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Purchase Intentions Short Video Reels, Study on Instagram

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Abstract

This research is motivated by the large number of internet users in Indonesia, as well as the use of Instagram with a variety of useful features provided, one of which is the Reels feature. This is also supported by the increasing number of marketers who use social media as part of a place to promote to a wider community without space and time limits, so the features contained in Reels strongly support the activities of these marketers. This research was conducted using quantitative methods with the method of Structural Equiation Modeling (SEM) analysis with SmartPLS 3.0 as data processing software. The purpose of this study is to find out how the influence of the Reel feature on Instagram can have a direct effect on Consumer Buying Interest or it can also be done indirectly through Consumer Brand Attitudes. The sampling technique used is purposive sampling technique. The results of this study indicate that variables based on independent scenarios, user participation, perceived benefits, perceived enjoyment, celebrity involvement directly have a positive and significant effect on consumer brand attitudes, and consumer brand attitudes also have a positive and significant effect on consumer purchase intentions. While interesting content directly (direct effect) does not have a positive and significant effect on consumer brand attitudes.

Keywords
purchase intentions; short video; instagram

I. Introduction

The increasing growth of technology that is in line with the development of the internet in Indonesia is very helpful for the ease of socializing and interacting between social beings. Likewise in Indonesia, where almost 75% of the total population uses the internet. As many as 277.7 million of the total population in Indonesia, half of them are internet users with a total of 204.7 million. This can be seen in Figure 1. Likewise, with increasingly rapid technological advances, smartphone users in Indonesia are also increasing, meaning that more and more cellular phones are connected to the internet. According to Pramusinto (2020) the power of technology including digitalization and automation continues to grow and change the pattern of production, distribution, and consumption. As with other areas of life, technology is used to make changes, so also with the legal system as technology in making changes (Hartanto, 2020).

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Figure 1. *Indonesian Internet User Data 2022*
Source: We Are Social Hootsuite (2022)

With the advancement in the use of technology and the internet, which is increasingly high, many social beings spend most of their time on social media. The We Are Social Hootsuite (2022) data in Figure 2 shows that the time spent is eight hours and thirty-six minutes for each day. With the use of social media that dominates compared to other internet uses.

Figure 2. *Time of Media Use in Indonesia in 2022*
Source: We Are Social Hootsuite (2022)

Explanations from Figures 1 and 2 explain that with the advancement of internet use in Indonesia, the use of social media is also increasing. So that more and more companies are using social media as a medium to market their products, which is done on social media because it does not recognize space and time, meaning that it can be done anytime and anywhere with a wider market and consumer reach.

Instagram is the second highest widely used digital social media platform, after whatsapp. Almost the entire population in Indonesia is Instagram users, according to data reported by We Are Social Hootsuite, 84.8% of the population in Indonesia has downloaded the Instagram application, and the rest use Facebook, Tiktok, Telegram, and many other social media. used by people in Indonesia. This is because of the many interesting features provided by Instagram for its users and has excellent image and video quality which can provide more value compared to its competitors, which can only display one photo or video.

