The Influence of Influencers on Consumer Purchase Intention on the Instagram Social Media Platform

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ABSTRACT

Endorsement is one type of marketing that uses influencer to advertise a product or service by using fame on a social media platform. This study analyzes the influence of communication sources, credibility and attractiveness on advertising value and consumer attitudes which ultimately affect purchase intentions. Retrieval of data in this study using quantitative methods, namely techniquesconvenience sampling by distributing questionnaires via the Google form to 180 respondents who have criteria aged 16 years and over and are users of the Instagram platform who follow accounts Fadil Jaidi. Furthermore, this research performs data processing using the SPSS and PLS-SEM applications (SmartPLS). The results of this study indicate that the source of communication, credibility and attractiveness have a significant effect on advertising value and consumer attitudes. Then, advertising value and consumer attitudes have a significant effect on purchase intention.

INTRODUCTION

In this modern era, many people consider social media to be an important part of everyday life and tend to move their interactions to virtual platforms (Alalwan et al., 2018). This is proven by the large number of social media users in Indonesia, namely 191 million people in January 2022 and this number continues to increase from the previous year (We Are Social, 2022). With so many social media users, it is possible for someone to easily find and disseminate information. Social media can also be used as a marketing tool by companies because it has the advantage of social media being able to carry out two-way or more communication compared to traditional media which is only capable of implementing one-way communication (Moriansyah, 2015).

Instagram social media is an application choice that is suitable for marketing activities. This is due to the large number of Instagram users in Indonesia which reached 93.6 million people in October 2022 (We Are Social, 2022). Instagram also makes it easier for business people to promote their products which can reach wider consumers. Apart from that, from a consumer perspective, Instagram social media can be used to search for desired products or services (Nabil et al., 2021). The large number of Instagram users has also given rise to the influencer phenomenon which has resulted in many social media users making them idols or role models (Sukoyo et al., 2019). In Instagram social media, influencers can be sorted depending on the number of followers, namely nano (10 thousand or less), micro (10–50 thousand), medium (50–250 thousand), macro (250 thousand – 1 million) and top (+ 1 million) (Herrando and De Hoyos, 2022).

Fadil Jaidi is an influencer on Instagram. Fadil Jaidi is known as an influencer who often shares content about his daily life. On his personal Instagram account, @fadiljaidi has 8.2 million followers and has hundreds of thousands to millions of likes and comments on each upload. With so many followers, he also opened endorsements on Instagram. In terms of endorsements, the Instagram account @fadiljaidi has an engagement rate of 14%, which is quite high for an Instagram account with millions of followers (Rifiani et al., 2022).

The large influence of advertisements brought by influencers on a product can give rise to purchase intentions from their followers (Sokolova and Kefi, 2020). Then, advertisements delivered by influencers can influence consumer attitudes. This is due to the different standards each individual has regarding good or bad and right or wrong. Therefore, a person's attitude towards something will tend to be more long-lasting and complex than beliefs (Lamb et al., 2008).

Another factor that influences consumer decisions is the value of the advertisement, this can influence the consumer's assessment of the beliefs and personal benefits of the advertisement (Van-Tien Dao et al., 2015). Salamah and Muhibban (2015) stated that marketing via social media, a source of communication that provides information about a product, is an influencer. This is because influencers can act as third parties who recommend and describe products via social media and are able to influence consumer opinions, attitudes and behavior towards a product (Uzunoglu and Klip, 2014).

Furthermore, an influencer's attitude in advertising a product also influences the influencer's credibility such as honesty, trustworthiness and the truth of the information (Hamouda, 2018). Information disseminated by credible sources can influence consumer beliefs, opinions, attitudes and behavior (Adrianto, 2021). Then, the attractiveness of the influencer also plays an important role in the initial process of forming the message conveyed in an advertisement. The attributes or characteristics of a person can create attraction for other people (Erdogan 1999). Furthermore, Wiedmann & Mettenheim (2020) found that if someone sees another person who has a strong attraction, this can have a positive effect. In addition, the attractiveness of an influencer through its attributes can subtly influence consumer attitudes and can connect the advertised brand with the influencer's personality (Hollensen and Schimmelpfenning, 2013)

LITERATURE REVIEW

Social Learning Theory

This research uses social learning theory developed by Albert Bandura (Pamekar, 2010). Social learning theory explains the effects of social agents on consumer behavior and suggests a basis for understanding the role of influencers who represent new marketing agents that can shape individual attitudes and decision making through social media platforms (Zafar et al, 2021). The more impressive and effective an advertisement produced by a social media influencer which includes (communication sources, credibility and attractiveness) when

promoting a product, the higher the purchase intention that arises. Thus, social learning theory argues that purchase intentions can be influenced by the attitudes of potential consumers and the value of the resulting advertising.

