

Analysis of the Effect of Attraction, Expertise, Interaction, Image Satisfaction, and Advertising Trust on Purchase Intention in Social Media Influencer Marketing on Erigo Consumers in Indonesia

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Abstract

A new digital marketing tool that is emerging today is social media influencer marketing. Social media influencers are individuals who can give consumers perceptions about a brand or product through photos, videos, and other updates on social media platforms such as Twitter, Instagram, Tiktok, Facebook, WhatsApp. This study is an attempt to identify the influence of various attributes of social media influencers on their attractiveness, expertise, interaction, image satisfaction and advertising trust and ultimately on consumer purchase intentions in marketing social media influencers in Indonesia. An online questionnaire was used to collect data via Google Forms and the sample size quota sampling technique was used, and structural equation modeling via PLS-SEM was used for data analysis. This study has as many as 190 respondents. The criteria for respondents in this study were followers of influencer Arief Muhammad, who made up most of Erigo's consumers who were followers of influencer Arief Muhammad. The findings reveal that attractiveness, expertise, and interaction have a significant direct effect on image satisfaction and advertising trust. In addition, consumer purchase intention in social media influencer marketing is directly influenced by the influencer's image satisfaction and advertising trust.

Keywords

Innovation; e-government; local government; good government



I. Introduction

Social media is defined as a form of electronic communication that allows users to create virtual communities to share information, ideas, messages, and other content such as images and videos. Social media is online playing an increasingly significant role in the daily life of most of the world's population (Dhiraj, 2019). Social media platforms online, including Facebook, Instagram, and TikTok, have nearly 2 billion daily active users and counting (Feldkamp, 2021). Given the growing role of platforms as arbitrators of news, ideas, and culture, there has been significant research on the diverse nature and potential effects of social media-based influence.

The use of influencers as a means to help market a product has now become a preferred choice by many companies. The role influencers of social media brand ambassadors, paid promoters, toendorsersis so often found in our daily social media. From the start, influencers certainly have their own characteristics and unique content. When user-generated content is spread across social media, users can become prominent content creators by actively uploading personal stories and product or service reviews. These users are referred to as influencers (Masuda et al., 2022). Social media influencers have attracted

a lot of attention from companies and brands, not only as a potential marketing channel but also as a social relationship asset with whom they can collaborate. This can lead to an ongoing relationship in the marketing and sales process with consumers (Augustine, 2019). According to Hariyanti & Wirapraja (2018), an influencer is a person or figure on social media who has a large or significant number of followers, and what they say can influence the behavior of their followers (Hariyanti & Wirapraja, 2018). Meanwhile, according to Brown & Hayes (2008), influencers are third parties that significantly shape customer purchasing decisions, but may have been partly responsible for it. Regarding the phenomenon of the use influencers in marketing activities in Indonesia, recently quite viral news was heard from a fashion brand from Indonesia who used advertising media on one of the billboards New York, United States in Time Square. brand fashion is Erigo Store. Arief Muhammad is one of the influencers for Erigo products. Arief Muhammad is known as an influencer who has a myriad of businesses, ranging from the culinary business to fashion. The role influencer Arief Muhammad contributed to the success of product advertising, thereby increasing sales. In this case, it is important for Erigo to maintain its existence in order to survive in the global market with a high level of competition. image satisfaction influencer social media refers to the overall recognition and attitude or positive evaluation of target consumers on the performance influencers (Panjraht and Tiwari, 2021). Consumer emotional evaluation (Giese and Cote, 2000), aims to evaluate the pleasure generated by following influencers social media. Meanwhile, advertising trust also plays an important role in creating positive attitudes or evaluations from consumers towards influencers social media. Advertising trust can reduce consumers' perceived complexity and perceived risk in purchasing decision making and increase the perceived certainty of expected outcomes, thereby positively influencing their purchase intentions (Gefen et al., 2003). Soekanto in Ismail (2019) social change refers to changes in social aspects, community governance, and group behavior patterns. One example of social change is the increasing number of formal community institutions. For example, various organizations ranging from government organizations, to social gathering organizations, are now becoming more formal, with a more rational pattern of relations. This is different from social organizations in the past, which are more informal by using emotional relationships.