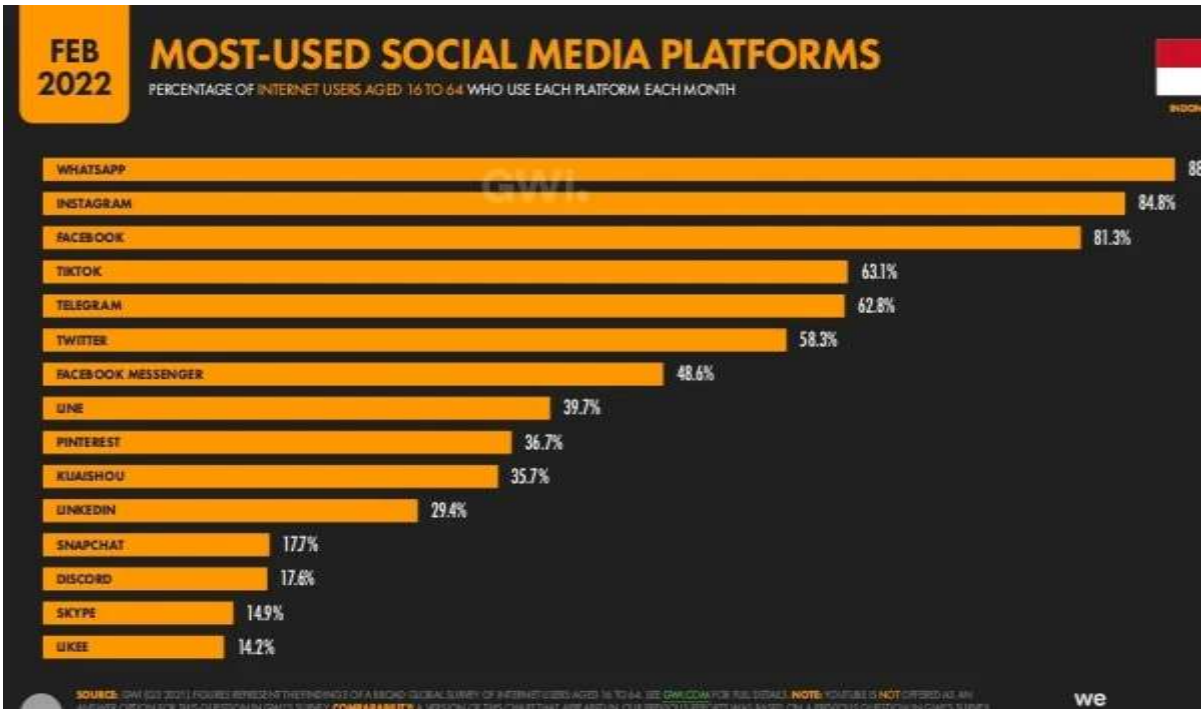

Figure 3. *Platforms for Using Social Media*
Source: We Are Social Hootsuite (2022)

The use of social media Instagram as one of the most used social media platforms due to the uniqueness of Instagram in the display of photos and videos is able to help marketers or a company in marketing their products to the wider public without space and time, and can be accessed by anyone.

Entering the middle of the year in August 2020, Instagram again released its new feature called Reels, this feature had previously been used in Brazil. The definition of reels itself is a short video that allows its users to capture the moment within 15 seconds (www. Marketing.co.id). However, the features presented on Reels have a duration of 1 minute, according to Aida (2021) stating that on Instagram Reels the videos presented can be accelerated, slowed down, given sound effects and music that can be adapted to the needs of the user, and have harmony in editing. or combine various clips for one video with very clear and good picture quality.

Indonesia has become one of the countries with the most users of the Instagram Reels feature since its launch, this was conveyed by Country Director for Meta Indonesia, Pieter Lydian who stated that Indonesia is the country with the most active Reels content creators. In addition, the use of Reels in Indonesia. According to the report quoted (www.cnnindonesia) within 5 months Reels has contributed for a short time, with the state of Indonesia as the most users of Reels features.

II. Research Method

Based on the research method used in this study is a quantitative research method. According to Sugiyono (2017) quantitative research is a research method based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, quantitative or statistical data analysis, with the aim of testing predetermined hypotheses. The population used in this study is the population of internet users in Indonesia of 204.7 million with a percentage of Instagram users of 84.8%, or almost all of internet users in Indonesia use Instagram.

Collecting data in this study using a questionnaire distributed via google form by giving written statements to respondents to be answered. The limit of the research carried out in this study starts from 6 July 2022 – 2 August 2022. With data processing techniques carried out using SEM with SMART PLS tools.

2.1 Operational Variables

Operational variables need to be done to facilitate researchers in conducting research. According to Sugiyono (2017) the definition of variable operationalization is an attribute of a person or object, or activity that has a certain variation set by the researcher to be studied and then drawn conclusions. The above definition can be locked that the operationalization of the variables needed to determine the type, indicators, and scale of the variables involved in the research, so that the test can be carried out correctly and in accordance with the title of the study.

Table 1. Operational Variables

Variable	Indicator	Indicator	Variable Code
Interesting Content (X1) Zhang (2019)	I'm always intrigued when I see short Reels videos because they're so much fun	Questionnaire	IC1
	I often watch Reels short videos because they are so much fun	Questionnaire	IC2
	I'll quickly understand something when I see a short Reels video because it's so much fun	Questionnaire	IC3
Scenario-based experience	Reels short video with lots of scenarios in it makes it feel very real and appropriate	Questionnaire	SBE1
	Most of the images in the short Reels Video make me feel like I'm in the picture	Questionnaire	SBE2
	Multiple consumption scenarios in short videos enhance the expected consumption experience	Questionnaire	SBE3
	The consumption of the scenario in the short Reels video made me have a series of associations with	Questionnaire	SBE4

(X2) Zhang (2019)	expectations		
User Participation Interaction (X3) Zhang (2019)	I always give likes, comments, and share content on Reels short videos	Questionnaire	UPI1
	In interacting with outside audiences, I feel more real and easy without space and time	Questionnaire	UPI2
	I like to find information and improve my cognitive ability by interacting with outside audience	Questionnaire	UPI3
	When communicating with other people, I tend to believe in the opinion of the majority	Questionnaire	UPI4
Perceived Usefulness (X4) (Davis , 2015)	With short videos Reels makes it easier for consumers to find product searches	Questionnaire	PU1
	Reels short videos support user productivity	Questionnaire	PU2
	When you want to find something the search is done with Reels short video content is easy	Questionnaire	PU3
	Can shorten the time to search for a particular brand	Questionnaire	PU4
	The features on Reels short videos are very useful	Questionnaire	PU5
	Using Reels video content provides a lifestyle change for its users	Questionnaire	PU6
	The features in the short Reels video make it easy for me	Questionnaire	PU7
	The use of short video Reels gives me benefits and avoids something bad	Questionnaire	PU8
	I feel comfortable during the	Questionnaire	PE1

