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The influence of over endorsement on purchase intentions is mediated by the authenticity and credibility of influencers on social media influencers on Tiktok

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ARTICLE INFO	ABSTRACT
	Currently, many social media influencers make over endorsements so that it can reduce the perception of authenticity and expertise of the influencer, which in turn affects the intention to buy the endorsed product. This research was conducted with the aim of analyzing how the influence of Over Endorsement influences Purchase Intentions, with Influencer Authenticity and Credibility as mediating factors, on Social Media Influencers on Tiktok. The subjects of this research are people who use TikTok and show interest in products or services that are often endorsed by influencers in West Sumatra. The research participants totaled 200 respondents selected as samples. Data was collected through online distribution of questionnaires via Google Form, and then analyzed using SmartPLS software. The results of this study reveal that (1) Influencer authenticity has a significant positive influence on purchase intention, and (2) Influencer credibility has a significant positive influence on purchase intention (3) Over endorsement has a negative influence on influencer authenticity (4) Over endorsement has negative influence on influencer credibility. (5) Over Endorsement mediated by influencer authenticity and credibility on purchase intentions has a negative influence.

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INTRODUCTION

The development of digital technology has significantly changed the way people communicate, obtain information, and make purchasing decisions. Digital transformation in business facilitates customers to order products and services online more easily and affordably. The transaction process, from ordering to tracking delivery, is conducted through information technology media (Danuri, 2019). Social media, especially among millennials and Gen Z, has become an integral part of daily life. TikTok, one of the rapidly growing platforms, is used not only for entertainment but also as an effective marketing tool. The ease of using TikTok makes it popular among Gen Z for self-expression and developing creativity, with users able to watch, imitate, and create their own videos that can inspire others (Amalia Ferniansyah, Siti Nursanti, 2021).

TikTok was initially launched in China as Douyin and was later introduced globally as TikTok in 2017. In 2018, TikTok merged with the popular lip-sync app Musical.ly, which helped expand its

global user base, particularly in the United States and Europe. By 2024, TikTok had 127 million users in Indonesia, making it the second most popular social media platform in the country after YouTube. TikTok's advanced algorithm personalizes user content based on their preferences and interactions, which increases user engagement and retention. Social Media Influencers (SMIs) with many followers leverage their influence to promote brands, products, or services. The influence of SMIs is significant as their reviews and recommendations directly impact the purchasing decisions of their followers. Studies show that SMI marketing through TikTok has a positive and significant relationship with purchase intention, and product quality also influences purchase intention (Meliawati et al., 2023).. SMIs not only share their lifestyles but also play a crucial role in shaping consumer opinions and preferences through social media. Social media has become an important marketing tool for businesses worldwide, enabling them to connect with target audiences and adapt to the dynamic business environment (Singh, 2024). SMI promotions are conducted directly through the TikTok app.

Social Media Influencers (SMIs) often serve as role models for their followers, who highly trust the product recommendations and reviews they share. Endorsements from SMIs are influential because products used by these celebrities or influencers capture the attention of their followers, significantly impact the business growth of companies, and drive purchasing decisions through purchase intention (Firdayanti et al., 2022). The success of SMIs in promoting products has made them highly sought-after content creators on TikTok. For instance, Fujiiian, with 26.4 million followers, promotes cosmetic products, skincare, food, fashion, beverages, and electronics. Juyyputrii21, with 17.6 million followers, endorses beverages, skincare, electronics, cosmetics, fashion, and food. Sandys.ss, who has 15.1 million followers, promotes skincare, food, supplements, body care, and electronics. Fadil Jaidi, with 13.7 million followers, endorses cosmetics, skincare, food, fashion, beverages, technology, and industrial products such as detergents. The large follower count and high engagement levels indicate the significant influence of SMIs on TikTok.

The tendency to accept many endorsement offers in a short period can lead SMIs to fall into a situation of over-endorsement, where they promote too many products in close succession. This can make followers feel that SMIs prioritize commercial gain over providing honest and useful content, causing them to lose interest and trust in product recommendations. As a result, followers' purchase intention toward endorsed products may decrease. If followers feel that endorsements are not based on genuine experience or in-depth knowledge, the effectiveness of marketing campaigns can diminish. Over-endorsement occurs when influencers accept numerous offers from various companies to advertise products for greater financial gain. According to Cheah et al. (2024), over-endorsement can reduce the credibility and authenticity of influencers, raising doubts and diminishing followers' confidence in endorsed products. This practice reflects the extent to which followers perceive SMIs as promoting too many brands, potentially leading to endorsement fatigue on the influencer platform (Bastrygina et al., 2024).