In particular, attractiveness comes from aspects such as an attractive appearance and a proportional body from influencers (Kim and Kim, 2021). Social media influencers have a strong appeal, so consumers will feel visual satisfaction (Ki and Kim, 2019) and have an attachment to influencers (Yoon et al., 2017). Expertise mainly depends on influencers social media. Highly skilled influencers are more persuasive than those with less expertise (Xiong et al., 2018). Social media influencers with strong expertise are more likely to post professional and detailed content, which can provide consumers with professional content services and increase the efficiency of their interpersonal communication. In terms of interaction, influencers can have more frequent and deeper interactions with consumers compared to traditional celebrities (Meng and Wei, 2016). Social media influencers usually respond to consumers in a timely manner, and consumers may think that influencers not only take their comments but also take them seriously. study This aims to examine the purchase intention model in influencer social media. There are several reasons behind this research, namely: (1) Even though Erigo managed to increase their profits with social media advertising, Erigo must still maintain its existence in an increasingly competitive global market. marketing influencer still needs to be reviewed considering that there are still different findings in several previous researchers.

II. Review of Literature

According to the source credibility model, information sources can influence their persuasive effect on target consumers through attractiveness, expertise, and interaction (Ohanian, 1991). On social media, because target consumers cannot communicate face-to-face with *influencers*, they have contradictory or skeptical beliefs about the behavioral motives of *influencers* at the outset (Lou and Yuan, 2019). Consumers may not trust *influencers* until their influence is exerted.

Therefore, this study only maintains the expertise and attractiveness of the model. Attractiveness refers to the extent to which *influencers* attract target consumers visually or aesthetically (Till and Busler, 2000). Expertise refers to the extent to which *influencers* can provide true and effective relevant knowledge or experience to target consumers (Patzner, 1983). Interaction refers to the extent to which *influencers* communicate and exchange information with consumers (Li and Peng, 2020).

H1: Attractiveness has a positive effect on image satisfaction of social media influencers

Social media influencers with strong expertise are more likely to post professional and detailed content, which can provide consumers with professional content services and increase the efficiency of their interpersonal communication. Thus, consumers can express satisfied attitudes towards *influencers on social media*. Consumers can easily obtain the necessary information about the products or services of a brand from professional interpretation. Furthermore, they can experience the recommendation capabilities of influencers so that image satisfaction can be achieved.

H2: Expertise has a positive effect on image satisfaction.

Social media influencers usually respond to consumers in a timely manner, and consumers may think that *influencers* not only take their comments but also take them seriously. Consumers then feel valued and cared for (Jun and Yi, 2020), which increases consumers' sense of social presence. Thus, consumers can feel satisfied with the image *influencers* of social media. The active interaction *influencers* can help consumers to better understand product information and clear their doubts. This makes them feel that *influencers* are reliable.

H3: Interaction has a positive effect on image satisfaction

Recent studies on *influencers* have investigated physical attractiveness as an important impact factor along with audience participation and *influencer* (Augustine, 2019; Munnukka et al., 2019; Woodroof et al., 2020). Traditional studies on physical attractiveness have analyzed the effect of model appearance in advertising (Joseph, 2014). For example, Influencer Arief Muhammad's physical attractiveness in online photos affects the trust they feel to buy the products Arief uses. Advertising trust refers to the degree to which target consumers are willing to make a purchase relying on and relying on brand advertising content released by *influencers* social media

H4: Attractiveness has a positive effect on advertising trust.

A skill *influencer* is similar to a qualification that directly influences the level of confidence needed to persuade consumers to buy whatever is endorsed (Wang and Scheinbaum, 2018). Thus, lack of expertise can reduce the perception of influencers and lack of trust in advertising.

H5: Expertise has a positive effect on Advertising Trust.

Interactivity has been mentioned many times in information systems research, and it is critical to the success of communication, marketing, advertising, and commerce (Vazquez et al., 2021). Huang (2012) verified the impact of interactive experiences on user behavior. Given the characteristics of social media, previous research has refined

interactions into controlling, responsiveness, communication, associative, and personalization. According to Chang and Dong (2016), interaction between users on social media will have a positive impact on purchase intention which automatically has grown advertising trust.

