The Influence of TikTok Account Credibility (@dokterdetective) on Followers' Trust in Health Information

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Abstract

The credibility of anonymous influencer accounts is a crucial yet underexplored factor in shaping audience trust in health information on social media. This study focuses on the anonymous TikTok account @dokterdetektif, which has over 2.1 million followers, and examines how its perceived credibility influences follower trust. Using a quantitative approach, data were collected through an online survey of 400 active followers. The study explored three key dimensions of credibility attractiveness, expertise, and trustworthiness and how they relate to two aspects of trust: belief and intention. Findings indicate a strong positive relationship between credibility and trust. All dimensions of credibility were perceived as very high by respondents, with attractiveness and expertise slightly more prominent. These credibility elements significantly contributed to users' willingness to believe and act upon the information shared. This highlights that anonymous influencers can be trusted sources if they are perceived as credible. Therefore, content creators should invest in building authenticity and expertise, even without revealing identity. At the same time, audiences are encouraged to engage critically with digital health content. Future research could examine other influencing factors such as algorithm dynamics, or apply qualitative methods to explore how audiences interpret and evaluate anonymous health information.

I. Introduction

Individuals or platform users who have a strong influence to shape or even influence the views and attitudes of the audience towards information are usually referred to as influencers (Cambridge Dictionary, 2024). For an influencer, credibility is a basic element in gaining the audience's trust in the information conveyed (Kemeç & Yüksel, 2021). Credibility itself is defined as the quality or character possessed by an individual to make him/her considered trustworthy and competent regarding information (Sokolova & Kefi, 2020). In social media, the credibility of an influencer's account is also a way for their audience to assess whether the information they need is reliable or not (Kemeç & Yüksel, 2021).

Credibility significantly underlies the audience's trust in information so that they form their decision on a product or brand, even though it can be positive or even negative (Jiang, 2018). This impression is formed from the audience's view of the quality of the influencer's information, which includes discussions of relevant topics, in-depth knowledge, and attractive delivery (Belch & Belch, 2020). Credibility that impacts the quality of information is a reference for the audience before they place their trust or even make a decision (Sui & Zhang, 2021). This is explained again that influencers are not only providers of information, but also play a role in changing and forming audience attitudes and decisions towards a brand or product (Prasetio & Indriani, 2022). Influencers who share objective messages or are not influenced by anyone's opinion, also convey this without exaggerating their credibility so that the audience believes in the information (Juliana et al., 2021).

On the other hand, there are times when the credibility of an influencer is not displayed transparently, which results in the potential for the audience to believe false and misleading information (Isalman et al., 2023). However, influencers are not only individuals who display their real identities, but also accounts without such are still said to be so and are considered trustworthy (Aprilia & Arifin, 2023). Apart from that, in social media, influencers can also have a role as representatives of a brand or produ (Andhini & Ramadhan, 2023). Therefore, the audience needs to check the information from the influencer further and not just accept it. Seeing how trust in information is the initial stage for the audience to be able to make or take decisions (Marsanda et al., 2024).

This transparency is done by showing the use of data or supporting evidence as a form of confirmation of the information conveyed (Ibrani et al., 2024). It is seen that the audience's trust in information is strengthened by the clarity of actual supporting sources. The influencer's appeal is in the form of how information is delivered, the relevance of the topic, and the benefits provided, including as a source of transparency of credibility (Ekanem, 2020). With this, the trust of the audience is maintained even though the influencer account does not show their real identity as a form of credibility. Without showing personal identity, influencer accounts can focus

on the quality of the content presented to build credibility. Content with discussions of relevant topics is a form of assistance to the audience to get useful information, because it is in line with what they need as recipients (Aisyah & Rorong, 2023). The approach of adjusting to what the audience needs, indirectly builds strong credibility for the influencer. This step not only strengthens credibility, but also creates a closer relationship of trust between the audience and the influencer (Farida et al., 2022). Trust relationships can be strengthened again if influencers present objective information and convey it in a way that is easy to understand (Knihová, 2021).

