-value of 0.000 is below the significance threshold of 5%. Thus, the hypothesis is accepted and it can be concluded that consumer sentiment has a significant positive impact on increasing brand evangelism. Based on the loading factor results, personal endorsement is the strongest indicator in shaping the consumer sentiment variable. This shows that audience view toward products recommended by influencers they follow is important in shaping the consumer sentiment variable. The findings align with the principle that favorable sentiment builds a positive brand image, subsequently motivating consumers to be a brand evangelist. Consumers who have a positive perception are more likely to recommend the product, because having positive experience drive brand loyalty. A positive sentiment of the brand is associated with consumer loyalty, leading the consumers to become brand evangelists.

This idea is strongly supported by Rabby et al. (2025), who states that a consumer who have a favorable response to product endorsed by influencers have the tendency to transition become active brand evangelists. Thus, positive sentiment powerfully deepened brand loyalty and drive proactive advocacy. Thus, it can be concluded that positive consumer sentiment has a positive impact on the emergence of brand evangelism [12].

This finding is also supported by the research result of Purohit et al. (2023), which shows that consumer who have a positive experience with a brand are associated with a greater tendency to repurchase the product and defend the brand, which is known as brand evangelism. Evangelists tend to share their brand experiences on social media, spread both positive and critical evaluations of the brand, which will impact the purchase decisions of other consumers. Consequently, influencers function as a pivotal medium, persuading their followers to adopt a favorable brand perception. This process is predicated on the premise that evangelistic consumer behavior is cultivated through positive and beneficial consumer sentiment [20].

#### 4. Conclusion

Based on the research results, influencer engagement rate, content relevance, audience reach, campaign frequency, and consumer sentiment positively impact brand evangelism, while influencer authenticity does not impact brand evangelism. Even though consumer sentiment has the strongest significance on shaping brand evangelism, the  $R^2$  shows that the independent variables in this research model have a weak ability in explaining brand evangelism. Thus, future research should explore another variable that may shapes brand evangelism. Future research should also explore another industry on different platform as the result may differ on each industry or platform. In the case of influencer, influencer should incorporate the needs and feedback of the audience into the content. Create content material that is designed to engage audience's interest and encourage them to interact with it or disseminate it among their friends. Influencers should also continue to upload content regularly so that the recommended products/brands remain top of mind for audiences. And even though influencers provide many product recommendations, they must always pay attention to the audience's response to the product and always ensure that they also use the product and have a positive experience so that the audience has favorable feelings towards the brand's product. From the brands perspective, brands should identify influencers with high engagement rates and quality responses to the content. Brands should also consider whether the products offered are suitable for the influencer's audience. Brands should also identify influencers who have a high number of followers or are widely known so that the product can reach a wider audience. Additionally, brands should request regular posts but not too frequently, as this can reduce audience trust. Finally, brands should always pay attention to consumer sentiment toward the products promoted by influencers to determine whether the products will be well-received or not.

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