



THE EFFECT OF ARGUMENT QUALITY AND SOURCE CREDIBILITY ON PURCHASE INTENTION WITH CONSUMER-WELL BEING AS A MEDIATING VARIABLE

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Abstract: This study aims to analyze the effect of Argument Quality and Source Credibility on Purchase Intention with Consumer Well-Being as a mediating variable on TikTok users in Indonesia. The phenomenon of the increasing use of influencers in promoting products through TikTok Shop encourages the importance of argument quality and source credibility in influencing consumer purchasing decisions. This study uses a quantitative approach with the PLS-SEM method and involves 150 respondents who are active TikTok users and have purchased skincare products after watching promotional content from influencers Reizuka Ari and Maharaja SP. The results of the study show that Argument Quality has a positive and significant effect on Purchase Intention and Consumer Well-Being. Meanwhile, Source Credibility actually has a negative but significant effect on both variables. In addition, Consumer Well-Being is proven to have a positive and significant effect on Purchase Intention. In terms of mediation, Consumer Well-Being significantly and positively mediates the relationship between Argument Quality and Purchase Intention, but is unable to positively strengthen the relationship between Source Credibility and Purchase Intention.

Keywords: Argument Quality; Source Credibility; Costumer Well Being and Purchase Intention.

1. Introduction

The rapid development of digital technology has driven a significant transformation in the consumption behavior of Indonesian people. The growth of internet and social media users in Indonesia has made digital space the main channel in economic activities, especially in the e-commerce sector. In this context, online shopping is no longer considered an alternative, but has become part of people's consumption habits that prioritize time efficiency and ease of access. This opens up great opportunities for business actors to reach consumers through more interactive and experience-based digital platforms, one of which is through social media.

One form of digital marketing strategy that is increasingly popular is influencer endorsement, which is product promotion through popular figures on social media who have a strong influence on their followers. This strategy is considered effective in building emotional closeness between products and consumers, because the communication conveyed by influencers tends to be personal, authentic, and relatable. However, the effectiveness of this strategy is largely determined by two important components, namely argument quality and source credibility. Argument quality refers to the logical strength, clarity, and relevance of information conveyed by influencers about a product, while source credibility refers to consumer perceptions of the competence and reliability of the source of the information (Yulianti & Keni, 2022).

In the context of skincare product marketing, these two elements are very important considering that the products consumed have direct implications for the health of the

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consumer's skin. Influencer credibility not only influences perceptions of the product but also has an impact on purchasing decisions and consumer well-being. When the information conveyed is inaccurate or exaggerated, consumers have the potential to experience disappointment or even negative impacts from using products that do not meet expectations. This shows that consumer well-being can function as a mediating variable that bridges the relationship between argument quality, source credibility, and purchase intention. This phenomenon is increasingly relevant with the emergence of the TikTok Shop platform, an e-commerce feature in the TikTok application that allows users to make purchases directly without leaving the platform. TikTok itself is one of the social media that is experiencing rapid growth with the number of active users in Indonesia reaching 157.56 million in 2024, making it a potential market for influencer-based digital marketing strategies (Annur, 2023). In practice, many influencers on TikTok, such as Reizuka Ari and Putu Maharaja Segara Putra, take advantage of their popularity to conduct open and personal reviews of skincare products, which then become the main reference for their followers in making purchasing decisions.

However, there is also a problem related to the gap between the information conveyed by influencers and the reality of the products received by consumers. This discrepancy has implications for decreasing consumer trust in influencers and the brands being promoted. In addition, disappointment due to unmet expectations can also affect consumer well-being, which ultimately has a negative impact on purchase intention. Therefore, it is important to evaluate the extent to which the quality of arguments and credibility of influencers can shape positive consumer perceptions that are in line with the reality of the products offered.

In several previous studies, it was found that argument quality and source credibility have a significant influence on purchase intention, especially when the information provided is rational, objective, and consistent with the experiences of other users (Pozharliev et al., 2022; Prasetio et al., 2023). Meanwhile, consumer well-being is an important indicator in measuring the success of a product in meeting consumer expectations and emotional satisfaction (Qayyum et al., 2023). Research that places consumer well-being as a mediating variable is considered important because it provides a more holistic understanding of consumer psychological dynamics in the context of digital marketing.