Over-endorsement by SMIs can negatively impact the authenticity and credibility of influencers, ultimately affecting followers' purchase intentions. When followers realize that an influencer is constantly promoting various products, they may feel that the recommendations are no longer sincere or based on personal experience but rather for monetary gain. As a result, followers' trust in the influencer's opinions and recommendations may diminish. According to Lady & Ageng, (2021), purchase intentions are a person's desire to own a product or brand, arising from the feeling of wanting to possess the product. This intention reflects the likelihood of someone making a purchase after being exposed to a particular stimulus, such as an advertisement, an influencer's recommendation, or a product review. Purchase intentions are a critical indicator in marketing because they provide an initial insight into the success of a marketing campaign or promotional strategy. These intentions are influenced by various factors, including consumer perceptions of product quality, price, brand, and, in the context of social media, the influence of the influencers they follow (Purwianti, 2021). Based on this phenomenon, research on "The Influence of Over-Endorsement on Purchase Intentions Mediated by the Authenticity and Credibility of Influencers on Social Media Influencers on TikTok" becomes an interesting topic to explore.

LITERATURE REVIEW

Purchase Intention

According to Romadlon et al., (2020), purchase intention is the state of a person before taking an action that can predict such behavior, arising from the internal drive of consumers to own a product (Candra & Suparna, 2019). Lina & Permatasari (2020) identify purchase intention as a consumer's response or behavior after being exposed to a product, indicating a desire to buy. Potential consumers are those who have not purchased yet but may do so in the future. The AIDA (Attention, Interest, Desire, Action) method measures purchase intention by capturing consumer attention, arousing interest, creating a desire for the product, and encouraging the action of buying. Factors influencing purchase intention include product reviews and recommendations from friends, with quality content on TikTok enhancing purchase interest Damayanti et al.,(2023). Marketing through live streaming can also attract attention and increase sales by creating positive interactions between sellers and buyers Shih et al., (2024). Indicators of purchase intention according to Cheah et al. (2024) include service, product, brand, desire to buy, and interest in the product (Al Mamun et al., 2023).

Influencer Authenticity

Influencer authenticity is the degree to which an influencer is perceived as honest and sincere by their audience, reflecting the perception that the influencer presents themselves authentically without pretense. Authentic influencers are more valued because the views and experiences they share are considered genuine and relevant by their followers. This authenticity is often determined by openness in sharing personal information, consistency in communication and actions, and transparency in relationships with brands or products they endorse. Influencers, who have significant followings on social media, are paid by companies to promote their products and have the power to influence purchasing decisions due to their authority, knowledge, and relationship with their audience Abdurrahman & Pekalongan, (2024). Followers tend to trust and be inspired by the recommendations of influencers. Factors influencing influencer authenticity include honesty and transparency of content, consistency in personal branding, and active engagement with followers. Indicators of authenticity include sincerity, originality, genuineness, passion for their work, and the desire to share experiences (Zniva et al., 2023). Influencers can reach a wider audience than journalists, promoting positive reputations and sharing bonds in the market Lolita, (2022).

Influencer Credibility

Influencer credibility refers to the level of trust and reliability bestowed upon online content creators by their audience, influencing brands, products, and potential consumers. According to Sesar et al., (2022), the main elements that build this credibility include authenticity, expertise in a particular field, active engagement with followers, and transparency in sponsorship and paid promotions. Authenticity and transparency build trust, while expertise reinforces the influencer's authority as a reliable source of information. Meaningful interactions strengthen connections and a sense of community. Endorser credibility significantly affects attitudes toward advertisements, brands, and purchase intentions (Anindyasari & Kusumasondjaya, 2019. Lou & Kim, (2019 identify four factors that influence influencer credibility: authenticity, frequency of interaction, content quality, and experience and testimonials. Indicators of credibility include being trustworthy, honest, an expert, caring, and efficient Cheah et al., (2024).