Increasing credibility by influencers can be done by showing transparency of sources and objectivity, which will increase the audience's confidence to put their trust in the information (Ibrani et al., 2024; Musthofa et al., 2023). Providing information with clarity regarding the source will have an impact on establishing a strong relationship of trust. However, even though the delivery is accompanied by clarity of the source, choosing a topic that is relevant to the audience is also an important consideration (Aisyah & Rorong, 2023; Aprilia & Arifin, 2023). This also applies to the method of delivery and choice of language which influences the audience to digest the information better (Febriani et al., 2022).

Misunderstandings and misinformation from the audience may occur due to a lack of transparency by influencers, especially if the information conveyed is related to the need for a brand or product (Isalman et al., 2023). This condition is important to understand because it looks at how the trust given by the audience becomes a reference point for their decision making on a brand or product (Marsanda et al., 2024). This again becomes an important urgency, because audiences rely heavily on the information provided by influencers to make their decisions (Prasetio & Indriani, 2022; Wondal & Widodo, 2023).

The problem between credibility and trust can occur in all available online media, especially social media. This is said on the basis that in the communication process there is an obstacle. The obstacles that occur can be in the form of technical interference, differences in interpretation of meaning, lack of trust in the communicator's credibility, and other obstacles (Humaizi & Zulkarnain, 2024). From this, it is known that the credibility formed by the communicator needs to be considered, which will ultimately have an impact on how the information is trusted by the audience.

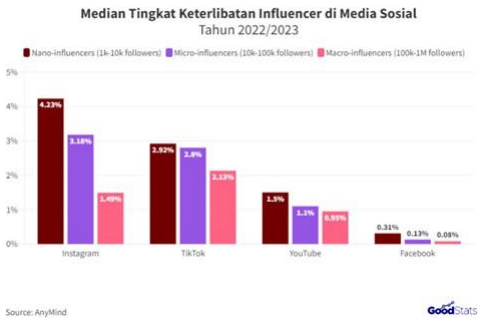


Figure 1. Increasing Number of Influencers on Social Media
Source: (GoodStates, 2024)

Looking at Figure 1, it is known that the comparison of the increase in the number of each type of influencer in 2022/2023 occurred on each existing social media. The highest number occurred on Instagram social media with a percentage reaching 8.9%, followed by TikTok at 7.85%. With the increasing number of influencers, this will certainly have an impact on the audience.



Figure 2. Duration of Social Media Usage
Source: (GoodStates, 2024)

The length of usage duration also has an impact on the level of media exposure experienced by the audience. From this media exposure, the audience is influenced to seek more information by assessing whether the source has good credibility or not (Anshori & Binastuti, 2024).

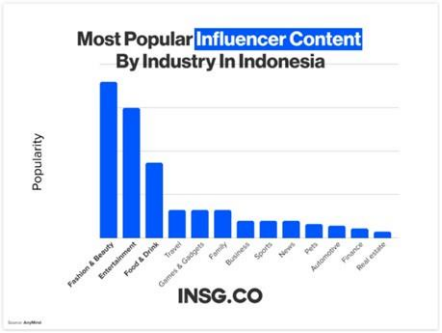


Figure 3. Most Popular Types of Influencer Content
Source: (INSG.CO, 2025)

Skincare products in Indonesia itself are ranked first in the category of types of goods that are widely sold up to 111.8 trillion (Databoks, 2022). This figure can be seen in Figure 1.4 and is considered quite large, so it can be estimated that it will increase until 2027.

