

Building Trust Through Influencers: A Qualitative Study of The Influence of Tasya Farasya on Skincare Consumer Loyalty

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Abstract

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This study aims to explore the influence of Tasya Farasya as a beauty influencer on consumer loyalty to skincare products. Using a qualitative approach, this study examines consumer perceptions of Tasya's credibility and how the content she produces can build trust and contribute to consumer loyalty. Data were collected through in-depth interviews with informants who are active followers of Tasya Farasya and have purchased skincare products based on her recommendations. The data analysis technique used follows the Miles and Huberman model, which includes data reduction, data presentation, and checking the validity of findings through source triangulation, member checking, audit trails, and researcher involvement. The results indicate that Tasya Farasya's credibility as an influencer plays a significant role in influencing consumer purchasing decisions and building trust, which in turn increases loyalty to specific skincare brands. This study provides insight into the importance of influencers in product marketing in today's digital era.

1. Introduction

This research focuses on the influence of Tasya Farasya as a beauty influencer on consumer loyalty to skincare products. In this modern digital era, social media platforms like Instagram and TikTok have become highly effective marketing platforms. Influencers with large followings and high engagement can influence consumer purchasing decisions, especially among Generation Z.

This study uses qualitative methods to understand consumer perceptions of Tasya Farasya's credibility, how her content builds trust, and how that trust contributes to consumer loyalty. With this approach, the researchers sought to delve deeper into the experiences and perspectives of the individuals involved in this phenomenon.

Furthermore, this study also draws on previous research that demonstrates the importance of influencer credibility in influencing consumer purchasing decisions. In a marketing context, understanding and measuring consumer purchasing intentions is crucial for designing effective marketing strategies and optimizing product or service sales. Therefore, this study aims to provide deeper insight into how product review content from influencers like Tasya Farasya can influence consumer purchasing decisions.

consumer purchasing decisions and building loyalty to skincare brands.

2. Literature Review

Summarize key findings from prior studies, theories, or methodologies relevant to your research. This section should build a strong foundation for your methodology by showing gaps or areas needing further exploration.

2.1 Research Approach

This research uses qualitative methods to understand social phenomena more deeply, in contrast to quantitative approaches which focus more on numbers and statistics.

2.2 Influencer Credibility

Previous research has shown that influencer credibility, particularly in terms of trustworthiness and expertise, significantly influences consumer purchasing decisions. This is fundamental to understanding Tasya Farasya's role as a beauty influencer.

2.3 Consumer Perception

This study aims to explore how consumers perceive Tasya Farasya's credibility in promoting skincare products, as well as how the content she creates can build trust in the brand.

2.4 Consumer Loyalty

The main focus of this research is to analyze how the trust built by Tasya Farasya can increase consumer loyalty towards certain skincare products.

2.5 Comparison with Previous Research

This study compares the results with previous studies using a quantitative approach, highlighting the importance of understanding consumer loyalty in the context of digital marketing.

2.6 Urgency of Research

This research is important to provide insights for companies in developing more effective marketing strategies, especially in utilizing influencers to reach Millennials and Gen Z.

2.7 Psychological Factors

In addition to influencer credibility, psychological factors such as perceived product quality, brand trust, and perceived value also play an important role in shaping consumer purchasing intentions.

3. Methodology

In this study, the methodology used is a qualitative approach, which aims to understand and explain social phenomena in depth.

3.1 Data Collection

In-depth Interview

Semi-structured interviews were conducted to explore the perceptions, motivations, and experiences of consumers who follow Tasya Farasya as an influencer. These interviews allowed researchers to obtain richer and more in-depth information.

Documentation

Data collected from Tasya Farasya's social media content, such as captions, video reviews, endorsements, and testimonials, served as supplementary material to support the interview findings.

3.2 Analysis Techniques

Data Reduction

Filtering important information from interview results and documentation to focus on relevant data

Data Presentation

Arrange information in the form of a matrix, table, or thematic narrative to facilitate understanding and further analysis.

Conclusion Drawing/Verification

Conclude patterns or meanings from informants' experiences and compare between informants to get a more comprehensive picture.

3.3 Validation

Source Triangulation

Compare information from various informants and data sources (interviews and documentation) to ensure consistency.

Member Checking

Inform the results of the interpretation to informants to ensure compliance with their intentions.

Audit Trail

Record the data collection and analysis process in detail so that it can be traced and retested.

Researcher Involvement

Building rapport and maintaining neutrality to prevent bias in the excavation meaning.

4. Results and Discussion

4.1 Key Findings

The Influence of Review Content

Content created by Tasya Farasya has been shown to significantly impact consumer purchasing decisions. Authentic and relatable reviews make consumers feel more confident and encouraged to purchase recommended skincare products.