Over Endorsement

Over-endorsement occurs when a celebrity, influencer, or public figure promotes too many products or brands in a short period, which can reduce the effectiveness and reliability of the endorsements. Firdayanti et al. (2022) state that endorsement is an effective advertising method for businesses, carried

out by influencers to attract consumer attention. However, if an influencer frequently promotes various unrelated or competing products, the audience may perceive the recommendations as solely financially motivated, thereby doubting the quality and authenticity of the recommendations. According to Cheah et al., (2024), indicators of over-endorsement include emotional aspects, focus on money, boredom, weakening follower relationships, and low product relevance.

Research model and hypotheses

The relationship between over endorsement and purchase intentions is an intriguing topic in marketing and consumer behavior. Over endorsement refers to the excessive use of marketing tactics to promote a product or brand through endorsers or influencers. This can include unrealistic testimonials, exaggerated claims, or overly frequent promotions. Studies have shown that over endorsement can negatively impact consumer purchase intentions. When consumers feel that the promotion or testimonials are excessive or not credible, they may become skeptical or even annoyed. This can reduce their trust in the brand or product, ultimately lowering their intention to purchase. Conversely, if endorsements are done in a balanced manner and are trusted by consumers, they can enhance purchase intentions. When endorsers or influencers have a good reputation and are relevant to the target audience, they can help strengthen the brand image and convince consumers to buy the product.

H1: Over endorsement has a negative influence on purchase intentions.

According to Okonkwo & Namkoisse (2023), influencers have evolved from mere endorsement to include sponsored content, product placements, and influencer-generated material, with an emphasis on authenticity and trust in influencer selection. Over endorsement is a phenomenon where an influencer accepts too many endorsements or product promotions from various brands in a short period. This can negatively impact the perception of influencer authenticity in the eyes of the audience. Influencer authenticity refers to the perception that the influencer is honest, sincere, and has integrity in delivering their message to the audience. When an influencer engages in too many endorsements, the audience may doubt their sincerity and integrity. This occurs because the audience might feel that the influencer is more focused on financial gain than providing honest and useful recommendations. Additionally, the high frequency of endorsements can reduce the consistency of the influencer's messages, causing confusion and mistrust among the audience. Consequently, influencers who frequently engage in over endorsement may be perceived as manipulative, using their popularity for personal gain without considering the value or benefit of the products for their audience. Therefore, over endorsement can damage the relationship between the influencer and the audience, reducing the perception of authenticity and ultimately decreasing the effectiveness of the influencer's endorsements.

H2: Over endorsement has a negative influence on influencer authenticity.

Over endorsement, a condition where an influencer accepts too many endorsements or product promotions from various brands in a short period, can significantly impact their credibility in the eyes of the audience. Online business owners choose endorsements based on the credibility of the endorser, who is selected for their expertise, popularity, or reputation (Erlita Khrisinta Dewi & Citra Ayu Nur Kholifah, 2022). When an influencer engages in excessive endorsements, the audience may question their credibility due to the perception that the influencer prioritizes financial gain over honesty and transparency in their recommendations. A high frequency of endorsements can create the impression that the influencer is not selective in choosing the products or services they endorse, which can lower the audience's perception of the influencer's expertise and professional judgment. Additionally, endorsing too many products that may not be related to each other can make the influencer's messages inconsistent, leading to audience confusion and difficulty in trusting each endorsement. The audience may also feel that the influencer does not genuinely use or believe in the products they endorse but does so merely for financial benefits. This can result in an overall decline in trust towards the influencer, reducing the effectiveness of their messages and ultimately damaging the long-term relationship between the influencer and their audience. Therefore, over endorsement has the potential to diminish

an influencer's credibility by lowering the perception of their honesty, expertise, and reliability in the eyes of the audience.

H3: Over endorsement has a negative influence on influencer credibility.

The relationship between an influencer's authenticity and purchase intentions is crucial in digital marketing. Authentic influencers, perceived as honest and sincere, build trust with their followers, increasing the likelihood of followers trusting their recommendations and intending to purchase the promoted products. Authenticity fosters deeper emotional connections and engagement, enhancing the effectiveness of marketing campaigns. Trust and emotional connection are vital in followers' purchasing decisions, and influencers who maintain authenticity have a more significant and sustainable impact on purchase intentions.

H4: Influencer authenticity has a positive influence on purchase intentions.