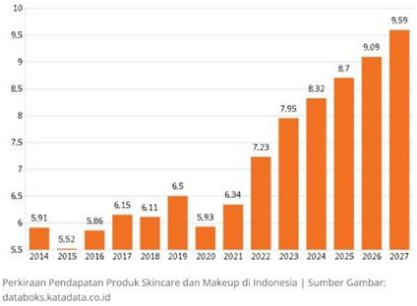


Figure 4. Increase in Skincare Sales in Indonesia
Source: (GoodStates, 2022)

Personal identity is one of the considerations for the audience to assess its credibility (Aprilia & Arifin, 2023). However, this account with 2.1 million followers shows its success in attracting the attention of users looking for information about skincare. With a number of around 2.1 million according to data in November 2024, it can be said that the audience follows TikTok accounts because they consider the information they need to be on the account (Husna & Mairita, 2024).

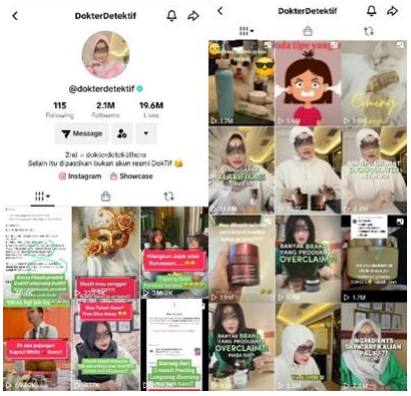


Figure 5. TikTok Accounts @dokterdetektif
Source: (Researcher Processing, 2024)

From the conditions that have been explained previously, it is shown that there is an interest in examining the extent to which source transparency and relevance as a form of influencer credibility can build the trust of their followers in information even though one of the requirements for forming credibility is not met. Previous research has discussed more about the influence of credibility on perception, purchase interest, and brand awareness (Febriani et al., 2022; Ibrani et al., 2024; Isalman et al., 2023; Putra, 2020).

From this objective, the appropriate method to use is quantitative. The quantitative method is a method used in research with the aim of measuring and determining the relationship between research variables (Creswell & Creswell, 2023). Credibility and trust will be measured using appropriate concept indicators to describe the relationship between the two. While the number of samples from this study are followers of the TikTok account @dokterdetektif which is calculated using non-probability calculations using the Purposive Sampling technique (Masita, 2022). In data collection, researchers will distribute questionnaires to followers of influencer @dokterdetektif. Then, the collected data will be processed statistically with the help of the SPSS (Statistical Program for Social Science) program.

2. Research Method

In data collection, a questionnaire created with reference to the discussion of variables X (Credibility of TikTok Account @dokterdetektif) and Y (Followers' Trust Level in Information) was given to be filled out by respondents. The researcher distributed the questionnaire to respondents through various social media platforms. However, because the number of samples was unknown, the researcher used the non-probability Purposive Sampling method to determine the number of samples (Masita, 2022). The sample taken had the criteria of being followers of the TikTok social media @dokterdetektif. The data obtained by the researcher with the questionnaire was then subjected to a statistical analysis test assisted by the SPSS

program. The results of the SPSS analysis were then tested for data validity through validity and reliability which were tested so that their strength and accuracy were known. The accuracy of the data generated from the validity and reliability tests helps the researcher achieve the research objectives. The researcher identified the relationship between variables or research hypotheses using the data generated. With quantitative and statistical analysis, the researcher obtained an understanding of the influence of the credibility of the @dokterdetektif account on followers' trust in information objectively.

This study employs a quantitative method using a survey approach to measure the effect of the credibility of the TikTok account @dokterdetektif on followers' trust in health information. The population in this study consists of all followers of the account, totaling approximately 2.1 million users. Using the Slovin formula with a 5% margin of error, a sample size of 400 respondents was determined. The sampling technique used is purposive sampling, with the requirement that respondents must be active followers of the TikTok account. Data were collected through an online questionnaire using a 4-point Likert scale.