Perceived Enjoyment (X5) (Sukaadmadja & Baskara, 2016)	whole shopping process by just viewing a short video of Reels		
	Watching various content in Reels short videos is always very interesting	Questionnaire	PE2
	By viewing the content on Reels short videos it makes shopping easier for me	Questionnaire	PE3
	I am very happy when I find a brand that matches my personality through Reels' short videos	Questionnaire	PE4
Involvement of Celebrity (X6) (Ha & Lam, 2017)	Following the daily activities of celebrities is one of the most fun things for me	Questionnaire	IOC1
	I really enjoy the activities that celebrities do.	Questionnaire	IOC2
	I like discussing celebrity activities with my friends	Questionnaire	IOC3
	When I participate in celebrity activities I feel like I am myself	Questionnaire	IOC4
	Educational activities carried out by celebrities can make them my role models	Questionnaire	IOC5
	By watching a short Reels video, I will remember a brand	Questionnaire	CBA1
	By watching Reels short videos, I have a new understanding of a brand	Questionnaire	CBA2
	By watching Reels short videos, I have positive feelings for the brand	Questionnaire	CBA3
	Watching a short Reels video will provoke my urge to buy a brand	Questionnaire	CBA4
	I often introduce brands I know through short Reels videos to my family and my friend	Questionnaire	CBA5

Consumer Brand Attitude (Z) Zhang (2019)			
Consumer Purchase Intention (Y) (Ha & Lam, 2017)	I intend to make a purchase on each brand when I've seen the short video on Reels	Questionnaire	CPI1
	I will give recommendations regarding a brand that I have seen in the short Reels video	Questionnaire	CPI2
	I was about to make a purchase of the product the first time I saw the brand in the Reels short video	Questionnaire	CPI3
	I intend to find out more about the brand I will buy	Questionnaire	CPI4

Source: Author Processed Data (2022)

III. Discussion

3.1 Data Analysis Technique

The data analysis technique used in this study is SEM (structural equation modeling) with partial least squares (PLS). Partial least squares (PLS) is a multivariate statistical technique that performs comparisons between multiple dependent variables and multiple independent variables. together. (Hair, Hult, Ringle, & Sarstedt, 2016). The software used as a data processing tool in this research is SmartPLS 3 software. The test in this study consists of evaluating the outer model and inner model. The outer model is used to display the relationship between latent variables and indicators, while the inner model is used to display the relationship between latent variables and latent variables.

3.2 Research Result

Evaluation in Smart PLS consists of evaluation of the outer model (measurement model) and evaluation of the inner model (structural model).

3.3 Test the Measurement Model (Outer Model)

The measurement model is a measurement to assess the validity and reliability of the model. Through the algorithm iteration process, the measurement model parameters (convergent validity, discriminant validity, composite reliability, and Cronbach's alpha) were obtained, including the R2 value as a parameter for the accuracy of the prediction model (Abdillah & Jogiyanto, 2015:193). The results of the measurement diagram (outer model) in this study can be seen in the figure, as follows:

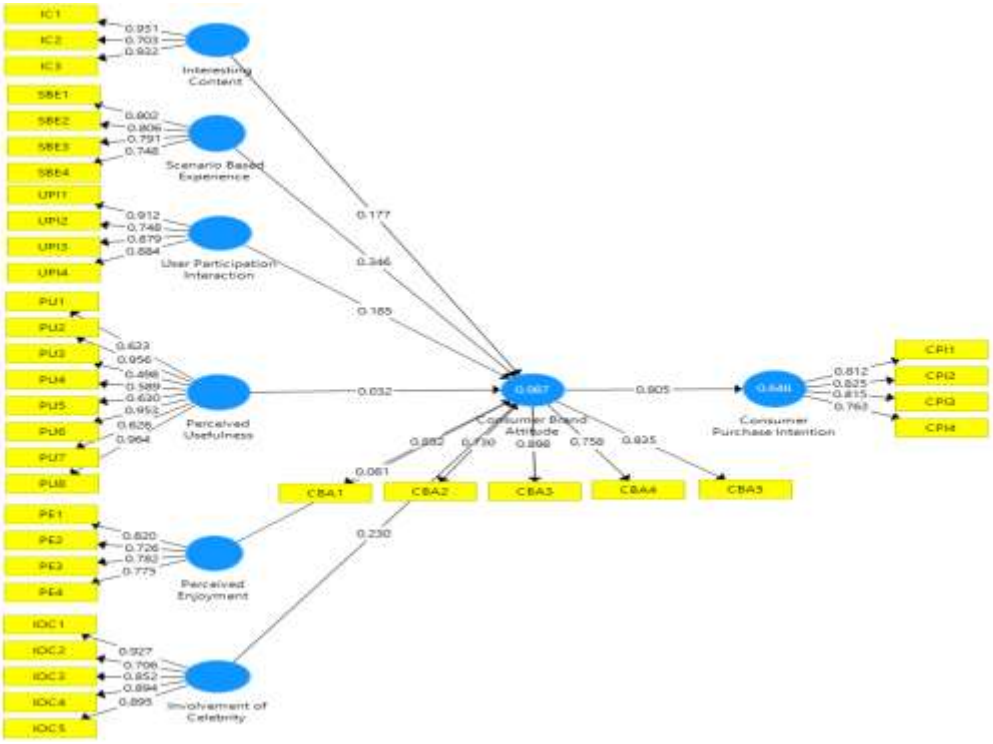

Figure 4. *Smart PLS 3.0 Output*
Source: Author Processed Data (2022)

The following parameters are used in the measurement model test test (outer model), as follows:

a) Convergent Validity

Convergent validity, relates to the principle that measurements of a construct should be highly correlated. Convergent validity occurs when the scores obtained from two different instruments that measure the same construct have a high correlation. The convergent validity test in PLS with reflective indicators is considered fundamental on the loading factor indicator that measures the construct, stating the rule of thumb used for the outer loading convergent validity is > 0.7, and the AVE value which is declared valid is 0.50 or higher, according to Hair figures. above 0.50 can indicate that the construct explains at least 50% of the variance of each item. Convergent validity all constructs in this study are valid (Hair et al., 2019). Based on the results of data processing, the convergent validity results obtained with the loading factor and AVE values, as follows:

Table 2. Initial Loading Factor Value

Variable	Indicator	*Factor Loading*	Conclusion
Interesting Content	IC1 ← IC	0.931	Valid
	IC2 ← IC	0.703	Valid

	IC3 ← IC	0.932	Valid
Scenario Based Experience	SBE1 ← SBE	0.802	Valid
	SBE2 ← SBE	0.806	Valid
	SBE3 ← SBE	0.791	Valid
	SBE4 ← SBE	0.748	Valid
User Participation Interaction	UPI1 ← UPI	0.912	Valid
	UPI2 ← UPI	0.748	Valid
	UPI3 ← UPI	0.879	Valid
	UPI4 ← UPI	0.884	Valid
Perceived Usefulness	PU1 ← PU	0.623	Invalid
	PU2 ← PU	0.956	Valid
	PU3 ← PU	0.498	Invalid
	PU4 ← PU	0.589	Invalid
	PU5 ← PU	0.630	Invalid
	PU6 ← PU	0.953	Valid
	PU7 ← PU	0.626	Invalid
	PU8 ← PU	0.964	Valid
Perceived Enjoyment	PE1 ← PE	0.820	Valid
	PE2 ← PE	0.726	Valid
	PE3 ← PE	0.782	Valid
	PE4 ← PE	0.775	Valid
Involvement of Celebrity	IOC1← IOC	0.927	Valid
	IOC2← IOC	0.706	Valid
	IOC3← IOC	0.852	Valid
	IOC4← IOC	0.894	Valid
	IOC5← IOC	0.895	Valid
Consumer Brand Attitude	CBA1 ← CBA	0.852	Valid
	CBA2 ← CBA	0.730	Valid
	CBA3 ← CBA	0.898	Valid
	CBA4 ← CBA	0.758	Valid
	CBA5 ← CBA	0.835	Valid
Consumer Purchase Intention	CPI1 ← CPI	0.812	Valid
	CPI2 ← CPI	0.825	Valid
	CPI3 ← CPI	0.815	Valid
	CPI4 ← CPI	0.763	Valid

Source: Author Processed Data (2022)

Based on the table above, it can be seen that there are several indicators that have a loading factor value of <0.700, so it needs to be eliminated and retested the convergent loading factor algorithm until the results are declared valid, namely as follows:

Table 3. Final Loading Factor Value

Variable	**Indicator**	***Factor Loading***	**Conclusion**
Interesting Content	IC1 ← IC	0.966	Valid
	IC3 ← IC	0.971	Valid
Scenario-based experience	SBE1 ← SBE	0.803	Valid
	SBE2 ← SBE	0.805	Valid