Relationship between influencer communication sources and advertising value

Communication sources can be used as references by consumers to search for information before they decide to buy a particular product (Schivinski & Dabrowski, 2016). In terms of social media marketing, advertisements delivered by influencers have an important role in sending messages to their followers which makes influencers a source of communication (Sugiharto and Ramadhana, 2018). An influencer must think about the effectiveness of the advertisement they deliver by designing the process of sending a message so that it is easy to understand which can then attract the attention of their followers (Lukitaningsih, 2013). Furthermore, the success of communication delivered by influencers can be known if their followers understand the content of the message conveyed (Sugiharto and Ramadhana, 2018). So the following hypothesis can be put forward:

H1: Communication sources produced by Instagram influencers have a positive effect on advertising value.

The Relationship between Influencer Credibility and Advertising Value

Influencer credibility is one factor that can influence consumer trust in an advertisement (Herrando and De Hoyos, 2022). In terms of social media marketing, the influencer's credibility as a communicator in an advertisement also determines how credible an advertisement is. Influencers who can provide reviews that are honest, trustworthy and in line with what consumers receive will make the influencer have good credibility (Hamouda, 2018). Therefore, it is important for a brand to choose influencers who fit these criteria. In this way, the following hypothesis can be put forward:

H2: The credibility of Instagram influencers has a positive effect on advertising value.

The Relationship between Influencer Attractiveness and Advertising Value

In the context of social media marketing, the attractiveness of an influencer depends on the similarities, habits and likes of their followers (Chekima et al, 2020). Physical appearance is also a determining factor in assessing someone (Hutapea, 2017). With an attractive personality, a supportive physical appearance, and the ability to deliver a good message regarding a product review, it can generate trust from a follower (Pramudito et al, 2022). Therefore, the attractiveness of an influencer can encourage consumers to be more accepting of product advertising by influencers (Immanuel and Bianda, 2021). Therefore, the following hypothesis can be put forward:

H3: The attractiveness of Instagram influencers has a positive effect on advertising value.

Relationship between Influencer Communication Sources and Consumer Attitudes

Specifically, advertising is created to create awareness of a product by informing consumers about the product's features and advantages. In this way, consumers' perceptions of a product obtained in advertising will be formed and result in consumers being interested in making a purchase (Lukitaningsih, 2013). Influencers can provide encouragement to their followers through communication in an advertisement to influence consumer attitudes or behavior. Communication carried out using persuasive techniques has the power to attract attention and make advertising stick in someone's memory for a long time. Therefore, an influencer can influence his followers to buy a product because an influencer has a strong attachment to his followers (Rusanti and Sofyan, 2021). Based on this explanation, it can be proposed as follows:

H4: Communication sources produced by Instagram influencers have a positive effect

The Relationship between Influencer Credibility and Consumer Attitudes

Influencer credibility can be referred to as the process of persuasion and the process related to how well a message has been received by followers which depends on the trustworthiness and expertise of an influencer (Sesar et al, 2022). Furthermore, according to persuasion theory, followers of influencers consider that advertising posts on social media are useful recommendations from people they trust (Han et al, 2020). According to Wang et al. (2017) information presented by credible sources can influence consumer beliefs, opinions and attitudes. Thus, credibility is an important factor in influencing the decision-making process, attitudes and purchase intentions (Kim et al. 2008). Therefore, the following hypothesis can be put forward:

H5: The credibility of Instagram influencers has a positive effect on consumer attitudes.

The Relationship between Influencer Attractiveness and Consumer Attitudes

According to Immanuel and Bianda (2021), the attractiveness of influencers can make it easier for their followers to receive advertising messages. The appeal of an influencer has a convincing and emotional nature, resulting in advertising on social media being more effective in reaching and persuading a wider range of potential consumers (Adrianto, 2021). In addition, attractive influencers have a higher level of credibility and are more persuasive (Rahayu and Arifin, 2020). With their credibility, influencers can easily attract attention, increase awareness of a product and influence the purchasing decisions of their followers (Khan et al., 2021). Thus, the following hypothesis can be proposed:

H6: The attractiveness of Instagram influencers has a positive effect on consumer attitudes.

