MODEL OF INCREASING PURCHASE INTENTION THROUGH INFLUENCER ENGAGEMENT ON SOCIAL MEDIA

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Abstract

Background – *The advancement of internet technology has influenced shifts in consumer thinking and purchasing behavior. Nowadays, people from diverse demographic groups—including both genders, adolescents, and adults—are increasingly using the internet as a platform for business and marketing activities.*

Aim –*The aims of this study are as follows: (1) To examine whether Perceived Credibility exerts a positive and significant effect on Attitude Toward the Influencer; (2) To investigate the influence of Trust on Attitude Toward the Influencer and determine whether it is both positive and significant; (3) To assess whether Perceived Behavioral Control significantly and positively affects Attitude Toward the Influencer; (4) To explore the extent to which Subjective Norms contribute positively and significantly to Attitude Toward the Influencer; (5) To evaluate whether Perceived Expertise positively and significantly influences Attitude Toward the Influencer; (6) To determine whether Perceived Congruence has a positive and significant relationship with Attitude Toward the Influencer; (7) To analyze the positive and significant impact of Attitude Toward the Influencer on Engagement; (8) To examine whether Attitude Toward the Influencer significantly contributes to Purchase Intention in a positive manner; and (9) To analyze the influence of Engagement on Purchase Intention, with a focus on identifying whether the effect is positive and significant.*

Design / Methodology / Approach – *The methodology of this research use crossesctional and hypothesis testing. Data was collected using questionnaire with the measeurement using Likert scale. The samples of this research are followers Instagrams's Account of Rinaldi.*

Findings – *The findings of this research demonstrate that: (1) Perceived Credibility exerts a positive and statistically significant effect on Attitude Toward the Influencer; (2) Trust significantly and positively impacts Attitude Toward the Influencer; (3) Perceived Behavioral Control shows a positive and significant relationship with Attitude Toward the Influencer; (4) Subjective Norms positively and significantly influence Attitude Toward the Influencer; (5) Perceived Expertise has a significant and positive effect on Attitude Toward the Influencer; (6) Perceived Congruence significantly contributes to the formation of a positive Attitude Toward the Influencer; (7) Attitude Toward the Influencer significantly and positively influences Engagement; (8) Attitude Toward the Influencer has a positive and significant effect on Purchase Intention; and (9) Engagement positively and significantly affects Purchase Intention.*

Conclusion *– This Study Successfully Addressed All Research Questions Through Hypothesis Testing.*

Research implication – *The findings of this study offer several practical implications that can serve as valuable input for influencers in fulfilling their role as product promoters through personal social media accounts.*

Limitations – *This study has several limitations. First, the dimensions and measurement items used are limited, as the data were collected from 258 respondents who exclusively follow a single influencer. The sampling is not evenly distributed and does not include followers of Rinaldi's Instagram account who reside outside Jakarta. Furthermore, the influencer examined in this study is specifically associated with educational products, which limits the generalizability of the findings. Future research may expand the scope by exploring other types of products. Additionally, the issues and contexts explored in this study are subject to change over time and may require further development in response to evolving trends.*

Keywords : *Attitude Toward Influencer, Engagement, and Purchase Intention.*

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Abstrak

Latar Belakang - Kemajuan teknologi internet telah mempengaruhi pergeseran pemikiran dan perilaku pembelian konsumen. Saat ini, orang-orang dari berbagai kelompok demografis-termasuk gender, remaja, dan orang dewasa-semakin banyak yang menggunakan internet sebagai platform untuk kegiatan bisnis dan pemasaran.