Based on this reality, this study aims to examine the influence of argument quality and source credibility on purchase intention, with consumer well-being as a mediating variable. The findings of this study are expected to provide theoretical contributions to the development of digital marketing science, as well as practical contributions for business actors in designing more effective and ethical marketing communication strategies in the era of social media. By understanding the factors that influence purchasing decisions through influencers, companies can maximize the potential of digital marketing while maintaining the integrity of the information conveyed to consumers.

2. Literature Review

2.1. Purchase Intention

Purchase Intention or purchase interest is a consumer's desire or plan to buy a certain product in a planned amount and time. According to Habibah & Nasionalita (2019), purchase interest is related to consumer plans to buy a product in a certain amount. Kotler & Keller (2019) emphasize that purchase interest reflects consumer behavior in choosing and using products, which arises due to stimulation from the product. Waluyo (2022) also added that purchase interest arises when consumers feel attracted to a product, so that there is an urge to buy. Purchase interest does not arise suddenly, but is influenced by several factors. Lucas & Britt (2021) in Kristia & Beli (2021) identified four main factors: (1) Attention, namely the extent to which consumers are interested in the product; (2) Interest, namely a liking for the product; (3) Desire, namely the urge to own the product; and (4) Conviction, namely belief in the quality and benefits of the product before buying. In the digital era, Huang & Benyoucef (2013) stated that argument quality and source credibility greatly influence purchase intention. Messages delivered logically and by trusted sources will build consumer trust and increase purchase intention. According to Kadek & Gusti (2020), purchase intention indicators include: consumers have an interest in seeking information related to a product, considering buying, wanting to try the product, and having a desire to own the product. These four indicators reflect the consumer decision-making process before finally making a purchase.

2.2. Argument Quality

Argument Quality refers to the value or strength of an argument in influencing the recipient of the message, especially in the context of interpersonal communication. M. Jamil et al. (2023) stated that argument quality plays an important role in determining how much influence a piece of information has, especially when the audience has the ability to process the content of the argument. Adyningsih (2023) emphasized that the power of thought that arises from this information is what makes the argument quality. Meanwhile, Auderezet (2020) stated that argument quality is also a form of persuasive power in information.

From the definitions of these experts, it can be concluded that Argument Quality is the extent to which information is able to stimulate thinking, provide persuasive influence, and strengthen the message conveyed. In the context of digital marketing, such as through influencer reviews, argument quality is key in shaping consumer perceptions and increasing purchase intention.

According to Milhinhos in Jamil et al. (2023), there are three main indicators in assessing argument quality:

1. Relevance - Arguments must be in accordance with consumer needs and expectations in order to directly influence purchasing decisions.
2. Accuracy - Information in the review must be accurate and in accordance with the actual conditions or characteristics of the product.
3. Completeness – Arguments that discuss various important aspects of the product, such as quality, price, and usability, are considered more persuasive and more convincing to consumers.

In other words, argument quality plays an important role in shaping consumer trust and decisions in the purchasing process, especially in the era of social media and digital marketing dominance.

2.3. Source Credibility

Source Credibility is an important aspect in communication effectiveness, especially in the context of digital marketing. Messages originating from sources that are considered credible are more likely to be accepted and are able to influence the attitudes and behavior of the audience. According to Ayu and Waisnawa (2020), messages from trusted sources are more persuasive and can accelerate changes in individual attitudes. This credibility comes from the communicator's ability to provide accurate reviews based on knowledge and experience (Yulianti & Keni, 2022).

Luo et al. (2015) added that source credibility reflects perceptions of the expertise and reliability of the information conveyed. This credibility not only determines whether the information will be trusted, but also how much influence it will have on consumer attitudes and purchasing decisions. Sincia et al. (2021) stated that when the audience considers a source to be trustworthy, they tend to be more receptive to the message conveyed, which can ultimately influence real actions such as purchasing decisions.

Based on the opinions of these experts, it can be concluded that Source Credibility is the recipient's perception of the expertise, trustworthiness, and reliability of the source of information. This credibility plays a key role in the success of communication, especially in the context of endorsements by influencers on social media.

According to Asemah (2013), there are three main indicators that determine Source Credibility:

1. Trustworthiness - The ability of the communicator to provide a positive influence to the audience.
2. Expertise - The level of knowledge and experience possessed by the communicator, making him a valid source of information.
3. Trustworthiness - The recipient's perception of the communicator's honesty and integrity in conveying information.