H6: The interaction has a positive effect on advertising trust.

Visual content in this study refers to various kinds of videos, created and uploaded by *influencers* on their social media channels, which aim to convey information to social media users as a visual communication channel (John and De Villiers, 2020). Therefore, all types of films, videos, and photos can be used as visual communication elements by social media users who seek information from visual content. Meanwhile, purchase intention refers to the consumer's intention to consciously plan or attempt to buy a brand product (Spears and Singh, 2016). Image satisfaction *influencers* show the target consumer's strong evaluation of social presence, interpersonal interaction and enjoyment level. If consumers have a positive evaluation of the image satisfaction of *influencers*, they can generate purchase intentions for the brand.

H7: Image satisfaction has a positive effect on purchase intention in social media influencer marketing.

Advertising Trust Plays an important role in creating positive attitudes or evaluations from consumers towards *influencers* social media Advertising trust can reduce consumers' perceived complexity and perceived risk in purchasing decision making and increase the perceived certainty of expected outcomes, thereby positively influencing their purchase intentions.

H8: Advertising trust has a positive effect on purchase intention in social media influencer marketing.

III. Research Method

Population is not just the number of objects or subjects studied, but includes all the characteristics or properties possessed by the subject or object. The population in this study are all consumers of Erigo products in Indonesia who are also followers of the influencer Arief Muhammad. Sampling was carried out using a non-probability sampling with a purposive sampling technique, namely a sample collection technique based on certain considerations (Sugiyono, 2016). This technique was chosen because the researchers wanted the criteria for respondents to be followers of the influencer Arief Muhammad who is the brand ambassador of Erigo in Indonesia. In other words, most of

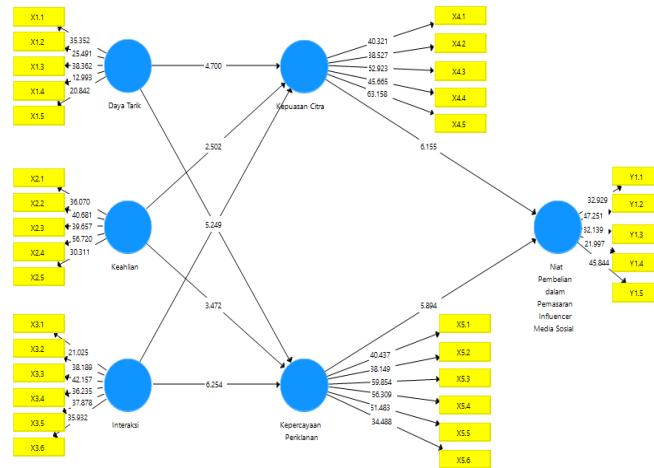
Erigo's consumers are followers of the influencer Arief Muhammad. Detailed calculations can be seen as follows:

- Minimum sample size = 5 x total items = 5 x 32 = 170
- Maximum sample size = 10 x total items = 10 x 32 = 320

Table 2. Research Variables

No.	Name of Variable	Function Variable
1	Attractiveness	Independent
2	Expertise	Independent
3	Interaction	Independent
4	Image Satisfaction	Mediation
5	Advertising Trust	Mediated
6	Purchase Intention in <i>Influencer Social Media</i>	Dependent

IV. Result and Discussion



4.1 Discriminant Validity

A hypothesis can be rejected or accepted if the value generated by the data falls within a criterion. When the resulting sig. > 1.96 and or p-value < 0.05 at the sig value level. by 5% (0.05), then Ha is accepted and Ho is rejected. When the resulting sig. < 1.96 and or p-value > 0.05 at the sig value level. 5% (0.05), then Ho is rejected and Ha is accepted. The following are the results of hypothesis testing proposed in this study:

Variable	(O)	T-Calculate	P-Value	Description
M -> KP	0.000	0.334 5,249	Significant	I
-> KP	0.412	6,254	0.000	Significant
K -> KP	0.227	3,472	0.001	Significant
M -> KC	0.284	4,700	0.000	Significant
I -> KC	0.495	6,672	0.000	Significant
K -> KC	0.176	2,502	0.013	Significant
KP -> NB	0.417	5,894	0.000	Significant
KC -> NB	0.419	6,155	0.000	Significant