Tujuan - Tujuan dari penelitian ini adalah sebagai berikut: (1) Untuk menguji apakah Perceived Credibility berpengaruh positif dan signifikan terhadap Attitude Toward the Influencer; (2) Untuk menyelidiki pengaruh Trust terhadap Attitude Toward the Influencer dan menentukan apakah pengaruh tersebut positif dan signifikan; (3) Untuk menilai apakah Perceived Behavioral Control secara signifikan dan positif mempengaruhi Attitude Toward the Influencer; (4) Untuk mengeksplorasi sejauh mana Subjective Norms berkontribusi secara positif dan signifikan terhadap Attitude Toward the Influencer; (5) Untuk menilai apakah Perceived Expertise secara positif dan signifikan mempengaruhi Attitude Toward the Influencer; (6) Untuk mengetahui apakah Perceived Congruence memiliki hubungan yang positif dan signifikan terhadap Attitude Toward the Influencer; (7) Untuk menganalisa dampak positif dan signifikan dari Attitude Toward the Influencer terhadap Engagement; (8) Untuk menguji apakah Attitude Toward the Influencer berkontribusi secara positif dan signifikan terhadap Purchase Intention; dan (9) Untuk menganalisa pengaruh Engagement terhadap Purchase Intention, dengan fokus untuk mengidentifikasi apakah pengaruhnya positif dan signifikan.

Desain /Metodologi /Pendekatan – Metodologi penelitian ini menggunakan pendekatan cross-sectional dan pengujian hipotesis. Data dikumpulkan dengan menggunakan kuesioner dengan pengukuran menggunakan skala Likert. Sampel dari penelitian ini adalah followers akun Instagram Rinaldi.

Temuan – Temuan dari penelitian ini menunjukkan bahwa: (1) Perceived Credibility berpengaruh positif dan signifikan secara statistik terhadap Attitude Toward the Influencer; (2) Trust berpengaruh positif dan signifikan terhadap Attitude Toward the Influencer; (3) Perceived Behavioral Control menunjukkan hubungan yang positif dan signifikan terhadap Attitude Toward the Influencer; (4) Subjective Norms berpengaruh positif dan signifikan terhadap Attitude Toward the Influencer; (5) Perceived Expertise berpengaruh positif dan signifikan terhadap Attitude Toward the Influencer; (6) Perceived Congruence berkontribusi secara signifikan dalam pembentukan Attitude Toward the Influencer yang positif; (7) Attitude Toward the Influencer secara signifikan dan positif mempengaruhi Engagement; (8) Attitude Toward the Influencer berpengaruh positif dan signifikan terhadap Purchase Intention; dan (9) Engagement berpengaruh positif dan signifikan terhadap Purchase Intention.

Kesimpulan – Penelitian ini berhasil menjawab semua pertanyaan penelitian melalui pengujian hipotesis

Implikasi Penelitian - Temuan penelitian ini menawarkan beberapa implikasi praktis yang dapat menjadi masukan berharga bagi para influencer dalam menjalankan perannya sebagai promotor produk melalui akun media sosial pribadi.

Batasan Penelitian – Penelitian ini memiliki beberapa keterbatasan. Pertama, dimensi dan item pengukuran yang digunakan terbatas, karena data dikumpulkan dari 258 responden yang secara eksklusif mengikuti satu influencer. Pengambilan sampel tidak merata dan tidak mencakup pengikut akun Instagram Rinaldi yang berada di luar Jakarta. Selain itu, influencer yang diteliti dalam penelitian ini secara khusus terkait dengan produk pendidikan, yang membatasi generalisasi temuan. Penelitian selanjutnya dapat memperluas cakupan dengan mengeksplorasi jenis produk lainnya. Selain itu, isu dan konteks yang dieksplorasi dalam penelitian ini dapat berubah seiring berjalannya waktu dan mungkin memerlukan pengembangan lebih lanjut dalam menanggapi tren yang berkembang.

Kata Kunci : Sikap terhadap Influencer, Keterlibatan, dan Niat Beli

INTRODUCTION

The evolution of internet technology has significantly influenced how consumers think and behave in their shopping activities. Today, individuals across different segments—men and women, youths, and adults—are increasingly turning to the internet as a tool for conducting marketing and business. Selecting the appropriate medium for executing marketing communication plays a vital role in

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determining marketing success. Online shopping, or purchasing goods or services via the internet, is a process of buying from sellers who operate online or through online buying and selling platforms without the need for direct face-to-face interaction between the seller and buyer (Muslihah, 2018).

