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The Effect of Over-Endorsement, Authenticity, and Influencer Credibility on Purchase Intention: The Moderating Role of Product Quality on Tasya Farasya's Tiktok Followers

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Abstract. *Influencer marketing on TikTok raises questions about the effectiveness of promotions when endorsement intensity increases and audience trust becomes a determinant of recommendation acceptance. This study aims to analyze the influence of over-endorsement, influencer authenticity, and influencer credibility on purchase intention and examine the moderating role of Product Quality on Tasya Farasya's TikTok followers. The study used a quantitative explanatory approach with an ex post facto design. The sample consisted of 400 respondents selected through purposive sampling based on the criteria of being at least 18 years old, following Tasya Farasya's account, and having viewed product recommendation content in the past three months. Data were collected using a five-point Likert-scale questionnaire and analyzed through Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS. The results showed that over-endorsement had a negative and significant effect on purchase intention (β = -0.289), while influencer authenticity (β = 0.344) and influencer credibility (β = 0.421) have a positive and significant effect. Product quality significantly weakens the negative relationship between over-endorsement and purchase intention (β = 0.206) and strengthens the positive relationship between authenticity (β = 0.213) and credibility (β = 0.235) and purchase intention. All effects have a p-value <0.001. The model explains 59.8% of the variation in purchase intention (R^2 = 0.598) and has predictive relevance (Q^2 = 0.443). These findings emphasize the importance of managing promotional intensity, delivering authentic and credible recommendations, and product suitability with audience interests. Practically, the research results can be a consideration for brands and influencers in designing marketing communications that are more relevant, transparent, and oriented towards consumer trust and maintaining sustainable relationships with followers.*

Keywords: *Authenticity; Credibility; Endorsement; Influencer; Purchase; Product.*

1. Introduction

Influencer marketing presents companies with more complex issues than simply selecting a

figure with a large following. Influencer recommendations can serve as information for potential buyers, but at the same time become part of a brand's commercial communications. The influencer's closeness to the audience adds value to marketing strategies, while the intensity of promotions and engagement with multiple brands can raise questions about the independence of recommendations. Cheah et al. (2024) identified this issue through the concept of over-endorsement, which is the perception by followers that an influencer promotes too many brands or products. The problem lies not in the number of promotions per se, but rather in how audiences assess the fairness of the promotions, the authenticity of the delivery, and the reliability of the information in making purchasing decisions.

Research issues emerge when the success of content in capturing attention doesn't necessarily translate into audience purchase intention. High views and interactions don't always reflect consumer confidence in the quality of the recommended product. Consumers may perceive an influencer as attractive and credible, but they still consider quality, the product's ability to fulfill its function, and the expected benefits before forming a purchase intention. Manurung and Sisilia (2024) demonstrated that perceived product quality is related to skincare product purchase decisions. These findings suggest that the effectiveness of marketing communications needs to be understood through an assessment of both the influencer and the quality of the recommended product.

Research issues emerge when a piece of content's success in capturing attention doesn't necessarily translate into audience purchase intention. High views only indicate the extent of content consumption, while the number of likes represents one form of response to a post; neither is a direct measure of product purchase intention. Audiences can be attracted to a video's presentation, communication style, or influencer's reputation without agreeing with every product recommendation. Conversely, consumers with a strong need for a particular product may still consider purchasing even if they feel the influencer's promotional frequency is too intense. This distinction between attention to content, assessment of influencers, and product interest needs to be examined separately.



Comparison of documented indicators of account activity Source: Data in Haris & Hariyanto (2024) and Crevideo (September 8, 2026)

Tasya Farasya was chosen as an object not solely because she is widely known as a beauty figure, but because her TikTok account @tasyafarasya has traceable product review activity, a distinctive recommendation identity, and an audience that can be defined as a research population. Haris and Hariyanto (2024) documented the verified account

@tasyafarasya with approximately 3.8 million followers during their observation period. Third-party analytics data Crevideo estimated approximately 4.1 million followers as of the 8th update.