	SBE3 ← SBE	0.788	Valid
	SBE4 ← SBE	0.750	Valid
User Participation Interaction	UPI1 ← UPI	0.955	Valid
	UPI3 ← UPI	0.855	Valid
	UPI4 ← UPI	0.929	Valid
Perceived Usefulness	PU2 ← PU	0.991	Valid
	PU6 ← PU	0.986	Valid
	PU8 ← PU	0.996	Valid
Perceived Enjoyment	PE1 ← PE	0.819	Valid
	PE2 ← PE	0.727	Valid
	PE3 ← PE	0.779	Valid
	PE4 ← PE	0.776	Valid
Involvement of Celebrity	IOC1← IOC	0.973	Valid
	IOC4← IOC	0.936	Valid
	IOC5← IOC	0.944	Valid
Consumer Brand Attitude	CBA1 ← CBA	0.842	Valid
	CBA2 ← CBA	0.740	Valid
	CBA3 ← CBA	0.890	Valid
	CBA4 ← CBA	0.768	Valid
	CBA5 ← CBA	0.837	Valid
Consumer Purchase Intention	CPI1 ← CPI	0.893	Valid
	CPI1 ← CPI	0.862	Valid
	CPI3 ← CPI	0.851	Valid

Source: Author Processed Data (2022)

Based on the results from the table above, the results of the evaluation of the final results of convergent validity with a loading factor, by removing some indicators that have a value smaller than 0.700 and re-estimating, it is obtained that all indicators/items have a loading factor that has a value of more than 0.7, so that it can be declared valid. In addition, convergent validity can be measured by the average variance extracted (AVE), the AVE value which is declared valid is > 0.5, a value > 0.50 can indicate that the construct explains at least 50% of the variance of each item. Based on the results of data processing, the results of the AVE value are obtained, as follows:

Table 4. Average Variance Extracted (AVE)

Variable	**AVE**
Interesting Content	0.938
Scenario-based experience	0.619
User Participation Interaction	0.835
Perceived Usefulness	0.982
Perceived Enjoyment	0.602
Involvement of Celebrity	0.905
Consumer Brand Attitude	0.667
Consumer Purchase Intention	0.755

Source: Author Processed Data (2022)

Based on the table above, the results of the calculation of convergent validity with AVE, obtained that the AVE value of each variable has a value of more than 0.50. So it can be stated that the data in this study have met the criteria of convergent validity.

b) Discriminant Validity

Discriminant validity is carried out to assess the extent to which the construct is empirically different from other constructs in the structural model. Related discriminant validity occurs when two different instruments that measure two predicted uncorrelated constructs result in an uncorrelated score. The criteria for testing discriminant validity use the Heterotrait-Monotrait Ratio (HTMT) matrix in PLS. Henseler et al., (2015) proposed to test discriminant validity using HTMT with a value of less than 0.9. The HTMT value for each variable in this study was below 0.9, meaning that the indicators were appropriate for testing each construct. Based on the results of data processing, the results obtained discriminant validity with the Heterotrait-Monotrait Ratio (HTMT) matrix method, as follows:

Table 5. Heterotrait-Monotrait Ratio (HTMT)

	CBA	**CPI**	**IC**	**IOC**	**PE**	**PU**	**SBE**	**UPI**
Consumer Brand Attitude								
Consumer Purchase Intention	0.779							
Interesting Content	0.899	0.586						
Involvement of Celebrity	0.895	0.559	0.012					
Perceived Enjoyment	0.896	0.881	0.721	0.695				
Perceived Usefulness	0.831	0.455	0.510	0.497	0.677			
Scenario Based Experience	0.169	0.811	0.845	0.899	0.891	0.892		
User Participation Interaction	0.039	0.638	0.888	0.813	0.830	0.623	0.893	

Source: Author Processed Data (2022)

Based on the table above, the results of the discriminant test with the Heterotrait-Monotrait Ratio (HTMT) matrix, the results show that the correlation between variables has a value <0.9, therefore, the variables in this study can be declared to meet the criteria of discriminant validity.

c) Construct Reliability

The construct reliability test was measured in two ways, namely composite reliability and cronbach alpha. According to Hair et al., (2019), Cronbach alpha which has a value > 0.70 is said to have a reliable construct. Meanwhile, higher composite reliability indicates that the level of reliability is higher. Reliable value on composite reliability > 0.70. Based on the results of data processing, the results obtained construct reliability, as follows.

Table 6. Construct Reliability

Variabel	***Composite Reliability***	***Cronbach Alpha***
Interesting Content	0.968	0.934
Scenario-based experience	0.867	0.795
User Participation Interaction	0.938	0.900
Perceived Usefulness	0.994	0.991
Perceived Enjoyment	0.858	0.782

Involvement of Celebrity	0.966	0.947
Consumer Brand Attitude	0.909	0.874
Consumer Purchase Intention	0.902	0.839

Source: Author Processed Data (2022)

Based on the table above, the results of the reliability test show that all variables in this study have a value > 0.7 which means that the variables used are reliable. The variable with the highest composite reliability value and Cronbach alpha is in the perceived usefulness variable with a CR value of 0.994 and a CA of 0.991, while the lowest value is the perceived enjoyment variable, with a CR value of 0.858 and a CA of 0.782.