Thus, source credibility is a determining factor in the success of an influencer-based marketing strategy.

2.4. Consumer Well-Being

Consumer Well-Being merujuk pada kesejahteraan yang dirasakan konsumen sebagai hasil dari pengalaman konsumsi mereka, mencakup keseluruhan proses dari sebelum hingga

setelah akuisisi produk. Lee et al. (2022) menyatakan bahwa Consumer Well-Being melibatkan reaksi emosional dan kognitif konsumen terhadap pengalaman konsumsi merek, mulai dari tahap pra-akuisisi hingga pembuangan. Menurut Dodds et al. (2020), konsep ini mengacu pada kesejahteraan individu yang diperoleh melalui konsumsi yang bertanggung jawab, berkelanjutan, dan etis, serta berdampak positif tidak hanya bagi konsumen, tetapi juga lingkungan dan masyarakat. Hwang dan Lee (2019) menambahkan bahwa Consumer Well-Being mencakup kepuasan, kesejahteraan psikologis, dan peningkatan kualitas hidup yang dirasakan konsumen.

Dari berbagai pandangan tersebut, dapat disimpulkan bahwa Consumer Well-Being tidak hanya terbatas pada kepuasan pribadi, tetapi juga memperhatikan nilai etis dan keberlanjutan dalam konsumsi. Hal ini menjadikan Consumer Well-Being sebagai indikator penting dalam mengevaluasi dampak emosional, sosial, dan psikologis dari perilaku konsumsi.

Mengacu pada teori Seligman (2012), terdapat lima indikator utama Consumer Well-Being yang digunakan dalam konteks pemasaran dan perilaku konsumen:

1. Positive Emotion – Emosi positif yang timbul dari pengalaman konsumsi seperti perasaan senang dan bahagia.
2. Engagement – Keterlibatan aktif dan ketertarikan konsumen dalam kegiatan yang berhubungan dengan produk.
3. Relationship – Kualitas hubungan sosial yang terjalin melalui pengalaman konsumsi.
4. Meaning – Persepsi bahwa konsumsi memberikan makna hidup dan keterhubungan dengan nilai yang lebih tinggi.
5. Accomplishment – Perasaan pencapaian atau keberhasilan dari konsumsi yang dilakuka.

2.5. Previous Research

Research conducted by Raja Ahmed Jamil, Urba Qayyum, Syed Ramiz ul Hassan, and Tariq Iqbal Khan (2023) shows that Argument Quality (AQ), Source Credibility (SC), and Kindness of Influencer have a positive influence on Consumer Well-Being (CW) in the context of the TikTok platform. This study confirms the findings of Zidni Tsaniya Aziza and Kurniawati (2023) who stated that Source Credibility has a positive effect on Consumer Well-Being, which in turn has a positive impact on Recommendation Credibility and Purchase Intention. However, the study also found that Argument Quality and Kindness did not have a significant effect on Consumer Well-Being. Different findings were obtained from the research of Anggraheni Widyaningrum and Muzakar Isa (2023), which showed that Argument Quality had a significant effect on Purchase Intention and Consumer Well-Being, while Influencer Credibility only had an effect on Consumer Well-Being, without a direct effect on purchase intention. Meanwhile, Eny Endah Pujiastuti, Sadeli, and Luthfia Yumna N (2023) found that Source Credibility, Review Quality, and Review Quantity had a significant effect on Brand Image, but only Review Quality and Review Quantity had a direct effect on Purchase Intention; while Source Credibility only had an indirect effect through Brand Image. Similar results were found by Alya Nadhiah, Sri Vandayuli Riorini, Chairunnisa Aldiva Achmad, and Hendrik Aprianto (2023), who revealed that Argument Quality and Source Credibility had a significant positive effect on Consumer Well-Being, which in turn influenced Purchase Intention. However, like Aziza and Kurniawati's research, the Kindness variable also did not show a significant effect on Consumer Well-Being.

3. Methods

This study is an associative quantitative study that aims to analyze the effect of Argument Quality and Source Credibility on Purchase Intention with Consumer Well-Being as a mediating variable. The study was conducted in Padang City, West Sumatra, from February 2025 until completion.

The population in this study were social media users who follow influencers. The sample was obtained through purposive sampling, with certain criteria that are in accordance with the research objectives. Referring to Hair et al. (2018), the number of samples was determined based on the number of indicators ($15 \text{ indicators} \times 10$) so that 150 respondents were obtained.