The relationship between influencer credibility and purchase intentions is strong in digital marketing. Credible influencers, known for their expertise, honesty, and appeal, are more trusted by their followers. When an influencer is perceived to have deep knowledge and real experience with the products they promote, followers are more likely to trust their recommendations. Honesty in product reviews, transparency about commercial relationships, and consistent communication are key in building this trust. Additionally, the personal appeal of influencers, including their personality and engaging communication style, helps form emotional connections with followers. These factors combined make followers more likely to accept product recommendations as valuable and trustworthy, ultimately increasing their purchase intentions. Thus, influencer credibility is crucial in influencing followers' purchasing decisions, and its impact extends beyond information evaluation to significantly affect online purchase intentions (Thuy et al., 2024).

H5: Influencer Credibility has a positive influence on purchase intentions..

The relationship between over endorsement and purchase intentions can be significantly influenced by an influencer's authenticity. Over endorsement occurs when an influencer promotes too many products or services in a short period, often leading the audience to perceive these recommendations as insincere or financially motivated. This can result in a decline in audience trust towards the influencer, subsequently decreasing purchase intentions due to perceived lack of credibility. However, an influencer's authenticity can play a crucial mediating role in this relationship. Influencers known for their honesty and genuineness in every endorsement can maintain audience trust even with frequent product promotions. When an influencer endorses a product, they signal to the audience that they are willing to risk their reputation if the product does not meet expectations (Cabeza-Ramírez, 2022). Thus, authenticity helps sustain trust and mitigates the negative impact of over endorsement on purchase intentions.

H6: Over endorsement has a negative influence on purchase intentions mediated by influencer authenticity.

The relationship between over endorsement and purchase intentions is complex and significantly influenced by influencer credibility. Over endorsement, where influencers promote too many products in a short period, often leads to audience skepticism and decreased trust, negatively affecting purchase intentions (Cheah et al., 2024). However, an influencer's credibility—encompassing expertise, honesty, integrity, and appeal—can mediate this relationship. High credibility helps maintain audience trust, ensuring that even with frequent product promotions, the audience perceives the recommendations as sincere and valuable, thus mitigating the adverse effects on purchase intentions.

H7: Over endorsement has a negative influence on purchase intentions mediated by influencer credibility.

H6

*Influencer
Authenticity*
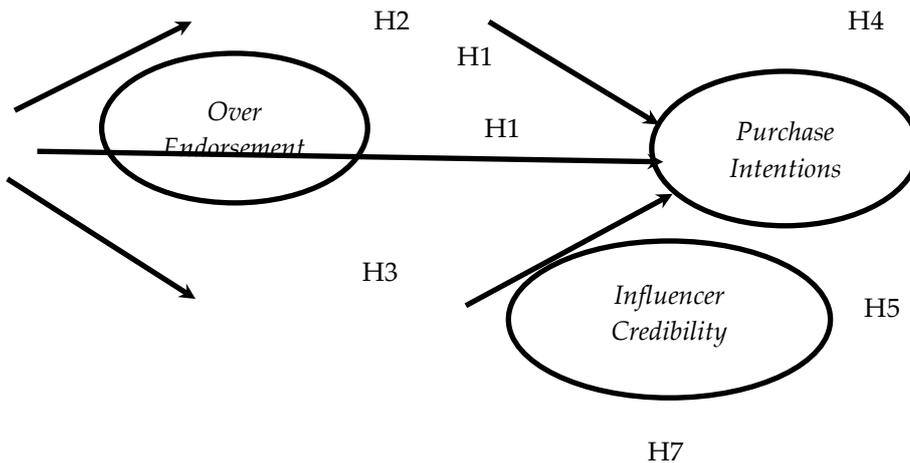
Figure 1. Research Model

METHOD

This study employs a quantitative research approach, which involves the collection of numerical data and the application of analytical techniques to test hypotheses, draw conclusions, and understand relationships among the variables being studied Susanto et al., (2024). The main goal is to measure variables and utilize statistical techniques to test hypotheses and identify patterns and relationships between them. The research method used is a survey, aimed at obtaining a representative picture of the population's characteristics Maidiana, (2021). This survey analyzes the impact of over-endorsement, influencer authenticity, and influencer credibility on purchase intentions. Conducted in West Sumatra, the study collects data via Google Forms from TikTok users in Indonesia, beginning in July 2024 until completion.