d) Multicollinearity (VIF)

Inner VIF Value is a test to find out whether between indicators has multicollinearity. According to Hair et al., (2019), VIF which has a value lower than 5 indicates that the indicator does not experience multicollinearity. This study has between indicators in this study do not experience multicollinearity. Based on the results of data processing, the results of the multicollinearity test are obtained, as follows:

Table 7. Collinearity (VIF)

	VIF
CBA1	4.331
CBA2	1.666
CBA3	4.805
CBA4	2.128
CBA5	2.621
CPI1	2.612
CPI2	2.336
CPI3	1.638
IC1	4.302
IC3	4.302
IOC1	4,984
IOC4	4.300
IOC5	4.139
PE1	1.911
PE2	1.565
PE3	1.674
PE4	1.431
PU2	4.923
PU6	4.782
PU8	4.608
SBE1	1.778
SBE2	1.742
SBE3	1.627
SBE4	1.551
UPI1	4.006

UPI3	1.951
UPI4	4.059

Source: Author Processed Data (2022)

Based on the table above, it can be seen that each variable indicator has a VIF value <5, so it can be stated that there is no correlation between the data, it can be declared free of multicollinearity.

3.4 Structural Model Test (Inner Model)

The structural model in PLS is evaluated using R2 for the dependent construct, the path coefficient value or the t-value of each path to test the significance between constructs in the structural model, the next step is to evaluate the structural model to see the significance of the relationship between constructs/variables. This can be seen from the path coefficient which describes the strength of the relationship between constructs. The sign or direction on the path (path coefficient) must be in accordance with the hypothesized theory, its significance can be seen in the t test or CR (critical ratio) obtained from the bootstrap process (resampling method). The structural model (inner model) is carried out by testing the R-square, Q-square, and path coefficients using the SmartPLS software. The path diagram of the inner model in this study can be seen in the figure, as follows:

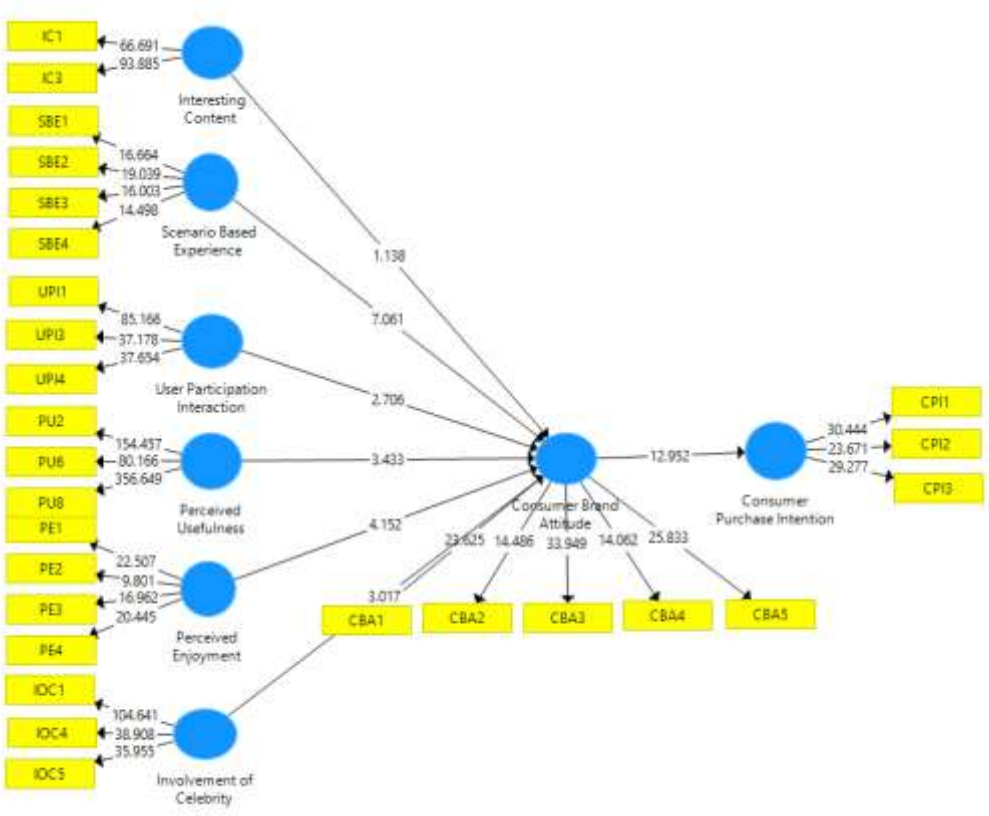

Figure 5. Inner Model
Source: Author Processed Data (2022)

The following are the parameters used in the structural model test test (inner model), as follows:

a) R-Square (R2)