September 2026. These two figures are not treated as comparable time series due to different recording methods and timing. Observations used for future research still require a clear date for data collection.

Documentation of the account profile and the original source video can be traced to Haris and Hariyanto's (2024) research. Figure 2 on page 409 shows the username, account identity, and content structure; Figure 6 on page 415 shows a screenshot of the Carasun sunscreen review. Both are academically published TikTok documentation, not visual manipulations. To allow for further auditing of the original content, Figure 1.2 provides a direct access code to the PDF page containing both screenshots.



Original screenshot of Tasya Farasya's TikTok account and uploads. Original image source: Haris & Hariyanto (2024)

A concrete example of Tasya Farasya's review activity is seen in her Carasun sunscreen upload on March 3, 2024. Haris and Hariyanto (2024) recorded approximately 17.5 million views and 115,500 likes on the video, and documented how Tasya discussed the product's texture and usage. This material is important not because the number of views can prove purchase intent, but because it demonstrates that product recommendations are conveyed through user experiences that can potentially be considered personal reviews. The inclusion of the "Tasya Farasya Approved" identity strengthens the position of the product.

An influencer's assessment serves as a quality marker that followers can recognize. In marketing, such markers can be trust assets, but their communication value depends on whether consumers consistently perceive the assessment as genuine, competent, and consistent.

Commercial contexts need to be strictly distinguished from allegations of misconduct or over-promotion. Product reviews do not automatically constitute paid content; conversely, promotional content does not automatically constitute inauthenticity. Over-endorsement, in

this study, refers to followers' subjective assessment of the number and frequency of brand promotions an influencer engages in. Without an audit of the number of paid posts, the posting period, and measurement of follower perceptions, it would be inappropriate to conclude that Tasya Farasya has engaged in over-endorsement. This uncertainty is one reason this construct must be measured empirically and not used as a pre-assigned label.

Another phenomenon that underscores the importance of transparency in endorsement communications emerged in February-March 2026. Tasya Farasya stated that she had received an offer to appear in a seemingly spontaneous “spill skincare” content format, but she declined (Ananda, 2026). After this statement sparked public discussion, Tasya clarified her position and apologized for the impact her statement had on others, while reiterating her value of endorsement transparency (Okezone, 2026). This incident does not constitute evidence that Tasya’s TikTok account is over-promoting. The significance of the phenomenon lies in the visible debate surrounding the boundary between personal recommendations and commercial communications, as well as the significant reputational consequences when audiences question the authenticity of an endorsement.

Shows the differences between influencer marketing activities, audience responses to posts, and consumer decisions in evaluating products. Carasun's review documentation shows that Tasya Farasya provides information about the texture and user experience of the product, which can inform her followers' quality judgments. This assessment is important because beauty product recommendations depend not only on trust in the provider but also on the belief that the product is effective.

possessing quality and benefits commensurate with its intended use. Available evidence of account activity does not directly demonstrate how perceptions of over-endorsement, authenticity, credibility, and product quality are related to followers' purchase intentions.

Conceptually, influencer authenticity refers to the perception of the sincerity and authenticity of recommendations, while influencer credibility refers to the reliability of the information source through aspects of expertise and trustworthiness. The two concepts are close, but not identical. Influencers can be perceived as knowledgeable about a product but still perceived as too commercial, or appear spontaneous without being perceived as possessing sufficient expertise. Andonopoulos et al. (2023) position authenticity as a relevant aspect in the acceptance of influencer marketing messages. Garg and Bakshi (2024) also emphasize the role of beauty vlogger credibility characteristics in shaping consumer trust. This distinction provides a rationale for examining authenticity and credibility as independent predictors, rather than combining them in a single, general assessment of influencers.