Relationship between Advertising Value and Purchase Intention

In an advertisement there is an advertising value which is a representation of the overall benefits of the advertisement which refers to the level of consumer satisfaction (Herrando and De Hoyos, 2022). Aspects of advertising value relate to how informative and entertaining an advertisement is (Ying et al., 2009). The informative aspect refers to the extent to which an advertisement can provide useful and useful information for consumers (Luo, 2002). In addition, advertising value can influence the level of consumer satisfaction with advertising (Haghirian et al., 2008). Therefore, a higher perceived advertising value will have a positive influence on a brand which will then lead to purchase intentions (Herrando and De Hoyos, 2022). So the following hypothesis can be put forward:

H7: The advertising value of Instagram influencer content has a positive effect on purchase intention.

The Relationship between Consumer Attitudes and Purchase Intentions

In marketing activities, attitudes are used to measure advertising effectiveness (Tarmizi, 2017). Attitude itself can reflect likes, dislikes and suitability for an object (Kusumarini et al., 2022). In this case, consumers have an important role in building consumer attitudes related to purchase intentions (Chetioui et al., 2020). Therefore, in understanding consumer attitudes, marketers must be prepared in various situations and design ways to influence potential consumers so that they create a positive attitude towards the products or services offered (Madichie, 2012). According to Herrando and De hoyos (2022), a positive attitude from consumers towards an advertisement will influence a high level of purchasing. Therefore, the following hypothesis can be proposed:

H8: Consumer attitudes towards content produced by Instagram influencers have a positive effect on purchase intention.

METHODS

This research uses the PLS (Partial Least Square) analysis method. PLS is one of the SEM (Structural Equation Modeling) methods which is one of the analysis techniques to analyze the relationship between latent variables and their indicators (Wibisono et al., 2015). The use of this method aims to explain the relationship between many variables simultaneously. Furthermore, in the PLS-SEM analysis stage, there are two stages, namely, the measurement model (outer model) which is part of the construct that displays the relationship between the contract and the indicator variable. Then, the structural model (inner model) which presents the construct and displays the relationship between constructs (Hair et al., 2019).

RESULTS

Statistical Analysis of Outer Model: Validity and Reliability

Table 1 shows that Cronbach's alpha (CA) and composite reliability (CR) of all variables in this study are above 0.7 which indicates that they are valid and reliable. Then, table 2 also presents data on the AVE value of all variables above 0.5 which indicates that construct validity is good (Hair et al., 2019). Then, in table 3 is the cross-loading value which shows that the correlation between the indicator and the measured variable is higher with the variable it measures and has a low correlation with other variables, so it is acceptable.

Table 1 Statistical Analysis of the Measurement Model: Validity and Reliability

Variable	Item	Loadings	CA	CR	AVE
Source of Communication	SC1	0.882	0.918	0.942	0.802
	SC2	0.894			
	SC3	0.924			
	SC4	0.882			
Credibility	CR1	0.853	0.809	0.887	0.724
	CR2	0.826			
	CR3	0.873			
Attractiveness	AT1	0.773	0.717	0.825	0.541
	AT2	0.708			
	AT3	0.715			
	AT4	0.743			
Advertising Value	AV1	0.836	0.770	0.867	0.684
	AV2	0.836			
	AV3	0.81			
Consumer Attitude	CA1	0.825	0.751	0.858	0.668
	CA2	0.798			
	CA3	0.829			
Purchase Intention	PI1	0.887	0.866	0.918	0.789
	PI2	0.877			
	PI3	0,9			

Table 2 Cross-loading Factor

Variable	Source of communication	Kredibilitas	Attractiveness	Advertising Value	Consumer Attitude	Purchase Intention
SC1	**0.882**	0.508	0.55	0.598	0.639	0.714
SC2	**0.894**	0.458	0.491	0.617	0.638	0.741
SC3	**0.924**	0.475	0.461	0.618	0.687	0.784
SC4	**0.882**	0.527	0.495	0.605	0.712	0.725
CR1	0.473	**0.853**	0.613	0.551	0.569	0.485
CR2	0.447	**0.826**	0.674	0.536	0.546	0.411
CR3	0.483	**0.873**	0.631	0.586	0.591	0.508
AT1	0.381	0.523	**0.773**	0.584	0.465	0.517
AT2	0.576	0.548	**0.708**	0.493	0.541	0.55
AT3	0.269	0.604	**0.715**	0.403	0.482	0.285
AT4	0.389	0.54	**0.743**	0.429	0.45	0.401
AV1	0.5	0.525	0.55	**0.836**	0.507	0.554
AV2	0.64	0.535	0.56	**0.836**	0.618	0.675
AV3	0.539	0.567	0.518	**0.81**	0.616	0.613
CA1	0.602	0.542	0.54	0.596	**0.825**	0.583
CA2	0.641	0.49	0.509	0.555	**0.798**	0.605
CA3	0.591	0.607	0.571	0.577	**0.829**	0.607
PI1	0.78	0.505	0.545	0.671	0.647	**0.887**
PI2	0.724	0.516	0.56	0.659	0.665	**0.877**
PI3	0.701	0.447	0.511	0.657	0.638	**0.9**