According to data from NapoleonCat, a social media marketing analytics firm headquartered in Warsaw, Poland, there were 90.2 million Instagram users in Indonesia as of January 2024. NapoleonCat also provides demographic insights, revealing that Instagram users are almost evenly split by gender, with women accounting for 50.8% and men for 49.2%. Additionally, the platform categorizes users into various age groups: 13–17, 18–24, 25–34, 35–44, 45–54, 55–64, and 65 years and older (NapoleonCat, 2020). Meanwhile, the distribution of Instagram users in Indonesia can be explained in detail: users aged 13-17 represent 10.9% of the total users, followed by those aged 18-24 representing 37%, users aged 25-34 representing 33.7%, those aged 35-44 representing 11.4%, 45-54 years old at 4.3%, 55-64 years old at 1.1%, and finally, those over 65 years old at 1.6%. The data above clearly indicates that Instagram users are currently most prevalent among those aged 18-24 years old (Napoleoncat, 2020).

Each age group represents a distinct generation characterized by unique traits. A generation refers to a cohort of individuals who share common birth years, are in similar age ranges, occupy the same geographical region, and have collectively experienced significant historical or social events that shaped their developmental period (Putra, 2019). Thus, a generation can also be defined as individuals who lived through similar societal events within the same era. The 18–24 age group is classified as Generation Z, a demographic currently entering the workforce and often labeled as the "internet generation" or "iGeneration." This cohort is known for its strong digital connectivity, having been exposed to technology from an early age.

The high usage of Instagram among Indonesians has also led to product marketing activities on the app, one of which is through endorsements by influencers. Influencer marketing on Instagram, commonly known as endorsement, is a technique that makes your content more appealing to Instagram users. To maximize this type of marketing, you must have engaging endorsement examples and content that does not bore visitors when they view it. For instance, using the "Buy two, get one free" marketing model. (Hamdan, 2019).

The use of influencers in marketing a product certainly needs to be considered in every aspect associated with someone with Instagram celebrity status. Aspects such as how they can be assessed in terms of

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credibility, trust in what they portray, their attitude, and their reliability and professionalism, which are the measures that will form an assessment of the attitude attributed to the influencer.

The use of influencer services depends on market conditions and economic events in various industries. For example, during the COVID-19 pandemic, the industry that heavily relied on influencer services was the Education and Training sector. Currently in Indonesia, there are several influencers who specifically market products for Several figures operating in the education sector have established significant followings on social media platforms. For instance, Rinaldi Nur Ibrahim (@rinaldi_ni) has amassed 84,852 followers, followed by Agnes Lina Gianto (@agneslinagianto) with 79,133 followers. Other notable accounts include Anggita Mega Mentari (@megamentari) with 22,566 followers, Andhika Wijaya Kurniawan (@andhikawijaya) with 8,870 followers, and Rainspid Podcast (@rainsvid), which has attracted 19,621 followers (Sociabuzz, 2010).

Companies do not necessarily focus on the number of followers an influencer has but rather on An influencer's track record and level of audience engagement are critical factors when promoting a company's products. In the context of educational and training services—which have seen a rise in user demand—Rinaldi Nur Ibrahim has emerged as the most frequently engaged

influencer for marketing purposes. While previous studies have explored various aspects of influencer marketing on social media, such as the work by Chetioui, Benlafqih, and Lebdaoui (2019) on the effect of attitudes toward influencers on brand perception and purchase intention, or Booth and Matic (2019), who examined the role of social media influencers in shaping corporate brand image, there remains a gap. Brandáo, Gadekar, and Castelo-Brancho (2020) investigated how influencer credibility affects interest in fashion, and Woodroof, Howiw, Nevertheless, limited scholarly attention has been given to the specific relationship between influencer engagement and followers' purchase intention.