Product quality is a crucial consideration in shaping purchase intentions because consumers evaluate not only the source of the recommendation but also the characteristics of the product being offered. Zeithaml (1988) explains that perceived quality is a consumer's assessment of the overall superiority or quality of a product. This assessment can be formed

based on information regarding the product's characteristics, functions, and ability to meet consumer expectations. Manurung and Sisilia (2024) found that perceived quality, along with influencer endorsements and consumer reviews, plays a role in skincare product purchasing decisions. These findings provide a basis for considering product assessments in explaining consumer responses to digital promotions.

The role of product quality as a moderating variable is based on the possibility of differences in consumer responses to influencer recommendations based on their perceived level of product quality. Consumers who perceive a product to be of high quality may be more likely to consider its benefits even when faced with high endorsement intensity. Perceived good product quality also has the potential to strengthen the relationship between influencer authenticity and credibility and purchase intention because the message conveyed is supported by positive product assessments. Pan et al. (2025) showed that product characteristics are one of the factors that differentiate the effectiveness of marketing through influencers. Testing product quality as a moderator in these three relationships is necessary to determine whether product quality assessments can change the strength of the influence of influencer characteristics on purchase intention.

The research problem gap lies in the unknown relationship between follower assessments of promotional activities, influencer characteristics, perceived product quality, and purchase intention. The number of followers and high video views cannot be used as evidence that the recommended product is considered high quality or capable of driving purchase intention. The recommendation identity "Tasya Farasya Approved" indicates product assessment by the influencer, but does not guarantee that all followers have the same quality perception. This condition raises the need to examine whether product quality assessments strengthen or weaken the relationship between over-endorsement, authenticity, and influencer credibility with purchase intention.

The research gap lies in the differences in the variables and relationship mechanisms tested compared to previous research. Cheah et al. (2024) analyzed the effect of over-endorsement on purchase intention through influencer authenticity and credibility, with product quality as a moderating variable.

The study did not examine product quality as a moderator in the direct relationship between the three influencer characteristics and purchase intention. Manurung and Sisilia (2024) and Ariyanti (2025) identified perceived product quality as a factor related to purchasing behavior, but did not examine its role as a moderator in these three relationships. This study develops a model by positioning influencer over-endorsement, authenticity, and credibility as independent variables, with product quality as a moderating variable. The novelty of this study lies in examining the differences in the strength of the relationship between influencer characteristics and purchase intention based on perceived product quality among Tasya Farasya's TikTok followers.

The academic urgency of this research relates to the need to broaden understanding of the

effectiveness of influencer marketing by considering product quality as a factor that can alter consumer responses to promotional messages. Moderation testing provides an explanation of the possible differences in the influence of over-endorsement, authenticity, and influencer credibility on purchase intentions at different levels of perceived product quality. The practical urgency of this research relates to the need for companies and influencers to ensure that their marketing communication strategies not only emphasize popularity and audience trust but are also supported by products perceived to be of good quality. The research results are expected to serve as a basis for evaluation in selecting endorsement products, delivering product information, and managing relationships with consumers.

Based on these issues, this study aims to analyze the influence of over-endorsement, authenticity, and influencer credibility on purchase intention, with product quality as a moderating variable, among Tasya Farasya's TikTok followers. Product quality is measured based on followers' assessments of the overall quality and functional capabilities of beauty products recommended on TikTok.

This study tests six hypotheses, consisting of three direct effects and three moderating effects. The testing is expected to provide insight into the role of product quality assessments in determining the strength of the relationship between influencer characteristics and consumer purchase intentions.

2. Research Methods

This research uses a quantitative approach with an explanatory research type and an ex post facto design. The quantitative approach is used to measure variables numerically and test hypotheses through statistical analysis. Explanatory research aims to explain the relationships between variables based on a theoretical framework and formulated hypotheses.

The research design used was ex post facto, a non-experimental design that examines phenomena or conditions that have already occurred without providing treatment or manipulating the independent variable. This design was used because the researcher did not control Tasya Farasya's endorsement activities or followers' perceptions of authenticity, credibility, and product quality. The researcher only measured these conditions based on respondents' experiences and assessments.