Inner Model Statistical Analysis

Table 4 shows that the R-Square on the advertising value variable of 0.601 or 60.1% is included in the moderate category which can be explained by the communication source, credibility and attractiveness variables. Then, the R-Square value on the consumer attitude variable of 0.670 or 67% is included in the moderate category which can be explained by the communication source, credibility and attractiveness variables. The R-Square value on the purchase intention variable of 0.641 or 64.1% is included in the moderate category which can be explained by the advertising value and consumer attitude variables. Furthermore, Table 5 shows that the Q2 value for advertising value is 0.396, consumer attitude is 0.431 and purchase intention is 0.501. these results indicate that the validity of the predictive relevance of the fit model is strong.

Table 6 explains that the hypothesis can be accepted if the t-value> 1.96 and p-value <0.05. Based on the table, it can also be seen that the source of communication, credibility and attractiveness have a positive effect on the value of advertising. Furthermore, the source of communication, credibility and attractiveness have a positive effect on consumer attitudes. Then, advertising value and consumer attitudes have a positive effect on purchase intention.

Table 3 R-Square

Variable	R Square	Adjusted R Square
Nilai Iklan	0.601	0.594
Sikap Konsumen	0.670	0.665
Niat Beli	0.641	0.637

Tabel 4 Q-Square

	SSO	SSE	Q² (=1-SSE/SSO)
Source of Communication	720	720	
Credibility	540	540	
Attractiveness	720	720	
Advertising Value	540	326.26	0.396
Consumer Attitude	540	307.017	0.431
Purchase Intention	540	269.339	0.501

Tabel 5 Uji hipotesis

Variable	Hypothesis	Original samples	T statistics	P Values	Conclusion
SC → AV	H1	0.409	5.473	0	Supported
CR → AV	H2	0.504	6.855	0	Supported
AT → AV	H3	0.249	2.19	0.014	Supported
SC → CA	H4	0.243	2.613	0.005	Supported
CR → CA	H5	0.242	2.041	0.021	Supported
AT → CA	H6	0.197	2.449	0.007	Supported
AV → PI	H7	0.457	4.929	0	Supported
CA → PI	H8	0.41	4.517	0	Supported

Note: SC : Source of Communication, CR: Credibility, AT : Attractiveness, AV: Advertising Value, CA: Consumer Attitude, PI: Purchase Intention.

DISCUSSION
The Influence of Communication Sources on Advertising Value
Based on the hypothesis test results table, it is known that the communication source variable has a positive and significant influence on the advertising value variable. Based on the results of respondents, the source of communication carried out by influencer Fadil Jaidi is one of the most important factors in influencing the value of an advertisement on social media. Apart from that, advertising content presented by influencer Fadil Jaidi on Instagram social media makes consumers more trusting and confident in the product being advertised. This finding is reinforced by research which states that an upload produced by an influencer has normative values and a credibility component that positively influences followers' awareness of a product (Lou and Yuan, 2018).

The Effect of Credibility on Advertising Value
Based on the hypothesis test results table, it is known that the credibility variable has a positive and significant influence on the advertising value variable. Apart from that, according to the respondents' results, credibility also has a strong influence on the attributes of an influencer. This is in line with research which explains that uploads from an influencer have credibility and have a positive effect on the value of advertising (Herrando and De Hoyos, 2022). Then, there is also supporting research which has additional arguments that credibility has a significant effect on advertising value (Arora and Agarwal, 2019).

The Effect of Attractiveness on Advertising Value
Based on the hypothesis test results table, it is known that the attractiveness variable has a positive and significant influence on the advertising value variable. This can mean that

Influencers who have high appeal can strengthen followers' trust so that advertisements uploaded on Instagram social media can be conveyed well. The findings from this research are in line with previous research that celebrity endorsers who have high attractiveness can influence the effectiveness of communication messages (Choerunisa and Indrawati, 2021). Then, this argument is strengthened by findings which explain that the attractiveness of influencers including appearance and attributes can influence purchase intentions (Lestari et al., 2021).