According to Purwanza et al.,(2022), the population comprises the entire set of research subjects, including people, objects, animals, plants, phenomena, test values, or events with specific characteristics that serve as the data source. In this study, the population consists of TikTok followers interested in products or services frequently endorsed by influencers and other social media users exposed to these endorsements. The sample, representing the overall population's characteristics, is selected through non-probability sampling, with a total of 200 respondents calculated based on the number of indicators times ten. The sample is chosen based on ease of access and demographic diversity to ensure representativeness, with questionnaires distributed via Google Forms. This research evaluates the influence of over-endorsement on the perception of influencer authenticity and credibility and its impact on consumers' purchase intentions. The primary data, quantitative in nature, is gathered through questionnaires designed to measure respondents' perceptions of over-endorsement, influencer authenticity and credibility, and purchase intentions. Quantitative data allows for objective statistical analysis to test the relationships between variables and research hypotheses. Primary data is directly obtained from respondents, who are expected to provide honest and accurate answers about their experiences and perceptions of endorsed influencers and their impact on purchase intentions. Data analysis includes descriptive analysis to provide an empirical overview of the collected data and inferential analysis using Smart PLS to test the measurement model (outer model) and structural model (inner model), as well as hypothesis testing to measure the validity, reliability, and relationships between research variables Risdiyanto et al., (2024).

RESULTS AND DISCUSSION

According to Harahap (2019), validity testing is essential for evaluating the measurement tool's ability to measure what it is intended to measure, demonstrating the tool's legitimacy. This study employs two methods for measuring validity: convergent validity and discriminant validity. Convergent validity is assessed with reflective indicators using Smart PLS, evaluated based on factor loading or the relationship between item scores and construct scores. According to (Hair et al., 2019), the criteria for convergent validity are an average variance extracted (AVE) value greater than 0.50 and an outer loading value greater than 0.70. Based on the results processed with SmartPLS 4.0, all instrument variables have outer loading values greater than 0.7, with the lowest value on the third Influencer Credibility instrument being 0.725, thus confirming the reliability of convergent validity. Convergent validity is also assessed by the AVE value, which must be greater than 0.50 for the indicators to be considered valid.

Table 1. Output AVE

	Average variance extracted (AVE)
M1	0.685
M2	0.625
X	0.667
Y	0.756

Source: Data Primer (2024)

Based on Table 1, it is evident that all variables in this study have an Average Variance Extracted (AVE) value greater than 0.5. The lowest AVE value is found in the Influencer Credibility variable (M2) with a value of 0.625. Therefore, it can be concluded that all variables in this study have good convergent validity.

Discriminant validity is used to ensure that a construct has adequate discrimination ability, which is when two different instruments measure two constructs that are predicted not to correlate. Discriminant validity is assessed based on cross loading measurements, where the value of the variable should be greater than 0.70. Another method to assess discriminant validity is by comparing the square root of the AVE of the construct. A model is considered to have good discriminant validity if the square root of the AVE of each construct is greater than the correlation between that construct and other constructs (Cheung et al., 2024). Based on cross loading values, each indicator shows a higher correlation with the variable it measures than with other variables, indicating good discriminant validity. Additionally, discriminant validity is also tested by considering the square root of the AVE, where this value should be greater than the correlation between latent variables, in accordance with the Fornell-Larcker criterion (Michael, 2022).

The following are the results of the square root of the AVE test using the Fornell-Larcker Criterion in SmartPLS:

Tabel 2. AVE Root Value

	IC (M1)	IA (M2)	OE (X)	PI (Y)
M1	0.828			
M2	0.749	0.790		
X	0.088	0.091	0.817	
Y	0.640	0.716	0.097	0.870

Source: Data Primer (2024)

Based on Table 2, the correlation between a variable and itself is higher than the correlation of that variable with other variables. Therefore, it can be concluded that the variable is better at predicting itself than predicting other variables, thus the instrument meets discriminant validity.

Reliability testing is an index that indicates the consistency of a measurement tool in measuring the same phenomenon, ensuring consistent measurement results. Reliability shows the extent to which

measurement results remain consistent if the measurement is repeated multiple times (Michael, 2022). A measurement tool is considered reliable if its measurement results are relatively constant. In this study, the reliability of all items or questions was tested using the Composite Reliability and Cronbach's Alpha values, which can be seen in the following data.