Source: Processed Data (2022)

4.2. Direct Effect Test

Variables	(O)	T-Calculate	P-Value	Description
M -> KP	0.000	0.334 5,249	Significant	I
-> KP	0.412	6,254	0.000	Significant
K -> KP	0.227	3,472	0.001	Significant
M -> KC	0.284	4,700	0.000	Significant
I -> KC	0.495	6,672	0.000	Significant
K -> KC	0.176	2,502	0.013	Significant
KP -> NB	0.417	5,894	0.000	Significant
KC -> NB	0.419	6,155	0.000	Significant

Source: Primary Data Processed (2022)

Based on the calculation results of the data contained in table 4.4.1., it is known that the attractiveness of advertising trust shows significant results with a t-count of 5.249 and a p-value of 0.000. Then the interaction with advertising trust also shows significant results with a t-count of 6.254 and a p-value of 0.000. For expertise on advertising trust also shows significant results with a t-count of 3.472 and a p-value of 0.001.

Based on the results of the calculation of the data in the table above, it can also be seen that the attractiveness of image satisfaction shows significant results with a t-count of 4.700 and a p-value of 0.000. Then the interaction on image satisfaction also shows significant results with a t-count of 6.672 and a p-value of 0.000. For expertise on image satisfaction also shows significant results with a t-count of 2.502 and a p-value of 0.013.

Meanwhile, the advertising trust variable on purchase intention shows a t-count value of 5.894 and a p-value of 0.000. This means that advertising trust has a significant influence on purchase intention. Then the variable image satisfaction on purchase intention also shows significant results with a t-count value of 6.155 and a p-value of 0.000.

4.3. Recapitulation of Hypothesis Test Results

Hypothesis	Information
H1: Attractiveness has a positive effect on image satisfaction of <i>influencers</i> social media	Accepted
H2: Expertise has a positive effect on Image Satisfaction	Accepted
H3: Interaction has a positive effect on Image Satisfaction	Accepted
H4: Attractiveness has a positive effect on Advertising Trust	Accepted
H5: Expertise Positive influence on Advertising Trust	Accepted
H6: Interaction has positive effect on Advertising Trust	Accepted
H7: Image Satisfaction has positive effect on Purchase Intention in <i>Influencer</i> Social Media	Accepted
H8 : Advertising Trust has positive effect on Purchase Intention in <i>Influencer</i> Social Media	Accepted

V. Conclusion

1. Attractiveness Significant Impact on consumer image satisfaction with influencers social media This can be interpreted that the higher the attractiveness influencers perceived by consumers, the greater satisfaction with the image influencers by consumers.
2. Expertise Has A Positive and Significant Effect on the Image Satisfaction Influencers of Social media This can be interpreted that the higher the expertise possessed by influencers related to knowledge and professionalism in creating advertising content, the higher the consumer's sense of image satisfaction with the influencer.
3. Interaction Positive And significant effect on image satisfaction influencers of social media This can be interpreted that the better the interactions built by influencers with

- target consumers, the higher the consumer satisfaction with the image influencers of social media
4. Attractiveness Significant Impact on advertising trust created by influencers social media This can be interpreted that the higher the level of attractiveness influencers perceived by the target consumers, the higher the level of advertising trust by consumers on influencers social media
 5. Expertise Has A positive and significant effect on advertising trust created by influencers social media This can be interpreted that the higher the expertise possessed by influencers regarding product knowledge and good advertising content, the higher the level of trust by consumers towards advertisements from influencers social media
 6. Interaction Positive And significant effect on advertising trust made by influencers social media This can be interpreted that the better the interaction built by influencers with potential consumers, the higher the level of trust by consumers towards advertisements from influencers social media
 7. Image satisfaction has a positive and significant effect on purchase intentions for products advertised by influencers social media This can be interpreted that the higher the image satisfaction felt by consumers from influencers, the higher the level of consumer desire to buy products advertised by influencers social media
 8. Advertising Trust Has a positive and significant effect on purchase intentions for products advertised by influencers social media This can be interpreted that the higher the image satisfaction felt by consumers from influencers, the higher the level of consumer desire to buy products advertised by influencers social media

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