Table 1 Questionnaire Grid

Variable	Dimension	Indicator	No. Item	Likert Scale
Inmluencer Credibility (X)	Attractiveness	The @dokterdetektif account delivers relevant information according to needs	1	(1-4)
		The @dokterdetektif account uses an interesting style of delivering information	2	(1-4)
		The @dokterdetektif account uses language that is easy to understand and clear, even for laypeople	3	(1-4)
		The @dokterdetektif account reveals information about overclaims on skincare products in an interesting way	4	(1-4)
	Expertise	The @dokterdetektif account compares claims from skincare products with scientimic evidence, such as laboratory test results	5	(1-4)
		The @dokterdetektif account uses laboratory test results to support statements about claims from the skincare being discussed	6	(1-4)

		The @dokterdetektif account can explain its laboratory test results in a way that is easy to understand	7	(1-4)
	Trustworthiness	The @dokterdetektif account always presents information based on facts without adding excessive claims	8	(1-4)
		The @dokterdetektif account always openly shows laboratory test data used to support the information provided	9	(1-4)
		The @dokterdetektif account always uses language that is easy to understand and does not side with anyone	10	(1-4)
		The @dokterdetektif account dares to criticize products that make excessive or incorrect claims based on scientimic data without considering other factors	11	(1-4)
Information Trust (Y)	*Trusting Intentions*	I trust @dokterdetektif because he always provides honest and objective information	12	(1-4)
		I feel conmident to rely on @dokterdetektif to get relevant and valid information about skincare	13	(1-4)
		I do not hesitate to use the @dokterdetektif account as a reference for information about skincare	14	(1-4)
		I am willing to try skincare based on the information explained by @dokterdetektif	15	(1-4)
		I feel conmident to share the information conveyed by @dokterdetektif with others	16	(1-4)
	Trusting Beliefs	I believe that @dokterdetektif has good intentions in providing education about skin health related to skincare to his followers	17	(1-4)
		I believe that @dokterdetektif provides information based on facts and evidence that can be accounted for	18	(1-4)

	I believe that @dokterdetektif consistently provides objective information without manipulation or marketing elements	19	(1-4)
	I believe that @dokterdetektif will not side with a particular product if it is not in accordance with the facts and data	20	(1-4)
	I feel conmident that @dokterdetektif's information is always relevant and according to my needs in choosing good and appropriate skincare	21	(1-4)

The questionnaire measured two main variables: credibility (X) and trust (Y). Data validity was tested using Pearson Correlation, and all items were found to be valid as their correlation coefficients exceeded the critical value (0.306) with significance levels below 0.05.

The reliability of the data was tested using Cronbach's Alpha, yielding 0.856 for variable X and 0.826 for variable Y, indicating that all research instruments are considered reliable. Data analysis was carried out through descriptive analysis and the Successive Interval (MSI) method to convert ordinal data into interval form. Classical assumption tests, such as normality and heteroskedasticity, were used to ensure data suitability, followed by the non-parametric Spearman correlation test due to the data's non-normal distribution. Hypothesis testing was conducted using t-tests and the coefficient of determination (R^2) to assess the influence of variable X on Y. The results of this analysis form the basis for concluding the relationship between the credibility of the account and followers' level of trust in the provided information.

3. Results and Discussion

Classical Assumptions

Data Normality Test

The normality test was conducted in this study with the aim of determining whether the data obtained by the researcher is normally distributed or not. If the data has a normal distribution, then the data can be used in regression analysis by the researcher and vice versa. The following are the results of the normality test conducted by the researcher using SPSS:

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			400
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		2.41597232
Most Extreme Differences	Absolute		.121
	Positive		.068
	Negative		-.121
Test Statistic			.121
Asymp. Sig. (2-tailed)			.000[c]
Monte Carlo Sig. (2-tailed)	Sig.		.000[d]
	99% Confidence Interval	Lower Bound	.000
		Upper Bound	.000

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Based on 10000 sampled tables with starting seed 2000000.

Figure 6. Results of Kolmogorov-Smirnov Normality Test
Source: (Research Processing, 2025)

The results of the Kolmogorov-Smirnov normality test shown in Figure 6 show a figure of 0.121 and a significance of 0.000. From this significance figure, it can be interpreted that the data is not normally distributed because the value is less than 0.05.