Research Questions :

1. To what extent does perceived credibility influence consumers' attitudes toward the influencer?

2. How does trust affect attitudes toward the influencer?

3. Does perceived behavioral control have a significant impact on attitudes toward the influencer?

4. Is there a relationship between subjective norms and attitudes toward the influencer?

5. Does perceived expertise significantly influence attitudes toward the influencer?

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6. How does perceived congruence affect consumers' attitudes toward the influencer?

7. Does attitude toward the influencer have a significant impact on follower engagement?

8. Is there a significant effect of attitude toward the influencer on purchase intention?

9. To what extent does engagement influence purchase intention?

LITERATURE REVIEW

Perceived Credibility

Perceived credibility refers to the perceived level of trustworthiness of the exclusive media used by individuals. Message credibility refers to the perceived credibility of the message itself, such as the quality of the news or the accuracy of the information provided. Credibility focuses on the expertise of the information source as a credible source of news. Trustworthy sources (Winterson, 2016).

Trust

Trust plays a fundamental role in shaping the dynamics between buyers and sellers (Lien et al., 2015). It can be evaluated based on a seller's competence in delivering services and the integrity shown in managing their business operations (Rahmawati, 2013). Within the context of e-commerce, trust is conceptualized as the level of assurance consumers place in online merchants or vendors (Carter et al., 2014).

Perceived Behavioral Control

Perceived Behavioral Control (PBC) according to (Icek Ajzen, 1988) is an individual's perception of the extent to which they feel capable or have control to perform a behavior. This concept reflects beliefs about the ease or difficulty of acting, which are influenced by past experiences and anticipations of obstacles. PBC not only influences the intention to behave, but can also directly influence actual behavior, especially when perceived control reflects actual control.

Subjective Norms

Subjective norm refers to the extent to which a person feels compelled to follow a certain behavior due to social pressure or expectations from people they consider important, such as friends, family, or online communities. When associated with influencers, subjective norm reflects the social influence felt by individuals as a result of the opinions, recommendations, or lifestyles displayed by an influencer on social media. This means that if someone sees that an influencer they admire or trust recommends a particular product or behavior, they will feel compelled to follow suit in order to gain social acceptance or avoid rejection. In this case, influencers act as social referents or benchmarks that shape

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subjective norms, thereby influencing a person's intention to imitate or follow the actions promoted by the influencer (Hartanto & Mariana, 2024).

Perceived Expertise

Perceived expertise refers to the extent to which an audience or followers assess that an influencer has credible knowledge, insight, or expertise in a particular field. This perception is formed from the way influencers convey information, the consistency of relevant content, and their experience or background that demonstrates their authority in that field—for example, in beauty, technology, culinary, or lifestyle. When someone perceives an influencer as highly skilled, the messages or recommendations they convey are more likely to be trusted and followed. In other words, the higher an influencer's perceived expertise, the greater their ability to influence the attitudes, beliefs, and purchasing decisions of their audience.(Damar et al., 2024)

Perceived Congruance

Perceived congruence refers to the extent to which the audience perceives the influencer's self-image to be consistent with the product, brand, or message they are promoting. This concept encompasses the perception that the values, lifestyle, and content shared by the influencer are aligned with the characteristics or positioning of the brand

they represent. When the audience perceives a high degree of congruence between the influencer and the promoted product (e.g., a fitness influencer promoting sports supplements), the message is considered more authentic, credible, and convincing. Conversely, if there is no congruence (e.g., a technology influencer suddenly promoting beauty products), the audience is likely to doubt the intent or authenticity of the promotion. Therefore, the higher the perceived congruence, the more effective the influencer's influence in shaping the attitudes, beliefs, and purchase intentions of their followers(Hartanto, n.d.).