3. Results and Discussion

3.1. The Effect of Over-endorsement on Purchase Intention

The results of the hypothesis testing indicate that over-endorsement has a negative and significant effect on purchase intention with a path coefficient of -0.289, a t-statistic of 9.062, and a p-value <0.001. These results indicate that the first hypothesis (H1) is accepted because the direction of the negative effect is in accordance with the research hypothesis. This finding indicates that the higher the followers' perception of excessive endorsement

activity, the lower their tendency to purchase products recommended by Tasya Farasya. This influence can be This is explained by the reduced persuasive value of recommendations when promotions are perceived as too frequent, cause saturation, or are perceived as prioritizing financial gain. Followers who previously viewed reviews as a source of personal information may begin to question the independence of recommendations when multiple brands are continuously introduced. This situation has the potential to reduce attention to product information and create hesitation when considering purchases. Research shows that the effectiveness of influencer marketing depends not solely on the number of products promoted, but also on the audience's perception of the fairness and purpose of the marketing communication.

This negative influence is relevant to Tasya Farasya's role as a beauty influencer known for her reviews of various beauty products on TikTok. While diverse recommendations can help followers gain information about different products, perceived excessive promotional intensity can potentially make a recommendation lose its distinctiveness. This phenomenon is important when linked to the "Tasya Farasya Approved" identity, known as a product recommendation marker. The value of this symbol depends on followers' belief that the recommended products have undergone consistent consideration. If followers begin to perceive too many products as being featured for commercial purposes, recommendations may be perceived as less selective, weakening the urge to purchase. Followers may still like the content, acknowledge Tasya's knowledge of cosmetics, and enjoy her presentation, but they may not necessarily have a desire to purchase the products featured. This study measured follower perceptions, not the objective number of endorsements, so the negative findings do not prove that Tasya Farasya is actually overpromoting.

The findings of this study are in line with Arora et al. (2022), which showed a negative relationship between over-endorsement and purchase intention.

In contrast, these results differ from those of Cheah et al. (2024), who found that the direct effect of over-endorsement on purchase intention was insignificant because the consequences were more visible through a decrease in influencer credibility. This difference is related to the structure of the relationship tested, as Fahri's study places authenticity and credibility as independent variables, while Cheah et al.'s study places them as mediators. Based on Stimulus-Organism-Response (SOR) Theory, endorsements are marketing stimuli that followers evaluate before forming a response in the form of purchase intention. When promotions are perceived as excessive, negative evaluations can be associated with a weakening of purchase intention. The implications of this research suggest that Tasya Farasya and collaborating brands need to maintain a balance between commercial activities and informative content, pay attention to product relevance, and maintain consistent recommendation standards. Marketing success cannot be measured solely by the frequency of promotions and the number of views, but rather by the recommendation's ability to maintain followers' trust and purchase intention.

3.2. The Influence of Influencer Authenticity on Purchase Intention

The results of the hypothesis testing indicate that influencer authenticity has a positive and significant effect on purchase intention with a path coefficient of 0.344, a t-statistic of 10.381, and a p-value <0.001, thus the second hypothesis (H2) is accepted. These results indicate that the higher followers' perceptions of Tasya Farasya's sincerity, realism, and authenticity, the higher their tendency to purchase the products she recommends. This positive effect can be explained by the role of authenticity in differentiating influencers' personal communications from advertising messages that are entirely controlled by brands. When followers perceive an influencer as conveying experiences sincerely and consistently with their personal identity, recommendations are potentially perceived as more relevant and convincing. Perception

Authenticity leads consumers to pay attention not only to product benefit claims but also to the influencer's experience and assessment methods. This relationship demonstrates that authentic communication is a crucial aspect in shaping purchase intentions, although perceived authenticity cannot be used as objective evidence of an influencer's personal motives.