Tabel 3. Cronbach Alpha dan Composite Reliability

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Ket
M1	0.886	0.894	0.916	Reliable
M2	0.849	0.852	0.893	Reliable
X	0.879	0.918	0.909	Reliable
Y	0.919	0.919	0.939	Reliable

Source: Data Primer (2024)

Based on Table 3, the variables demonstrate good reliability in measuring their constructs. According to Garchia (2019), a variable is considered sufficiently reliable if the Cronbach's Alpha value is greater than 0.6 and the Composite Reliability value is greater than 0.7. Thus, it can be concluded that the reliability test in this study is adequate and capable of consistently measuring each instrument.

Structural model testing can only be conducted if all indicators in the study are declared valid and meet the validity and reliability test criteria. In the structural model test (inner model), the Bootstrapping procedure is used with the assistance of SmartPLS. Structural model testing involves examining the relationships between latent constructs using R-Square and Q-Square, as well as testing the t-values and significance of the structural path coefficient parameters for the dependent constructs. The following are the R-Square estimation results using SmartPLS version 4.0.

Tabel 4. R-Square Value

	R-square
M1	0.008
M2	0.008
Y	0.538

Source: Data Primer (2024)

Based on Table 4, the R-square values indicate that the variable influencer authenticity contributes 0.008%, influencer credibility also contributes 0.008%, and purchase intentions contribute 0.538%, while the remainder is influenced by other variables not included in this study.

Hypothesis testing is conducted based on the significance level and the path coefficient values between latent variables. To determine significance, a p-value below 0.05 or a t-statistic greater than 1.96 is used. The following are the hypothesis testing results in this study:

The direct effect hypothesis test is conducted by analyzing the statistics generated by the structural model (inner model). A hypothesis is considered accepted if the t-statistic value is greater than 1.96. The following are the direct effect hypothesis test results:

Tabel 5. Path Coefficient

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Result
M1-> Y	0.237	0.235	0.102	2.310	0.021	Supported
M2 -> Y	0.536	0.539	0.100	5.387	0.000	Supported
X -> M1_	0.088	0.094	0.109	0.809	0.419	Not Supported

X -> M2_	0.091	0.095	0.114	0.795	0.426	Not Supported
X -> Y	0.027	0.030	0.064	0.428	0.668	Not Supported

Source: Data Primer (2024)

1. Influencer Authenticity (M1) has a significant positive effect on Purchase Intention (Y) The data shows that influencer authenticity has a significant positive effect on purchase intention with an original sample value of 0.237 and a p-value of 0.021 (less than 0.05). This is evidenced by a t-statistic value of 2.310, which is greater than the t-table value of 1.96. Thus, this hypothesis is accepted.
2. Influencer Credibility (M2) has a significant positive effect on Purchase Intention (Y) The data indicates that influencer credibility has a significant positive effect on purchase intention with an original sample value of 0.536 and a p-value of 0.000 (less than 0.05). This is evidenced by a t-statistic value of 5.387, which is greater than the t-table value of 1.96. Therefore, this hypothesis is accepted.
3. Over Endorsement (X) has a negative effect on Influencer Authenticity (M1) The data shows that over endorsement has a negative effect on influencer authenticity with an original sample value of -0.088 and a p-value of 0.419 (greater than 0.05). This is evidenced by a t-statistic value of 0.809, which is less than the t-table value of 1.96. Thus, this hypothesis is rejected.
4. Over Endorsement (X) has a negative effect on Influencer Credibility (M2) The data indicates that over endorsement has a negative effect on influencer credibility with an original sample value of -0.091 and a p-value of 0.426 (greater than 0.05). This is evidenced by a t-statistic value of 0.795, which is less than the t-table value of 1.96. Therefore, this hypothesis is rejected.
5. Over Endorsement (X) has a negative effect on Purchase Intentions (Y) The data shows that over endorsement has a negative effect on purchase intentions with an original sample value of -0.027 and a p-value of 0.668 (greater than 0.05). This is evidenced by a t-statistic value of 0.428, which is less than the t-table value of 1.96. Thus, this hypothesis is rejected.