The data used are primary data, obtained by distributing closed questionnaires to respondents. Each statement item is measured using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree).

Table 1. Likert Scale Used

Score	Information
1	Strongly Agree
2	Agree
3	Neutral
4	Disagree
5	Strongly Disagree

1. Independent variables: Argument Quality (X1), Source Credibility (X2)
2. Mediating variable: Consumer Well-Being (M)
3. Dependent variable: Purchase Intention (Y)

The questionnaire consists of statements adapted from the theoretical indicators of each variable, measured using a Likert scale.

Data analysis was conducted using the Partial Least Square Structural Equation Modeling (PLS-SEM) approach using SmartPLS software. The analysis includes:

1. Measurement model (outer model): to test convergent validity (loading factor > 0.7), discriminant validity (AVE > correlation between constructs), and reliability (Composite Reliability > 0.7 and Cronbach's Alpha > 0.6).
2. Structural model (inner model): to evaluate the R² value and the relationship between latent variables.
3. Hypothesis testing: conducted using the T test (t-statistic) with a significance level of 5% ($\alpha = 0.05$), as well as path coefficients analysis to see the direction and strength of the influence between variables

4. Results And Discussion

This study involved 150 respondents who participated in filling out the questionnaire during the period of March 25 to April 25, 2025. The majority of respondents were female (69.3%) and aged between 18–22 years (68.7%). Based on occupation, most were female students (50.7%), and in terms of education level, the majority had a bachelor's degree (76.7%). The type of product most often purchased at TikTok Shop by respondents was skincare (40%).

Frequency Analysis of Research Variables

1. Argument Quality (X1)

The quality of the arguments presented in the promotional video by Reizuka Ari and Maharaja SP was considered strong by respondents, with an average score of 3.920 (79.00%). This shows that the information in the promotional video is considered relevant, complete, and convincing.

2. Source Credibility (X2)

The credibility of the source obtained an average score of 4.011 (79.31%) and is in the strong category. Respondents assessed that Reizuka Ari and Maharaja SP had adequate knowledge, were experts in their fields, and were trustworthy.

3. Purchase Intention (Y1)

The intention to purchase skincare products after watching the promotional video reached an average score of 4.006 (80.94%) which is included in the very strong category. This reflects the high influence of the promotional video on consumers' desire to purchase the product.

4. Consumer Well-being (Y2)

The level of consumer well-being after watching the promotional video is also classified as strong, with an average score of 3.986 (79.58%). Respondents felt happier, more enthusiastic, and had a better understanding of skincare products, and felt more emotionally connected.

Overall, the results show that the quality of arguments and the credibility of sources in promotional videos have a positive impact on consumer purchase intentions and well-being.

Output Path Coefficient

	Original Sampel (0)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics	P values
Argument Quality -> Consumer Well Being	1.021	1.020	0.018	55.643	0.000
Consumer Well Being -> Purchase Intention	0.684	0.680	0.063	55.643	0.000
Source Credibility -> Consumer Well Being	-0.107	-0.103	0.026	4.059	0.000
Argument Quality -> Purchase Intention	0.699	0.695	0.070	10.025	0.000
Source Credibility -> Purchase Intention	-0.073	-0.070	0.020	3.686	0.000

Output Indirect Effect

Original Sample	T- Statistic	P- Values
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Argument Quality	0.699	10.025	0.000
-> Consumer Well Being -> Purchase Intention			
Source Credibility	-0.073	3.686	0.000
-> Consumer Well Being -> Purchase Intention			

4.1. Argument Quality has a positive and significant effect on Purchase Intention

The results of the study show that Argument Quality has a positive and significant influence on Purchase Intention. This is evidenced by the original sample value of 0.699, the T-statistic of 10.025 which is greater than the critical value of 1.96, and the P-value of 0.000 which is less than 0.05. These three indicators confirm that the influence between argument quality and purchase intention is statistically significant.

This finding indicates that the higher the consumer's perception of the quality of the argument in the promotional video, the higher their intention to purchase the promoted product. The quality of the argument in question includes the presentation of relevant, clear, reliable information, and is delivered logically and convincingly. In the context of this study, Reizuka Ari and Maharaja SP were able to convey skincare promotional messages effectively, thereby strengthening the audience's trust in the product.