R-Square, measuring explanatory power and predictive accuracy on research constructs can be done using the R-Square test. Hair et al., (2019) say that the R-square value of 0.75 has a strong influence, a value of 0.5 indicates a moderate effect, and a value of 0.25 indicates a weak effect. Based on the results of data processing, the results of the r-square are obtained, as follows:

Table 8. R-Square (R2) values

Variable	R-Square
Consumer Brand Attitude	0.985
Consumer Purchase Intention	0.459

Source: Author Processed Data (2022)

Based on the table above, it shows that the rsquare value on the intervening variable consumer brand attitude is 0.985, which indicates that it is in the strong category, this indicates that consumer brand attitude can be explained by 98.5% by variables interesting content, scenario-based experience, user participation interaction, perceived usefulness, perceived enjoyment and involvement of celebrity, while the remaining 1.5% can be explained by other variables outside the research model. Meanwhile, the rsquare value of the dependent variable consumer purchase intention is 0.459, which indicates that it is in the moderate/moderate category, this indicates that consumer purchase intention can be explained by 45.9% by the consumer brand attitude variable, while the remaining 54.1% can be explained by the variable's other variables outside the research model.

b. Q-Square

The Q-square value is used to show predictive relevance. According to Hair et al., (2019), the Q-square value which has a value range of 0 has a small meaning, 0.25 medium and 0.5 large. Meanwhile, a large Q-square value > 0.5 indicates good predictive relevance. The results of the calculation of the Q-Square value are as follows:

$$\begin{aligned} Q\text{-}Square &= 1 - (1 - R^2 1) \times (1 - R^2 2) \\ &= 1 - (1 - 0.985) \times (1 - 0.459) \\ &= 1 - 0.008 \\ &= 0.992 \text{ atau } 99.2\% \end{aligned}$$

Based on the results of these calculations, the obtained Q-square results of 0.992 or 99.2%, so it can be stated that the variance of the magnitude of the diversity of the research data used has a large predictive relevance, where changes in the sample will not be affected.

c. Hypothesis Testing

The hypothesis in this study can be seen from the calculation of the model using the PLS bootstrapping technique. Based on the data processing that has been done, these results can be used in answering the hypothesis in this study. Hypothesis testing is done by looking at the t-Statistics value and the P-Values value. The research hypothesis can be declared accepted if the direction of the path coefficient shows results that are in accordance with the initial hypothesis and t-statistics > t table (1,984), Meanwhile, the smaller the P-Values, the stronger the evidence that the null hypothesis must be rejected. P-Values that show a number < 0.05 are considered statistically significant. The following are the results of hypothesis

testing obtained in this study through the inner model, consisting of the direct effect and indirect effect hypotheses.

Table 9. Direct Effect Hypothesis Test Results

Hypothesis		Standard Path Coefficient	T-Statistics	P-*Value*	Significance Description	Results
H1	*Interesting Content -> Consumer Brand Attitude*	0.073	1.138	0.128	Not significant	Hypothesis Not Supported
H2	*Scenario Based Experience -> Consumer Brand Attitude*	0.455	7.061	0.000	Significant	Hypothesis Not Supported
H3	*User Participation Interaction -> Consumer Brand Attitude*	0.165	2.706	0.004	Significant	Hypothesis Supported
H4	*Perceived Usefulness -> Consumer Brand Attitude*	0.125	3.433	0.000	Significant	Hypothesis Supported
H5	*Perceived Enjoyment -> Consumer Brand Attitude*	0.102	4.152	0.000	Significant	Hypothesis Supported
H6	*Involvement of Celebrity -> Consumer Brand Attitude*	0.166	3.017	0.001	Significant	Hypothesis Supported
H7	*Consumer Brand Attitude -> Consumer Purchase Intention*	0.678	12.952	0.000	Significant	Hypothesis Supported

Source: Author Processed Data (2022)

Based on the results of testing the direct effect hypothesis, it is concluded that the hypothesis testing between variables is as follows:

1. Hypothesis Testing H1: Effect of Interesting Content on Consumer Brand Attitude

The results of hypothesis testing show that the t-statistics value obtained is 1.138, where the t-statistics value < t-table value is 1.984 (1.138<1.984) and the significance is 0.128>0.05. Thus, it can be stated that interesting content has no significant positive effect on consumer brand attitude.

2. Hypothesis Testing H2: Effect of Scenario Based Experience on Consumer Brand Attitude

The results of hypothesis testing show that the t-statistics value obtained is 7.061, where the t-statistics value > t-table value is 1.984 (7.061>1.984) and the significance is 0.000<0.05. Thus, it can be stated that scenario-based experience has a significant positive effect on consumer brand attitudes.