Heteroscedasticity Test

Heteroscedasticity test is one part of the classical assumption that aims to see whether the next data can be used in linear regression or not. The results can be seen by looking at the probability value whether it is greater or less than 0.05. If the value shows a number more than 0.05 then there is no symptom of heteroscedasticity, and vice versa. The following are the results obtained from the heteroscedasticity test by researchers using SPSS:

Correlations

			TOTALX	TOTALY
Spearman's rho	TOTALX	Correlation Coefficient	1.000	.576**
		Sig. (2-tailed)	.	.000
		N	400	400
	TOTALY	Correlation Coefficient	.576**	1.000
		Sig. (2-tailed)	.000	.
		N	400	400

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 7 Park Glejser/Gleyser Heteroscedasticity Test Results
Source: (Research Processing, 2025)

Based on the results seen in Figure 7, the significance value (Sig.) for the credibility variable (X) is 0.004. Because the significance value does not exceed 0.05, according to Glejser's decision, it is stated that there are symptoms of heteroscedasticity in the research data on the influence of the credibility of the TikTok account @dokterdetektif on the level of trust in information on followers.

Non-Parametric Test

Non-parametric statistical test is a method used when the requirements of parametric statistical tests such as normal distribution cannot be met. This non-parametric statistical test generally uses ordinal or nominal data that is usually not normally distributed. Therefore, researchers conduct non-parametric statistical

tests on the data that has been obtained. The form of non-parametric statistical test, namely Spearman correlation, is carried out because the research data is ordinal, and also to determine the level of strength of the relationship between the two variables.

Correlations

			TOTALX	TOTALY
Spearman's rho	TOTALX	Correlation Coefficient	1.000	.576**
		Sig. (2-tailed)	.	.000
		N	400	400
	TOTALY	Correlation Coefficient	.576**	1.000
		Sig. (2-tailed)	.000	.
		N	400	400

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 8 Spearman Correlation Test Results
Source: (Research Processing, 2025)

Looking at Figure 8, it is known that the significance value (Sig.) for both variables X and Y is 0.000. From the results of the significance value which is below 0.05, it can be interpreted that the relationship between the variables is significant or meaningful. In addition, the coefficient of 0.576 resulting from the statistical test interprets a strong relationship between the two variables. Overall, these results show that the higher the variable X, the higher the variable Y, and this does not happen by chance.

Hypothesis Testing

The statistical hypothesis t test in this study was conducted with the aim of determining whether the X (independent) and Y (dependent) variables are interrelated and have an influence. This test process was carried out with the help of SPSS to determine the results obtained. The following are the results obtained from the statistical test conducted:

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.336	1.492		5.586	.000
	TOTALX	.673	.039	.659	17.464	.000

a. Dependent Variable: TOTALY

Figure 9 Results of Hypothesis Test t
Source: (Researcher Processing, 2025)

The results obtained in Figure 9 show a t-count value of 17.464. Then it is known that the degree of freedom is 398 (db = n-2) with a significance of 5% (α = 0.05), so that the t-table value is 1.966. With a t-count value (17.464) which is greater than t-table (1.966) and a significance of less than 5% (0.05), then when viewed from the hypothesis test criteria, it can be concluded that H0 is rejected and H1 is accepted. It is interpreted again that in this study the credibility of the @dokterdetektif account has an effect on followers' trust in the information conveyed.

Determination Coefficient Test

The determination coefficient obtained from the results of statistical tests using SPSS is used to determine the extent of the influence of variable X (independent) on variable Y (dependent). The following are the results obtained from statistical tests conducted by researchers:

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.659[a]	.434	.432	2.419	2.175

a. Predictors: (Constant), TOTALX

b. Dependent Variable: TOTALY

Figure 10 Results of the Determination Coefficient Test
Source: (Research Processing, 2025)

From Figure 10, the R2 or R Square value is 0.434 or 43.4%. Then it can be interpreted that the credibility variable (X) can explain the trust variable (Y) by 43.4%. While the remaining 56.6% is explained by other variables that are not explained in this study.