Attitude Toward Influencer

Attitude toward influencers refers to a person's overall attitude toward an influencer, which reflects positive or negative assessments based on their perceptions of the influencer's personality, communication style, content, and values. This attitude is formed from the audience's experience of observing or following the influencer's activities, such as authenticity, honesty, personal appeal, and engagement with their followers. If someone has a positive attitude toward an influencer—for example, because they feel entertained, inspired, or trust the influencer—they are more likely to accept the messages or recommendations conveyed. Conversely, a negative attitude can reduce the effectiveness of the influencer's communication. Therefore, attitude toward

influencers is an important factor influencing the extent to which influencers impact the audience's perceptions, attitudes, and behaviors, including in the context of purchasing decisions or brand adoption. (Supriyono et al., 2024)

Influencer Marketing

Influencer marketing refers to a marketing strategy that leverages the influence of individuals with a strong following on social media or digital platforms to promote products, services, or brands. In this case, influencers act as communicators who bridge the relationship between brands and audiences through content that is personal, relevant, and trusted. The effectiveness of influencer marketing depends on the credibility, appeal, and level of engagement of the influencer. This strategy works based on the assumption that audiences tend to trust recommendations from individuals they consider authentic and who have expertise or experience in a particular field. Therefore, influencer marketing as a variable reflects the extent to which promotions carried out by influencers can influence consumers' perceptions, attitudes, and behavioral intentions toward the products or brands being marketed (Hartanto & Laij, 2024).

Engagement

Engagement refers to the level of interaction and involvement of the audience with the content shared by influencers on digital platforms, such as social media. Engagement includes various forms of active responses from followers, such as likes, comments, shares, saves, reposts, and even purchasing recommended products. The level of engagement reflects the extent of attention, interest, and emotional connection that the audience has toward the influencer and the content they present. The higher the engagement, the greater the potential influence of an influencer in shaping the attitudes and behaviors of their followers. In the context of research, engagement as a variable reflects the effectiveness of influencer communication and serves as an important indicator in assessing the impact of influencer marketing strategies on consumer decisions (Waltenrath, 2024).

Purchase Intention

Purchase intention denotes the probability or tendency of a consumer to consider or express interest in acquiring a specific brand at a later time (Huang et al., 2011). This suggests that an increase in intention reflects an increase in the likelihood of behavior. In the context of influencer marketing, previous literature shows that consumer attitudes toward a particular brand directly impact their purchase intention (Fahreza et al., 2024). According to Erkan and Evans (2018), electronic word of mouth (E-WOM) tends to be more influential when it originates from well-known figures, significantly affecting the online consumers' intention to purchase

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Measurements such as influencer attitude, influencer image, quality, influencer knowledge, attributes, and loyalty have all been shown to have a strong influence on purchase intent in previous literature (Tariq et al., 2013). Lee et al. (2011) revealed that stronger perceptions of online credibility lead to higher purchase intentions. Given the above, purchase intention is widely regarded by marketers as the primary determinant of purchase decisions (Raza et al., 2014).

Hypothesis

Based on the previous explanation and also the constructed research model, the hypotheses developed in this research include:

H_1. Perceived credibility influences attitude toward the influencer

H_2. Trust influences attitude toward the influencer

H_3. Perceived behavioral control influences attitude toward the influencer

H_4. Subjective norms influence attitudes toward the influencer.

H_5. Perceived expertise influences attitude toward the influencer

H_6. Perceived congruence influences attitude toward the influencer

H_7. Attitude toward the influencer influences engagement.

H_8. Attitude toward the influencer influences purchase intention.

H_9. Engagement influences purchase intention.