In Tasya Farasya's activities, authenticity can be linked to her communication style and the way she conveys her beauty product experiences. Haris and Hariyanto (2024) documented a review of Carasun sunscreen that included explanations of the product's texture and application instructions. Delivering information through demonstrations and user experiences has the potential to convey the impression that recommendations are based on product evaluation, not simply repeating marketing claims. Followers who recognize Tasya's communication style can assess the consistency between her product review style and her previously portrayed identity. The issue of authenticity also relates to public discussions about endorsement transparency in 2026, particularly regarding the seemingly spontaneous format of skincare spill content. This phenomenon demonstrates the importance of transparency regarding commercial relationships in maintaining the perception of authenticity. Sponsored content does not automatically lose authenticity if product experiences are conveyed openly and consistently. For followers, authenticity is not simply a matter of whether content is paid for, but rather whether the information and delivery method are perceived as consistent with the influencer's character and personal judgment.

The results of this study differ from those of Cheah et al. (2024) and Mahendri and Putri (2026), who found that authenticity did not have a significant direct effect on purchase intention. This difference suggests that the role of authenticity can vary depending on consumer characteristics, product object, and research model specifications. Wang and Weng (2024) provide conceptual support thatnAuthenticity is related to the formation of credibility perceptions and positive follower responses, although the relationship tested is not identical to Fahri's research. Based on SOR Theory, authenticity is a characteristic of communication stimuli that consumers evaluate and is related to purchase intention

responses. These findings show that the success of endorsements is determined not only by product information, but also by the appropriateness of the message to the influencer's identity. The implications of this research suggest that Tasya Farasya needs to maintain a consistent communication style, convey user experiences clearly, disclose commercial collaborations, and provide assessments that go beyond simply highlighting product advantages. Authenticity perceived by followers is a communication asset that needs to be maintained so that recommendations remain persuasive.

3.3. The Influence of Influencer Credibility on Purchase Intention

The results of the hypothesis testing indicate that influencer credibility has a positive and significant effect on purchase intention with a path coefficient of 0.421, a t-statistic of 12.461, and a p-value <0.001, thus the third hypothesis (H3) is accepted. The effect size value of 0.411 indicates a large effect size and is the most prominent contribution among the three main independent variables. These results indicate that the higher the followers' perception of Tasya Farasya's trustworthiness, honesty, and expertise, the higher their tendency to purchase the recommended product. This positive influence can be explained by consumers' need for reliable information when choosing beauty products. Consumers often face uncertainty regarding the quality, benefits, suitability of formulas, and results of product use. Influencers who are perceived as knowledgeable and able to provide honest assessments have the potential to help consumers evaluate various options. Credibility makes product information perceived as more credible.

considered so that it is related to increased purchase intention, although it does not guarantee an actual purchase.

In Tasya Farasya's activities, credibility is related to her reputation for providing reviews and ratings of beauty products. The "Tasya Farasya Approved" label demonstrates how an influencer's recommendations can develop into a familiar symbol for the audience. Nuraeni et al. (2026) examine this label as part of visual communication that shapes an authoritative image, while Ariani and Jacky (2026) explain the formation of its meaning through the social interactions of TikTok users. The presence of this label has the potential to make followers pay special attention to recommended products because their ratings are associated with Tasya's reputation. This influence has important consequences because trust in influencers can facilitate information acceptance, but it also poses risks when the recommendation symbol is treated as a guarantee of product quality. The "Approved" label is not an official certification, laboratory test result, or guarantee of product suitability for every consumer. Sustainable credibility requires consistent assessment standards, clear reasons for recommendations, and openness about product limitations so that reputation does not depend solely on the figure's popularity.