Discussion of Research Results

This study aims to determine and measure how much influence the credibility of the TikTok account @dokterdetektif has on the level of trust in information among followers. With the results of the analysis that have been presented, it can answer the formulation of the problem of this study. In the analysis, the researcher conducted a test on the credibility (X) and trust (Y) variables. In the credibility variable test (X), the researcher used the dimensions of credibility itself, namely attractiveness, expertise, and honesty (trustworthiness). While the trust variable (Y), the researcher used the dimensions of trusting intentions and trusting beliefs. The dimensions of the two variables are arranged in the form of a questionnaire containing statements that represent each dimension. A total of 400 respondents were taken as research samples and answered three parts of the questionnaire. The three parts consist of screening questions (2 questions), statements representing the credibility variable (11 questions), and statements of trust variables (10 questions). The following is a discussion of the research results:

Credibility of TikTok account @dokterdetektif

Based on the results of the analysis test on the credibility variable (X), the average total score obtained was 15441 from the ideal total score of 17600 with a percentage of 87.73%. The interpretation of the results obtained is included in the very high category. This category also shows that the credibility of the TikTok account @dokterdetektif is considered very high by its followers. In addition, the results of the analysis test obtained showed that the Expertise dimension has the highest percentage value among the other dimensions of the credibility variable (X), at 89.19%. While the lowest percentage value of 87.03% occurred in the Honesty dimension (trustworthiness). Even so, both percentage values are still included in the very high category which is reviewed with a continuous line. Overall, if reviewed

one by one, the three dimensions of the credibility variable (X) can be explained as follows:

Attractiveness

The total score of the attractiveness dimension has a value of 5590 and a percentage of 87.34%. Based on the interpretation of the continuous line, this result shows that the attractiveness of the TikTok account @dokterdetektif, which is one of the bases for forming credibility, is considered very high by followers or has succeeded in attracting their attention significantly.Looking back at the results of the analysis test, two statement items were found that had the highest percentage values, namely statement item number 4 "The @dokterdetektif account reveals information about overclaims on skincare products in an interesting way" and item number 3 "The @dokterdetektif account uses language that is easy to understand and clear, even for laypeople". These items each have a total score of 1419 (88.69%) and 1415 (88.44%). These results show that in the attractiveness dimension, the credibility of the TikTok account @dokterdetektif is considered high by followers in terms of delivery style and use of language that is easy to understand. This supports the assumption that credibility can be considered strong if the information provider is able to convey the message in an interesting way and using language simple (Pramudito et al., 2022).

Expertise

Looking at the results obtained, the expertise dimension has the highest percentage among the other two dimensions, namely 89.19% with a total score of 4281 out of 4800. This percentage is reviewed with a continuous line in the very high category. Based on this category, it is known that the expertise of the TikTok account @dokterdetektif in delivering interesting information is also considered very high by followers. From the results of the analysis test conducted by the researcher, it was also found that there were two statement items from the expertise dimension that obtained the highest total score and percentage, namely 1439 (89.94%) for statement item number 5 "The @dokterdetektif account compares claims from skincare products with scientific evidence, such as laboratory test results" and 1434 (89.63%) for item number 6 "The @dokterdetektif account uses evidence of laboratory test results to support statements about claims from the skincare discussed". These results show that in the expertise dimension, the TikTok account @dokterdetektif is rated very highly by followers because of its consistency in including scientific evidence as the basis for the information conveyed. With this achievement, it is proven that the concept of credibility can be strengthened when the information provider shows valid, factual, and scientifically accountable evidence (Weismueller et al., 2020; Yunita et al., 2021).

Honesty (Trustworthiness)

The honesty dimension (trustworthiness) from the analysis test results obtained a score of 5570 out of 6400 with a percentage of 87.03%. Although it has the lowest percentage among the other two dimensions, in terms of the continuum this dimension is still in the very high category. From this category it can also be seen that the honesty of the TikTok account @dokterdetektif in conveying information is considered very high by followers.