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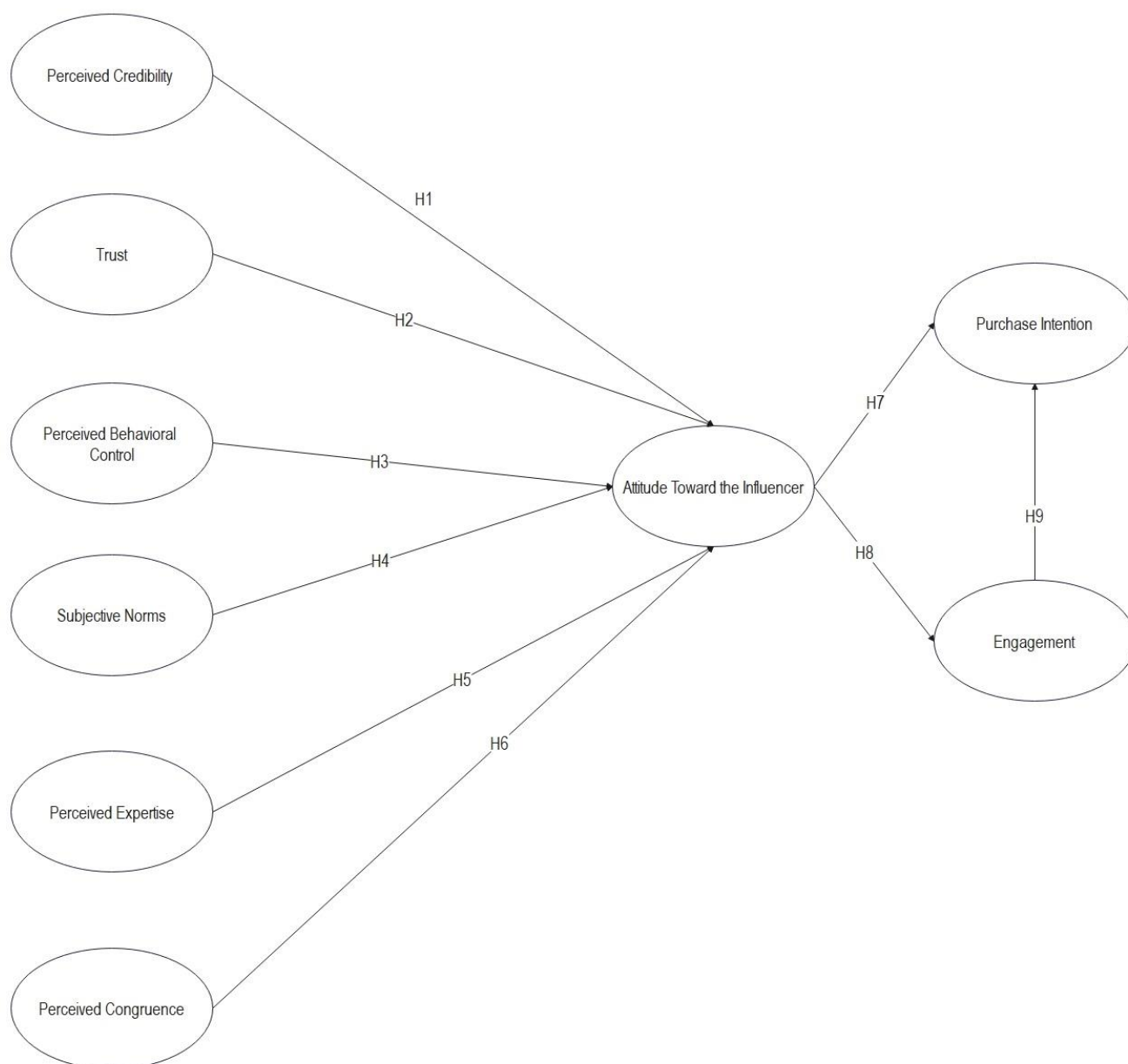
Figure 1. Research Model

RESEARCH METHOD

Research Design

This research adopts a quantitative approach with a non-experimental (survey) design, aiming to explore the relationships among variables within a population through representative sampling. The study employs two primary methods: descriptive and structural-explanatory. The descriptive method is utilized to outline the characteristics and profiles of the examined variables, particularly those relevant to Indonesia's cosmetics marketplace. In contrast, the structural-explanatory method

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is employed to assess the relationships among variables influencing consumers' repurchase intentions, using the Partial Least Squares - Structural Equation Modeling (PLS-SEM) technique.

Variables and Measurement

This research investigates nine core constructs: Perceived Credibility, Trust, Perceived Behavioral Control, Subjective Norms, Perceived Expertise, Attitude Toward the Influencer, Engagement, and Purchase Intention.