Tabel 6. Output Total Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
X -> M2 -> Y	0.049	0.050	0.064	0.763	0.446
X -> M1 -> Y	0.021	0.024	0.030	0.699	0.485

Source: Data Primer (2024)

Based on the analysis results, over-endorsement has a negative effect on purchase intention mediated by influencer credibility, with an original sample value of -0.049 and a p-value of 0.446 (greater than 0.05). This is evidenced by a t-statistic value of 0.763, which is less than the t-table value of 1.96, thus this hypothesis is rejected. Similarly, over-endorsement has a negative effect on purchase intention mediated by influencer authenticity, with an original sample value of -0.021 and a p-value of 0.485 (greater than 0.05). This is evidenced by a t-statistic value of 0.699, which is also less than the t-table value of 1.96, thus this hypothesis is also rejected.
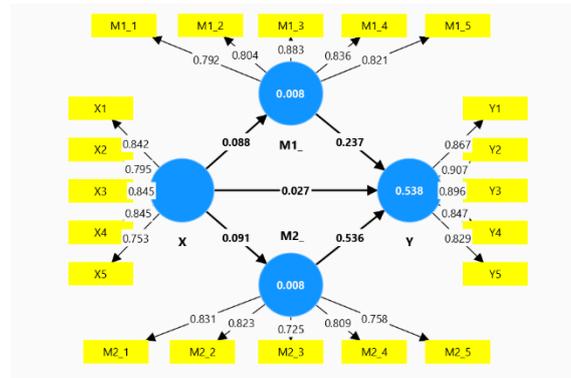
Figure 2. Final PLS Output Model

The Influence of Influencer Authenticity on Purchase Intention

The research results indicate that influencer authenticity has a significant positive effect on purchase intention. This is evidenced by an original sample value of 0.237 and a p-value of 0.021 (less than 0.05), with a t-statistic value of 2.310, which is greater than the t-table value of 1.96. These findings align with previous research by Cheah et al. (2024), which also found a significant positive effect between influencer authenticity and purchase intention. Bastrygina et al., (2024) emphasize the importance of authenticity in building brand credibility, showing that authenticity serves as a bridge between personal relationships and commercial support. Research by (Danendra et al., 2024) and (Schouten et al., 2020) also shows that influencer authenticity increases followers' trust in branded content and purchase intention. (Audrezet et al., 2020) add that perceived authenticity of social media influencers has a positive effect on purchase intention, especially when influencers balance commercial demands with authentic self-expression. These studies confirm that the more authentic an influencer is, the greater the followers' trust in their recommendations, leading to higher purchase intentions.

The Influence of Influencer Credibility on Purchase Intention

The research results show that influencer credibility has a significant positive effect on purchase intention. This is evidenced by an original sample value of 0.536 and a p-value of 0.000 (less than 0.05), with a t-statistic value of 5.387, which is greater than the t-table value of 1.96. Previous research by Cheah et al. (2024) also found that influencer credibility has a significant positive effect on purchase intention. Studies by Bayu Wibisono et al., (2023) and Yuwono et al.,(2024) support these findings, showing that the trustworthiness and expertise of influencers increase purchase intention. Yuwono et al. also found that influencer credibility, consisting of attractiveness, honesty, and expertise, positively affects purchase intention. In conclusion, the higher the credibility of an influencer, the greater the followers' trust in their recommendations, which in turn increases purchase intentions.

The Influence of Over Endorsement on Influencer Authenticity

The research results indicate that over-endorsement negatively impacts influencer authenticity. This is evidenced by an original sample value of -0.088 and a p-value of 0.419 (greater than 0.05), with a t-statistic value of 0.809, which is less than the t-table value of 1.96. These findings are supported by previous research by Cheah et al. (2024), which also found a negative effect of over-endorsement on influencer authenticity. Recent studies, such as those by De Veirman et al., (2017) and Breves et al., (2019), show that too many endorsements can reduce the perceived authenticity of influencers. Kim & Kim, (2021) also revealed that excessive endorsement frequency negatively impacts influencer authenticity. These studies suggest that if an influencer endorses too frequently, their followers may perceive them as less sincere and more focused on profit, reducing their perceived authenticity.

The Influence of Over Endorsement on Influencer Credibility
The research results indicate that over-endorsement negatively impacts influencer credibility. This is evidenced by an original sample value of -0.091 and a p-value of 0.426 (greater than 0.05), with a t-statistic value of 0.795, which is less than the t-table value of 1.96. Previous research by Cheah et al. (2024) also found that over-endorsement negatively affects influencer credibility. Recent studies, such as those by Stubb et al. (2019), Lou & Yuan (2018), and Weismueller et al. (2020), support these findings by showing that too many endorsements can reduce the credibility and trust followers have in influencers. In conclusion, over-endorsement can threaten influencer credibility, as followers may perceive them as less trustworthy and more focused on personal gain.