Statement item number 11 "The @dokterdetektif account dares to criticize products whose claims are excessive or wrong based on scientific data without considering other factors" from the credibility dimension is the item with the highest total score and percentage, namely 1410 (88.23%). Then the second highest score was obtained by statement item number 9 "The @dokterdetektif account always openly shows laboratory test data used to support the information provided" with a score of 1411 (88.19%). From the two items with the highest percentage, it is known that followers consider the TikTok account @dokterdetik to have very high honesty, which can be seen from its courage to convey criticism objectively and the transparency of the sources used. Thus, these results provide strong support for the concept that conveying information objectively accompanied by scientific evidence and without manipulation can strengthen the credibility of the information provider (Schouten et al., 2020; Shimp & Andrews, 2018).

Trust in Information Among Followers

In Table 4.7, the overall result for the total score and percentage of the trust variable (Y) is 13,724 out of an ideal score of 16,000, with a percentage of 85.78%. This score falls within the very high category based on the continuum line interpretation. These results indicate that followers place a very high level of trust in the TikTok account @dokterdetektif as an information provider. From the data obtained, the Trusting Belief dimension recorded the highest score and percentage, totaling 6,927 (86.59%). Meanwhile, the Trusting Intentions dimension scored slightly lower at 6,797 (84.96%). Nonetheless, both dimensions remain in the very high category. The explanation of each trust dimension is as follows:

Trusting Intentions

This dimension produced a total score of 6,797 with a percentage of 84.96%. This result indicates that followers significantly trust the information provided by the TikTok account @dokterdetektif and are ready to use it as a basis for their actions. Additionally, two statements in the trust dimension received the highest scores: statement number 14, "I have no doubt in using the @dokterdetektif account as a reference for skincare information," and statement number 13, "I feel confident in relying on @dokterdetektif for relevant and valid skincare information." Each statement scored 1,376 (86%) and 1,375 (85.94%) respectively.

Based on these figures, it can be concluded that followers place a very high level of trust in the TikTok account @dokterdetektif, considering the information it provides to be reliable and worthy of being used as a basis for their actions. This high level of

trust supports the assumption of the trusting intentions dimension, which explains that followers (information recipients) can place their trust in the information provided, considering its appropriateness as a basis for action (Mcknight et al., 2002).

Trusting Belief

The results obtained in this trust dimension show a total score of 6927 from the ideal score of 8000 (86.59%). From the figures obtained, it can be seen that followers have very high trust in the TikTok account @dokterdetektif which is based on the assessment of three main aspects, namely good intentions, expertise and integrity. From the results of table 4.6 above, there is an item with the highest score in the trusting belief dimension, namely statement number 17 "I believe that @dokterdetektif has good intentions in providing education about skin health related to skincare to his followers" with a score of 1417 (88.56%). In addition, statement item number 18 "I believe @dokterdetektif provides information based on facts and evidence that can be accounted for" also shows a high score of 1406 (87.88%).

Based on the scores obtained from these two dimension items, it is known that followers feel very high trust in the information conveyed by the TikTok account @dokterdetektif. This is based on their assessment that the information provider has good intentions to provide benefits and meet the needs of followers by conveying them honestly and openly. This finding is in line with the concept of trusting belief, where trust is formed because of credibility built from positive perceptions (Mcknight et al., 2002).

The Influence of Credibility on Trust

Based on the statistical test results, the Spearman correlation value obtained was 0.576 with a significance level of 0.000. Since the correlation value is greater than the significance threshold, this indicates a strong and significant relationship between the credibility of the TikTok account @dokterdetektif and the level of trust in information among its followers. This means that the higher the perceived credibility of the information source, the higher the level of trust from its audience. In addition, the results of the hypothesis t-test also show statistical significance. Referring to Table 4.15, the calculated t-value (t-count) was 17.464, which is much greater than the t-table value (1.996). This result leads to the conclusion that the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted, indicating that the credibility of the TikTok account @dokterdetektif significantly influences followers' trust in the information provided. This also confirms the researcher's initial assumption and provides statistical evidence for it.