The variable Perceived Credibility is measured using four indicatorswhich reflect the extent to which respondents perceive the influencer as persuasive, credible, and a reliable reference in making product or service purchasing decisions through social media.

The Trust variable is assessed through three indicators, reflecting respondents' level of trust in the influencer, including perceptions of reliability, sincerity, and congruence between the products they use and those they endorse.

Perceived Behavioral Control measured by two indicators that capture the extent to which individuals feel they have control over purchasing decisions, including the influence of personal factors and the reputation of the influencer providing product recommendations.

The Subjective Norms variable is measured using three indicators, which indicate the degree to which individuals consider social opinions and prevailing norms when evaluating and responding to an influencer's impact.

Perceived Expertise is assessed through three indicators, measuring the extent to which respondents view the influencer as knowledgeable, skilled, and professionally credible within the domain they promote.

Perceived Congruence is measured using three indicators, reflecting respondents' perceptions of alignment and compatibility between themselves and the influencer, both in terms of personality and the content they publish.

Attitude Toward the Influencer is measured through four indicators, capturing respondents' positive attitudes toward the influencer, including perceptions of content quality, relevance of product-related information, and the influencer's reliability as a source of purchase reference.

Engagement is assessed using three indicators, reflecting respondents' perceptions of the influencer's level of interaction and consistency on social media, including posting frequency, responsiveness to comments, and the regularity and appeal of the messages conveyed.

Purchase Intention is measured by two indicators, which reflect respondents' tendencies to use and recommend products or services endorsed by the influencer.

Respondents were then asked to indicate their level of agreement with each item in the questionnaire using a five-point Likert scale.

Samples and Data Collection

The population in this study comprises all Instagram users who follow the Instagram account @rinaldi_ni, which has a total of 805K followers. The sampling technique employed is purposive sampling, with respondents selected based on specific criteria: followers of the @rinaldi_ni account who reside in the Greater Jakarta area and are between 18to 26 years old. Referring to Hair et al. (2012), a representative sample size is determined by multiplying the number of indicators by five. Given a total of 25 indicators, the minimum required sample size for this study is 125 respondents.

Data Analysis Methods

This study utilizes a quantitative data analysis method through the Structural Equation Modeling (SEM) approach, facilitated by AMOS 4 software. SEM is a multivariate statistical method that allows for the simultaneous examination of complex interrelationships among latent constructs—both exogenous and endogenous—which are measured through multiple observed indicators.

RESULT AND DISCUSSION

Respondent Demographic Characteristics

Table 1 shows the results of the demographic mapping of the research respondents. A total of 258 respondents who provided feedback were divided based on gender, age, education level, monthly income, and occupation.

Descriptive Statistics

As stated by Vetter (2017), descriptive statistics serve as a methodological tool to compute, explain, and summarize research data systematically and effectively. These statistics may be presented in numerical form within the narrative, as well as through tables or graphical representations (Salkind, 2016; Urdan, 2017). Furthermore, Kuswanto (2012) notes that descriptive statistics commonly display data using measures of central tendency—such as the mean—which are particularly applicable to continuous data that follow a normal distribution (Vetter, 2017).

In this study, the descriptive analysis encompasses the minimum, maximum, mean, and standard deviation values for each variable. The minimum and maximum scores illustrate the response range, the mean represents the average respondent assessment, and the standard deviation indicates the degree of variation from the mean. The descriptive statistics for the variables—Perceived Credibility, Trust, Perceived Behavioral Control, Subjective Norms, Perceived Expertise, Perceived Congruence, Attitude Toward the Influencer,

Engagement, and Purchase Intention—are detailed in table 2.

Based on Table 2, the descriptive statistics results show that the Perceived Credibility variable has a mean value of 4.37 with a standard deviation of 0.725, indicating that respondents generally perceive the influencer as persuasive and credible. The Trust variable has a mean of 4.26 and a standard deviation of 0.721, reflecting a relatively high level of trust in the influencer, Rinaldi.