The Influence of Communication Sources on Consumer Attitudes

Based on the hypothesis test results table, it is known that the communication source variable has a positive and significant influence on the consumer attitude variable. It can be said that the more trustworthy the communication source, the more positive consumer attitudes it will produce. Communication sources originating from influencers are considered trustworthy, thereby raising awareness of the products in advertisements which can influence consumer attitudes. These results are in line with research which explains that communication sources influence consumer attitudes regarding brand equity (Schivinski and Dabrowski, 2016).

The Influence of Credibility on Consumer Attitudes

Based on the hypothesis test results table, it is known that the credibility variable has a positive and significant influence on the consumer attitude variable. It can be said that the higher the level of credibility of the influencer, the more positive consumer attitudes will be formed. This shows that influencers who have high credibility can influence the attitudes of their followers by posting advertisements on Instagram social media. These results are in line with research which explains that credibility has a positive effect on consumer attitudes (Al Kurdi et al., 2022).

The Effect of Attractiveness on Consumer Attitudes

Based on the hypothesis test results table, it is known that the attractiveness variable has a positive and significant influence on the consumer attitude variable. It can be said that the higher the attractiveness of an influencer, the more positive consumer attitudes it will produce. The attractiveness of an influencer who is convincing and emotional when advertising products on Instagram social media can influence consumer attitudes. These results are in line with previous research conducted by Lim et al. (2017) and Al Kurdi et al. (2022) who explain that attractiveness has a positive effect on consumer attitudes.

The Influence of Advertising Value on Purchase Intention

Based on the hypothesis test results table, it is known that the advertising value variable has a positive and significant influence on the purchase intention variable. It can be said that the higher the advertising value generated by an influencer's content, the higher the purchasing intention of the influencer's followers. Advertising value itself is related to how informative and entertaining an advertisement is. This also influences consumers' purchasing intentions when viewing an advertisement. These findings are in line with previous research conducted by Herrando and De hoyos (2022) and Firat (2019) which showed a positive influence on advertising value and purchase intention.

The Influence of Consumer Attitudes on Purchase Intentions

Based on the hypothesis test results table, it is known that the consumer attitude variable has a positive and significant influence on the purchase intention variable. These results are in line with previous research conducted by Lim et al. (2017) and Al Kurdi (2022) who explain that consumer attitudes influence purchase intentions. This shows that the more positive the consumer's attitude towards an advertisement, the higher the resulting purchase intention. Consumer attitudes can also reflect their likes, dislikes and suitability for an advertisement.

Therefore, influencers must pay attention to consumer attitudes when uploading advertisements on Instagram.

CONCLUSION

This study shows the results of the hypothesis have a significant and positive relationship including: communication sources have a positive effect on the value of advertising in social media influencer marketing, credibility has a positive effect on the value of advertising in social media influencer marketing, attractiveness has a positive effect on the value of advertising in social media influencer marketing, communication sources have a positive effect on consumer attitudes in social media influencer marketing, credibility has a positive effect on consumer attitudes in social media influencer marketing, attractiveness has a positive effect on consumer attitudes in social media influencer marketing, advertising value has a positive effect on purchase intention in social media influencer marketing, and consumer attitudes have a positive effect on purchase intention in social media influencer marketing.

Based on these findings, it can be concluded that purchase intention can be influenced by advertising value and consumer attitudes. Advertising value and consumer attitudes can be influenced by several factors, namely; communication source, credibility and attractiveness. That way, business people can pay attention to these factors when selecting influencers so that the resulting advertisements can be effective and efficient.

SUGGESTION

1. This research only focuses on the followers of Instagram influencer Fadil Jaidi, so the results cannot be generalized to other Instagram influencers or other social media platforms. Furthermore, it is hoped that future research can examine other influencers and other social media platforms.
2. Then, the questionnaires in this study were distributed randomly and unevenly. This is evidenced by the majority of questionnaire respondents residing in Yogyakarta. In future research, it is expected to spread questionnaires evenly throughout Indonesia.
3. In terms of the number of respondents, this study can only cover 180 people, which is still far from the number of followers of influencer Fadil Jaidi of 8.8 million. It is hoped that further research can cover more than the respondents in this study.

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