Consumers tend to form purchase intentions based on how much they understand and trust the information conveyed. Information that is considered valid and detailed will increase their confidence in making purchasing decisions. Therefore, in digital marketing strategies, especially through platforms such as TikTok, the emphasis on high-quality arguments is a key factor in driving consumer behavior. Thus, the first hypothesis in this study is proven to be accepted and relevant in explaining the relationship between argument quality and purchase intention.

4.2. Source Credibility berpengaruh positif dan signifikan terhadap Purchase Intention

The test results show that Source Credibility has a negative but significant effect on Purchase Intention. Although the effect is statistically significant, with an original sample value of -0.073, a T-statistic of 3.686 (greater than 1.96), and a P-value of 0.000 (less than 0.05), the direction of the effect is opposite to that hypothesized. The hypothesis that assumes that source credibility has a positive effect on purchase intention is not accepted in this study.

This negative effect shows that although Reizuka Ari and Maharaja SP are considered credible sources by respondents, their purchase intention actually decreases. This may be due to other factors, such as a stronger consumer preference for other sources of information or a mismatch between the image of a credible source and the characteristics of the product being promoted. It could also be influenced by the type of product that is more suitable for a particular source or consumer behavior that is more critical of influencers who are considered to have promoted the product too often.

This finding indicates that although source credibility can have an important effect on building trust, its effect on purchase intention is not always direct or positive. Other factors, such as the relevance of the product to the audience or the way the message is delivered, may be more dominant in influencing the purchasing decision. Therefore, the second hypothesis in this study is not accepted.

4.3. Argument Quality has a positive and significant influence on Consumer Well Being

The results of the study indicate that Argument Quality has a positive and significant effect on Consumer Well Being. Based on the direct effect analysis, the original sample value is 1.021, the T-statistic is 55.643 (greater than 1.96), and the P-value is 0.000 (less than 0.05), which indicates that the effect is very statistically significant. Thus, the third hypothesis in this study is accepted, which states that argument quality has a positive effect on consumer well-being.

This positive effect indicates that the better the quality of the argument in the promotional video, the higher the level of well-being felt by consumers. Good argument quality, which includes clear, reliable, and relevant information, can increase consumers' emotional and psychological satisfaction, making them feel happier, more enthusiastic, and connected to the promoted product.

This finding strengthens the understanding that good information delivery not only affects purchase intentions but also contributes to improving overall consumer well-being. Consumers who feel they have received complete and accurate information will feel more satisfied and positive about the product, which in turn improves their experience and relationship with the brand. Therefore, argument quality is an important factor in improving consumer welfare in the context of product marketing through promotional videos.

4.4. Source Credibility berpengaruh positif dan signifikan terhadap Consumer Well Being

The results of the analysis show that Source Credibility has a negative but significant effect on Consumer Well Being. The original sample value of -0.107, T-statistic of 4.059 (greater than 1.96), and P-value of 0.000 (less than 0.05) indicate that this effect is statistically significant, although the direction of the effect is opposite to that hypothesized. Therefore, the fourth hypothesis stating that source credibility has a positive effect on consumer well-being is not accepted.

This negative effect shows that although source credibility in skincare product promotions is highly rated by respondents, it does not increase, or even decreases, the well-being felt by consumers. One possible cause is that although the source is considered credible, there are other factors such as excessive perceptions of promotions or a mismatch between source characteristics and consumer expectations. In addition, consumers may feel that too much promotion by the same source can reduce its positive impact.

These findings lead to the understanding that source credibility is not always directly related to increased consumer well-being, and other factors such as message relevance or a more personalized marketing approach may be more influential in increasing consumer well-being. Thus, the fourth hypothesis in this study is not accepted.

4.5. Consumer Well Being has a positive and significant influence on Purchase Intention

The results of the study indicate that Consumer Well Being has a positive and significant effect on Purchase Intention. This is evidenced by the original sample value of 0.684, T-statistic of 10.813 (greater than 1.96), and P-value of 0.000 (less than 0.05), which indicates that the effect is statistically significant. Thus, the fifth hypothesis in this study is accepted, which states that consumer well-being has a positive effect on purchase intention.

This positive effect shows that the higher the level of well-being felt by consumers after seeing a product promotion, the greater their intention to purchase the product. High consumer well-being is often the result of a satisfying, emotional, and positive experience with the promoted product. When consumers feel happy, enthusiastic, and more connected to the product, they tend to have a stronger desire to make a purchase.