The Influence of Over Endorsement on Purchase Intentions
The research results show that over-endorsement negatively impacts purchase intention. This is evidenced by an original sample value of -0.027 and a p-value of 0.668 (greater than 0.05), with a t-statistic value of 0.428, which is less than the t-table value of 1.96. Previous research by Cheah et al. (2024) also found that over-endorsement negatively affects purchase intention. This finding is supported by recent studies, such as those by Evans et al. (2017), which found that over-endorsement can reduce consumers' purchase intentions. Boerman (2020) also showed that too many endorsements can decrease the effectiveness of influencer marketing, and Martínez-López et al. (2020) revealed that excessive endorsement frequency negatively impacts followers' purchase intentions. These studies indicate that over-endorsement can reduce consumers' purchase intentions, as followers may perceive influencers as more focused on personal gain rather than providing sincere recommendations.

The Influence of Over Endorsement on Purchase Intention Mediated by Influencer Credibility
The research results indicate that over-endorsement negatively impacts purchase intention mediated by influencer credibility. This is evidenced by an original sample value of -0.049 and a p-value of 0.446 (greater than 0.05), with a t-statistic value of 0.763, which is less than the t-table value of 1.96. Previous research by Cheah et al. (2024) also found that over-endorsement negatively affects purchase intention through a reduction in influencer credibility. Recent studies, such as those by Ki, Chung-Wha Cuevas, et al. (2020) and Sokolova & Kefi (2019), support this finding by showing that over-endorsement reduces influencer credibility, which in turn lowers purchase intention. Chae (2018) also found that excessive endorsement frequency damages influencer credibility and negatively impacts followers' purchase intentions. These studies reinforce the argument that over-endorsement can reduce purchase intention through a decrease in influencer credibility, indicating that too many endorsements can make followers doubt the authenticity of recommendations, thereby reducing their intention to purchase the products.

The Influence of Over Endorsement on Purchase Intention Mediated by Influencer Authenticity
The research results indicate that over-endorsement negatively impacts purchase intention mediated by influencer authenticity. This is evidenced by an original sample value of -0.021 and a p-value of 0.485 (greater than 0.05), with a t-statistic value of 0.699, which is less than the t-table value of 1.96. Previous research by Cheah et al. (2024) also found that over-endorsement negatively affects purchase intention through influencer authenticity. Recent studies by Lee & Kim (2020) and Schouten et al. (2020) support this finding, showing that over-endorsement reduces influencer authenticity, which in turn lowers purchase intention. Audrezet et al. (2020) also found that excessive endorsement frequency damages influencer authenticity and negatively impacts followers' purchase intentions. These studies reinforce the argument that over-endorsement can reduce purchase intention by diminishing influencer authenticity, indicating that too many endorsements can make followers doubt the authenticity of recommendations, thus reducing their intention to purchase products.

CONCLUSION

Based on the hypothesis testing analysis using SmartPLS software on the effect of Over Endorsement on Purchase Intentions mediated by Influencer Authenticity and Credibility on Social Media Influencers on TikTok, the conclusions are as follows:

1. Influencer Authenticity has a significant positive effect on purchase intention, meaning the more authentic an influencer is, the more likely their followers are to trust their recommendations, thereby increasing purchase intention.
2. Influencer Credibility has a significant positive effect on purchase intention, indicating that the higher the credibility of an influencer, the more likely their followers are to trust their recommendations and increase their purchase intention.
3. Over Endorsement has a negative effect on influencer authenticity, meaning if an influencer endorses too frequently, their perceived authenticity in the eyes of their followers may decrease, as they are seen as prioritizing profit over honest advice.
4. Over Endorsement has a negative effect on influencer credibility, suggesting that if an influencer endorses too frequently, their level of trust and credibility in the eyes of the audience may diminish.
5. Over Endorsement has a negative effect on purchase intention, implying that too frequent endorsements can reduce followers' purchase intentions.
6. Over Endorsement negatively affects purchase intention when mediated by influencer credibility, meaning excessive endorsements can reduce influencer credibility and, as a result, lower followers' purchase intentions.
7. Over Endorsement negatively affects purchase intention when mediated by influencer authenticity, indicating that excessive endorsements can reduce influencer authenticity and, consequently, decrease followers' purchase intentions.

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