3. Hypothesis Testing H3: The Effect of User Participation Interaction on Consumer Brand Attitude

The results of hypothesis testing show that the t-statistics value obtained is 2.706, where the t-statistics value > t-table value is 1.984 (2.706>1.984) and the significance is 0.004<0.05. Thus, it can be stated that user participation interaction has a significant positive effect on consumer brand attitudes.

4. Hypothesis Testing H4: The Effect of Perceived Usefulness on Consumer Brand Attitude

The results of hypothesis testing show that the t-statistics value obtained is 3.433, where the t-statistics value > t-table value is 1.984 (3.433>1.984) and the significance is 0.000<0.05. Thus, it can be stated that perceived usefulness has a significant positive effect on consumer brand attitude.

5. Hypothesis Testing H5: The Effect of Perceived Enjoyment on Consumer Brand Attitude

The results of hypothesis testing show that the t-statistics value obtained is 4.152, where the t-statistics value > t-table value is 1.984 (4.152>1.984) and the significance is 0.000<0.05. Thus, it can be stated that perceived enjoyment has a significant positive effect on consumer brand attitude.

6. Hypothesis Testing H6: The Influence of Involvement of Celebrity on Consumer Brand Attitude

The results of hypothesis testing show that the t-statistics value obtained is 3.017, where the t-statistics value > t-table value is 1.984 (3.017>1.984) and the significance is 0.001<0.05. Thus, it can be stated that the involvement of celebrity has a significant positive effect on consumer brand attitude.

7. Hypothesis Testing H7: The Effect of Consumer Brand Attitude on Consumer Purchase Intention

The results of hypothesis testing show that the t-statistics value obtained is 12.952, where the t-statistics value > t-table value is 1.984 (12.952>1.984) and the significance is 0.000<0.05. Thus, it can be stated that consumer brand attitude has a significant positive effect on consumer purchase intention.

Furthermore, testing the indirect effect hypothesis, the influence of the independent variable on the dependent variable through the intervening variable, the results obtained are as follows:

Table 10. Indirect Effect Hypothesis Test Results

Hypothesis		**Standard Path Coefficient**	**T-Statistics**	**P-*Value***	**Significance Description**	**Results**
H1	*Interesting*	0.049	1.130	0.130	Not	Hypothesis

	Content -> Consumer Brand Attitude -> Consumer Purchase Intention				significant	Not Supported
H2	*Scenario Based Experience -> Consumer Brand Attitude -> Consumer Purchase Intention*	0.309	6.587	0.000	Significant	Hypothesis Supported
H3	*User Participation Interaction -> Consumer Brand Attitude -> Consumer Purchase Intention*	0.112	2.743	0.003	Significant	Hypothesis Supported
H4	*Perceived Usefulness -> Consumer Brand Attitude -> Consumer Purchase Intention*	0.085	3.062	0.001	Significant	Hypothesis Supported
H5	*Perceived Enjoyment -> Consumer Brand Attitude -> Consumer Purchase Intention*	0.069	3.835	0.000	Significant	Hypothesis Supported
H6	*Involvement of Celebrity -> Consumer Brand Attitude -> Consumer Purchase Intention*	0.113	2.862	0.002	Significant	Hypothesis Supported

Source: Author Processed Data (2022)

Based on the results of testing the indirect effect hypothesis, it is concluded that the hypothesis testing between variables is as follows:

1. There is no significant positive effect of interesting content on consumer purchase intention through consumer brand attitude.

2. There is a significant positive effect of scenario-based experience on consumer purchase intention through consumer brand attitude.
3. There is a significant positive effect of user participation interaction on consumer purchase intention through consumer brand attitude.
4. There is a significant positive effect of perceived usefulness on consumer purchase intention through consumer brand attitude.
5. There is a significant positive effect of perceived enjoyment on consumer purchase intention through consumer brand attitude.
6. There is a significant positive effect of involvement of celebrity on consumer purchase intention through consumer brand attitude.

IV. Conclusion

The results of hypothesis testing show that the independent scenario-based variable, user participation, perceived usefulness, perceived enjoyment, involvement of celebrity directly (direct effect) has a positive and significant effect on consumer brand attitude, and consumer brand attitude also has a positive and significant influence on consumer purchase. intention. Meanwhile, interesting content directly (direct effect) has no positive and significant effect on consumer brand attitude.

The highest coefficient value is shown in the effect of scenario-based experience on consumer brand attitude, with a path coefficient value of 0.455, and the lowest value is found in the effect of interesting content on consumer brand attitude with a path coefficient value of 0.073. While the influence of the intervening variable consumer brand attitude on the dependent variable consumer purchase intention obtains a path coefficient value of 0.678.

For the results of testing the indirect effect hypothesis, the effect of the independent variable on the dependent variable through the intervening variable, which obtained the highest value was in the influence of scenario-based experience on consumer purchase intention through consumer brand attitude with a path coefficient value of 0.309.

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