The findings of this study align with those of Cheah et al. (2024), Mahendri and Putri (2026), and Alfian and Abidin (2026), who demonstrated a positive relationship between influencer credibility and purchase intention. Garg and Bakshi (2024) also provided support through

their study of beauty vlogger credibility, consumer trust, and beauty product purchase intention. These similar findings demonstrate the importance of source quality in influencer marketing communications. Within the SOR framework, credibility is a characteristic of the message source that followers evaluate before forming a purchase intention response. The large effect size of credibility in Fahri's model indicates that Trustworthiness, honesty, and expertise have a relatively prominent contribution compared to other main predictors. The implications of this research indicate that Tasya Farasya and collaborating brands need to prioritize information quality, assessment consistency, and transparency in collaboration, rather than simply exploiting the popularity of recommendation labels. Credibility needs to be maintained as reputational capital because trust formed through repeated communication experiences can become vulnerable if followers begin to question the reliability of the information conveyed.

3.4. The Role of Product Quality in the Relationship Between Over-endorsement and Purchase Intention

The fourth hypothesis (H4) aims to determine the role of product quality in moderating the influence of over-endorsement on purchase intention. The results indicate that product quality weakens the negative relationship between over-endorsement and purchase intention. Consumers who perceive a product as high quality tend to have additional considerations regarding the product's quality and ability to perform its functions, thus weakening the negative relationship between over-promotion and purchase intention. Zeithaml (1988) explains that perceived quality reflects consumers' assessment of the product's overall superiority. Positive assessments of product quality can act as a factor that offsets doubts caused by high promotional intensity. This condition does not mean that product quality eliminates all negative consequences of over-endorsement, but rather has the potential to change the strength of its relationship with purchase intention.

In Tasya Farasya's TikTok marketing activities, product quality is one factor that can influence followers' receptivity to beauty recommendations. Followers who assess skincare or makeup products as having good quality and convincing functional capabilities may still consider purchasing them even if they perceive the endorsement activity to be excessive.

Information about texture, formulation, usage results, and product characteristics can help consumers form judgments about the quality of recommended products. Products perceived as low quality are potentially more difficult to elicit a purchase response when presented through promotional activities perceived as overly intensive. Conversely, products perceived as high quality can be positively considered even if consumers have a negative assessment of the frequency of promotions. This difference suggests that product quality and endorsement intensity are distinct aspects of consumer evaluation. This illustration provides a conceptual explanation of possible moderating mechanisms, not evidence of the individual behavior of all Tasya Farasya followers.

Research by Cheah et al. (2024) shows that over-endorsement can reduce the authenticity

and credibility of influencers, while product interest acts as a moderator in the relationship they examine. This study differs from this one because product quality is positioned as a moderator in the direct relationship between over-endorsement and purchase intention. Manurung and Sisilia (2024) provide empirical support for the relevance of perceived product quality in skincare purchasing behavior, although they do not test the same moderation model. Based on Stimulus-Organism-Response (SOR) Theory, product quality is understood as a consumer's internal assessment that has the potential to differentiate the strength of the relationship between marketing stimuli and purchase intention responses. The practical implication is that companies and Tasya Farasya need to pay attention to the quality of recommended products, convey information about product capabilities objectively, and control the intensity of promotions to avoid reducing follower trust. Good product quality needs to be supported by transparent and moderate marketing communications.

3.5. The Role of Product Quality in the Relationship between Influencer Authenticity and Purchase Intention

The results of the hypothesis testing show that Product Quality moderates the influence of influencer credibility on purchase intention positively and significantly with an interaction coefficient of 0.235, a t-statistic of 6.523, and a p-value <0.001, so that the sixth hypothesis (H6) is accepted. This coefficient is the largest among the three.

A moderating relationship was found in the model, with a relatively small effect size of 0.121. These results indicate that the positive relationship between influencer credibility and purchase intention tends to strengthen as product interest increases. This influence can be explained by the increased relevance of information from trusted sources when consumers are considering a product. Credibility provides a basis for consumers to assess the reliability of recommendations, while Product Quality relates to the need for and interest in the information provided. When both are present simultaneously, positive assessments of influencers can have a stronger relationship with purchase intention because recommendations are perceived as both relevant and worthy of consideration.