The statistical test also revealed a coefficient of determination (R^2) of 0.434, indicating that 43.4% of the variance in followers' trust can be explained by the account's credibility, while the remaining 56.6% is influenced by other factors not

covered in this study. Overall, the statistical results support the research problem and hypothesis.

When examined from the variable dimensions, the statistical findings are consistent with the descriptive analysis. The dimensions of the credibility variable (X)—namely attractiveness, expertise, and trustworthiness—received high scores and were shown to significantly influence the development of trust in the information provided. Meanwhile, from the trust variable (Y), which includes the dimensions of trusting intentions and trusting belief, both showed a strong alignment with the credibility dimensions. Essentially, these two dimensions reflect how audiences assess the credibility of an information source. In other words, followers' trust in the information is shaped by how they perceive the credibility of the source, in this case, the TikTok account @dokterdetektif.

The findings of this study conclude that followers' perceptions of credibility form the primary basis for trust. These results are also consistent with findings from previous studies, such as those by Aprilia & Arifin (2023), which state that credibility can be influenced by several factors beyond personal identity and that it significantly contributes to increasing audience or follower trust Aprilia & Arifin (2023), that credibility can be formed by several factors other than personal identity, which ultimately has an impact on increasing trust from the audience or followers.

Comparative Analysis with Previous Research

The results of this study corroborate the conclusions of Aprilia & Arifin (2023), who argue that credibility is strengthened when content creators openly display supporting evidence and adopt an engaging presentation style. Likewise, the high scores for the 'Expertise' and 'Attractiveness' dimensions resonate with Weismueller et al. (2020), confirming that evidence-based communication on social media platforms elevates user trust. Conversely, who found that transparency was the single strongest predictor of trust, our findings show an almost equal contribution from expertise and transparency suggesting that, on TikTok's short-form format, both factors must coexist to maximise perceived credibility.

Interpretation of Unexpected Findings

Although all credibility dimensions reached the 'very high' category, the 'Honesty/ Trustworthiness' score trailed slightly behind the others. This nuance implies that a subset of followers may still harbour reservations about the objectivity of critical reviews posted by @dokterdetektif particularly when popular skincare brands are scrutinised. Such scepticism echoes (Schouten et al., 2020), who noted that audiences can question influencers' motives whenever strong commercial interests are suspected. Therefore, even highly credible creators should continually reinforce their impartiality (e.g., disclosing sponsorships or conflicts of interest) to mitigate latent doubts.

Addressing the Research Gap

Prior studies on credibility and trust largely focused on traditional blogs, YouTube, or static websites, leaving short-video platforms under-examined. By demonstrating that 43.4 % of trust variance is explained by credibility within TikTok's fast-paced ecosystem, this research fills a critical gap: it shows that concise, evidence-driven messaging can cultivate deep trust despite limited screen time. These insights extend existing theory beyond long-form content, confirming that source credibility remains a pivotal driver of trust even in highly dynamic, bite-sized media environments.

4. Conclusion

The credibility variable is measured by three dimensions: attractiveness, expertise, and honesty (trustworthiness), while the trust variable is measured by trusting intentions and trusting beliefs. The questionnaire was distributed to 419 respondents, and 400 valid responses were analyzed. The hypothesis test showed a t-count value (17.464) significantly greater than the t-table (1.996), indicating that credibility significantly affects trust. The coefficient of determination (R^2) shows that credibility explains 43.4% of trust, while the remaining 56.6% is influenced by other factors. These findings have practical implications, especially for content creators and health communicators on social media. Establishing credibility through clear, evidence-based communication can enhance audience trust. Academically, this study reinforces the relevance of classical credibility theory in the context of digital platforms like TikTok. The study is limited by its use of a single platform and a quantitative-only approach. Future research is encouraged to explore other variables that may mediate or moderate the relationship between credibility and trust, and to apply qualitative methods such as interviews to gain deeper insights into audience perception.

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