This finding underscores the importance of emotional factors in influencing purchasing behavior. Increased consumer well-being as a result of effective promotions can drive more positive purchasing decisions. Therefore, in marketing strategies, it is important to consider aspects of consumer well-being as a key factor in driving purchase intention.

4.6. Consumer Well Being mediates the influence of Argument Quality on Purchase Intention

The results of the study indicate that Consumer Well Being mediates the influence of Argument Quality on Purchase Intention. Based on the analysis of indirect effects, the original sample value of 0.699, T-statistic of 10.025 (greater than 1.96), and P-value of 0.000 (less than

0.05) indicate that this mediation is significant and positive. Thus, the sixth hypothesis is accepted, which states that consumer well-being acts as a mediating variable that strengthens the influence of argument quality on purchase intention.

The positive influence detected indicates that good argument quality in product promotion not only directly affects purchase intention, but also increases consumer well-being, which in turn strengthens their purchase intention. When consumers feel satisfied and happy after receiving clear and credible information about the product, they will be more motivated to make a purchase.

This finding confirms that argument quality is not only a factor that directly influences purchase intention, but through increasing consumer well-being, it can strengthen purchasing decisions. Therefore, in marketing strategies, paying attention to argument quality and its impact on consumer well-being is very important to increase purchase intention effectively.

4.7. Consumer Well Being mediates the influence of Source Credibility on Purchase Intention

The results of the analysis show that Consumer Well Being mediates the effect of Source Credibility on Purchase Intention, but with a negative direction of influence. The original sample value of -0.073, T-statistic of 3.686 (greater than 1.96), and P-value of 0.000 (less than 0.05) indicate that although the effect is statistically significant, this effect is not as expected. Thus, the seventh hypothesis is not accepted, which states that consumer well-being does not positively strengthen the effect of source credibility on purchase intention.

This negative effect indicates that although source credibility in promotions is highly rated by respondents, it does not increase, or may even decrease, the positive effect on their purchase intention through increased well-being. One possible explanation is that although credible sources can increase trust in products, other factors such as too much information or a mismatch between source credibility and consumer preferences can reduce its positive impact on purchase intention.

This finding indicates that in a marketing context, source credibility may not always have the expected positive effect on consumer purchase decisions through their well-being. Therefore, it is necessary to pay attention to other factors that can influence purchase intentions more directly.

5. Comparison

Perbandingan dengan teknologi terkini merupakan bagian penting. Bagian ini dapat memberikan ilustrasi yang lebih terukur mengenai kontribusi penelitian Anda. Bagian ini juga dapat disertai dengan pembahasan singkat. Jika dirasa kurang memadai atau tidak sesuai untuk dijadikan bagian terpisah, penulis dapat mengintegrasikannya dengan Bagian 4 (Hasil dan Pembahasan).

6. Conclusion

Based on the results of the analysis and testing of the structural model in the study entitled "The Effect of Argument Quality and Source Credibility on Purchase Intention Mediated by Consumer Well-Being", it can be concluded that Argument Quality has a positive and significant effect on Purchase Intention, which shows that the better the quality of the arguments presented, the greater the consumer's purchase intention. In addition, Argument Quality also has a positive and significant effect on Consumer Well-Being, where the quality of the argument increases consumer comfort, emotional satisfaction, and self-confidence. Meanwhile, Source Credibility has a negative but significant effect on Purchase Intention and Consumer Well-Being, which shows that too high source credibility can actually reduce purchase intention and does not provide psychological comfort to consumers. In this case, consumers respond more to an authentic and emotional approach than one that is too formal or professional. Consumer Well-Being is proven to have a positive and significant effect on Purchase Intention, confirming that consumer emotional well-being plays an important role in purchasing decisions. In addition, Consumer Well-Being mediates the effect of Argument Quality on Purchase Intention positively and significantly, which means that the quality of the argument not only affects purchasing decisions directly, but is also strengthened by increased consumer well-being. However, Consumer Well-Being negatively mediates the effect of Source Credibility on Purchase Intention, indicating that source credibility does not

strengthen purchase intention through consumer well-being. This finding reveals the importance of argument quality in influencing purchase decisions, as well as the role of consumer emotional well-being as a factor that strengthens purchase intention.

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