This research highlights the importance of consumer loyalty built through interactions with influencers. Consumers who feel connected to Tasya tend to be more loyal and more likely to purchase the products she recommends.

Consumer Perception and Experience

Through in-depth interviews, we found that many consumers felt that Tasya's recommendations not only provided inspiration but also built trust. They considered Tasya a credible source of information, which influenced their purchasing decisions.

Comparison with Previous Research

This research compares the results with previous studies using a quantitative approach. The findings suggest that while influencer credibility plays a significant role, a qualitative approach provides deeper insights into the meaning and complexity of consumer experiences.

Analysis Method

Using the Miles and Huberman analysis model, data obtained from interviews and documentation are filtered and presented in the form of thematic narratives, which helps in understanding the patterns and meanings of informants' experiences.

4.2 Interpretation of Results

In this study, the interpretation of the results was carried out by identifying patterns or meanings from the experiences of informants who interacted with product review content by influencers, especially Tasya Farasya.

Using data analysis techniques using the Miles and Huberman model, researchers performed data reduction to filter important information from interviews and documentation, and presented the data in the form of matrices, tables, or thematic narratives.

This is expected to provide deeper insight into the influence of Tasya Farasya's review content on consumer purchasing decisions on social media, as well as how this relates to consumer loyalty in the context of digital marketing.

5. Discussion

5.1 Comparison with Prior Research

This study compares significantly with previous research using a quantitative approach. For example, research by Fitriani and Nugroho (2020) showed that influencer credibility, particularly in terms of trustworthiness and expertise, influences consumer purchasing decisions. This study focused on skincare products on Instagram and found that consumer trust in influencers can drive purchasing decisions.

Meanwhile, research conducted by Nabila and Hidayat (2021) also highlighted the influence of beauty influencer endorsements on consumer loyalty through brand trust. This study showed that interactions with influencers like Tasya Farasya can build strong trust among their followers.

Unlike those two studies, my research uses a more in-depth qualitative approach to explore consumer experiences and perceptions. My primary focus is on consumer loyalty and how Tasya Farasya's review content can influence their purchasing decisions. With this approach, I hope to provide richer insights into how influencers can build trust and influence consumer behavior, particularly among millennials and Gen Z.

5.2 Limitations

First, the qualitative approach used may not be generalizable to a wider population, as the sample of respondents was limited to Tasya Farasya's followers aged between 13 and 28. Furthermore, this study only focused on one influencer, Tasya Farasya, so the results may not reflect the influence of other influencers who have different characteristics or communication styles.

Second, although the analytical methods used, such as data reduction and checking the validity of findings, help in understanding individual experiences, there is a potential for bias in interpreting data obtained from interviews or surveys. Respondents may provide answers influenced by a desire to please the researcher or by social influence.

Third, external factors that may influence purchasing decisions, such as market trends, other advertisements, or recommendations from friends, were not fully explored in this study. Therefore, it is important to consider the broader context when analyzing the results of this study.

5.3 Future Research

Future research focusing on the influence of product review content from influencers, specifically Tasya Farasya, will be conducted in 2025. This research will use a qualitative approach to understand the experiences and perspectives of individuals who interact with influencer content on social media platforms such as Instagram and TikTok. The primary focus of this research will be to explore the specific impact of Tasya Farasya's review content on skincare product purchase decisions and how this relates to consumer loyalty.

In this context, it is important to note that the global beauty industry is experiencing significant growth, with its market value estimated to reach billions of dollars annually. This study will also compare its results with previous research using a quantitative approach, highlighting the importance of understanding consumer loyalty in digital marketing. Thus, this study is expected to provide deeper insights into how influencers can build trust and influence purchasing decisions among consumers, especially among Generation Z.

6. Conclusion

Product review content from influencers, particularly Tasya Farasya, significantly influences consumer purchasing decisions on social media platforms like Instagram and TikTok. This study used a qualitative approach to explore the experiences and perspectives of individuals who interact with influencer content. Through analytical methods that included data reduction, data presentation, and validation of findings, researchers were able to deduce patterns or meanings from informants' experiences.

The validity of the findings was verified using source triangulation, member checking, audit trails, and researcher involvement to ensure accuracy and unbiased results. This study also compares the results with previous research using a quantitative approach, highlighting the importance of understanding consumer loyalty in the context of digital marketing.

Overall, this study confirms that the credibility of influencers and the content they present can build consumer trust, which in turn increases loyalty to specific skincare brands. This suggests that a deeper understanding of influencer influence can help companies design more effective marketing strategies.

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