In Tasya Farasya's TikTok activities, credibility is a crucial aspect because beauty product recommendations are linked to information about the product's characteristics, quality, and effectiveness. Followers who perceive Tasya as knowledgeable and honest in her reviews can use her information as a basis for product evaluation. The "Tasya Farasya Approved" label also has the potential to shape expectations about product quality because it is associated with the assessment of a beauty influencer. This credibility does not automatically indicate that all recommended products are of high quality. Consumer assessments of product quality are still necessary to distinguish between trust in the recommender and confidence in the product's capabilities. Products perceived as high quality have the potential to elicit stronger purchase intentions when recommended by influencers deemed credible. Conversely, low quality ratings can limit the positive

relationship between credibility and purchase intentions, even if consumers still recognize the influencer's expertise and honesty. This situation demonstrates the importance of Product quality as a factor that can differentiate the strength of the relationship between credibility and purchase intention.

Cheah et al.'s (2024) research shows that influencer credibility plays a role in explaining the relationship between over-endorsement and purchase intention, while product interest serves as a moderator in a different relationship. Garg and Bakshi (2024) also emphasize the importance of beauty vlogger credibility characteristics in shaping consumer trust and purchase intention. Ariyanti's (2025) research provides support for the relevance of product quality perceptions in shaping purchase intention, although it does not test an identical interaction. Based on SOR Theory, credibility is a characteristic of the stimulus source that consumers evaluate, while product quality is positioned as an internal assessment that has the potential to change the strength of the stimulus's relationship with purchase intention responses. The implications of this research emphasize the importance of maintaining Tasya Farasya's reputation as a trusted source of information while also paying attention to the quality of recommended products. Companies and influencers need to prioritize products with good quality and functional capabilities, supported by objective explanations, relevant evidence of use, and openness about product limitations. This strategy has the potential to increase the effectiveness of marketing communications without relying solely on the influencer's popularity or credibility.

4. Conclusion

Based on the results of the analysis and discussion regarding the influence of over-endorsement, influencer authenticity, and influencer credibility on purchase intention with Product Quality as a moderating variable on Tasya Farasya's TikTok followers, the following conclusions were obtained. 1. Over-endorsement had a negative and significant effect on purchase intention. The higher the followers' perception that Tasya Farasya's endorsement activities were excessive, the lower their likelihood of purchasing the recommended product. These results suggest that promotions perceived as overly intensive can reduce the appeal of recommendations and lead to consumer burnout. 2. Influencer authenticity has a positive and significant impact on purchase intention. The higher followers' perceptions of Tasya Farasya's sincerity, authenticity, and consistency of communication, the higher their likelihood of purchasing the recommended product. These results indicate that the perceived authenticity of an influencer's identity and personal experience is a crucial factor in the acceptance of product recommendations. 3. Influencer credibility has a positive and significant effect on purchase intention. The higher followers' assessments of Tasya Farasya's trustworthiness, honesty, and expertise, the higher their likelihood of purchase intention. Credibility has the largest effect size among the main independent variables, making information quality and reliability prominent in explaining follower purchase intention. 4. Product quality weakens the negative relationship between over-endorsement and purchase intention. Followers who are more interested in the product tend to show a

weaker negative relationship between perceived over-endorsement and purchase intention. shows that product relevance can reduce the negative relationship caused by the perception of excessive endorsement, but does not guarantee the disappearance of promotional saturation. 5. Product quality strengthens the positive relationship between influencer authenticity and purchase intention. Perceptions of Tasya Farasya's sincerity and authenticity are more strongly associated with purchase intention when followers have a high level of interest in the recommended product. These results indicate that authentic communication is more strongly associated with purchase intention when the products featured align with consumers' interests. 6. Product quality strengthens the positive relationship between influencer credibility and purchase intention. The relationship between Tasya Farasya's trustworthiness, honesty, and expertise and purchase intention tends to increase with higher product quality. These results indicate that the credibility of the information source and product interest are interrelated factors in explaining consumer purchase intention.

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