For Perceived Behavioral Control, the mean value of 4.32 with a standard deviation of 0.743 suggests that respondents feel a sense of personal control in responding to the influencer's impact. Meanwhile, Subjective Norms recorded a mean of 4.35 and a standard deviation of 0.744, indicating that social norms influence respondents' perceptions of the influencer's personality.

The Perceived Expertise variable yielded a mean of 4.32 with a standard deviation of 0.785, suggesting that respondents view Rinaldi as possessing relevant expertise in the field he promotes. Perceived Congruence recorded a mean of 4.19 and a standard deviation of 0.621, reflecting the perceived compatibility between the influencer and his audience.

Attitude Toward the Influencer showed a mean of 4.19 with a standard deviation of 0.677, indicating that respondents hold a positive attitude toward Rinaldi's personality

and content. The Engagement variable, with a mean of 4.21 and a standard deviation of 0.639, reflects a relatively strong interactive relationship between the influencer and his followers.

Finally, Purchase Intention recorded the highest mean value at 4.43 with a standard deviation of 0.716, suggesting that respondents have a strong interest in using the products or services promoted by Rinaldi through his social media platform.

Research Instrument Testing

In this study, the variables used are latent (unobserved) variables, meaning they cannot be measured directly but are represented through a set of observed indicators assessed using a Likert scale in the questionnaire. The research instrument was subsequently tested for validity and reliability. The measurement model was analyzed using the Confirmatory Factor Analysis (CFA) approach. The validity test aims to determine the extent to which questionnaire items are capable of measuring the intended constructs, with a loading factor value greater than 0.50 considered valid. Meanwhile, instrument reliability was assessed based on internal consistency using Cronbach's alpha, where a value of ≥ 0.60 indicates that the instrument is considered reliable.

The results presented in Table 3 indicate that all measurement indicators have factor loading values greater than 0.50, signifying

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that all indicatorsincluding the four indicators of Perceived Credibility and the three indicators of Trustare considered valid. Validity was also achieved for all other variables, as all indicators met the minimum loading threshold.

In addition to the validity test, a reliability test was also conducted to ensure the internal consistency of the instrument. Reliability was assessed using Cronbach's alpha coefficient, which indicates the degree of homogeneity among items in reflecting the same construct. Referring to previous studies, an instrument is considered reliable if it has an alpha value of ≥ 0.700. The results of the reliability test for each variable are presented in Table 3.

Table 4 shows that all variables have Cronbach's alpha values exceeding 0.700. This indicates that all instruments used in this study demonstrate a high level of reliability and are suitable for further analysis.

Model Fit Test

Based on the analysis results in Table 5, nearly all goodness-of-fit indices meet the required cut-off values, with figures approaching the standard thresholds for an acceptable model fit. This indicates that the structural model used in this study is considered to have a good fit, thereby allowing the analysis to proceed to the hypothesis testing stage.

Hypothesis Test

A hypothesis is a provisional assumption regarding a particular problem that will be tested for its validity through data analysis. In this study, hypothesis testing is conducted to determine whether the null hypothesis (H_0) should be accepted or rejected, using the Structural Equation Modeling (SEM) approach. The decision rule is based on the t-value at a 5% significance level. A hypothesis is considered supported if the t-value > 1.96, and not supported if the t-value < 1.96. Table 6 will brief the hypothesis test result.

Table 1
Respondent Demographic Characteristics

Characteristics	Group	Count	Percentage (%)
Gender	Male	123	47.67
	Female	135	52.33
Age	17-19	16	6.20
	20-23	109	42.25
	24-26	133	51.55
Education	SLTA	42	16.67
	Bachelor	202	77.91
	Master	16	5.43

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Characteristics	Group	Count	Percentage (%)
Monthly Expenses	< IDR 1,000,000,-	8	3.88
	IDR 1,000,000,-s.d IDR 2,000,000	19	7.36
	IDR 2,000,000,-s.d IDR 3,000,000	73	28.29
	> IDR 3,000,000,-	156	60.47
Occupation	Student	69	26.74
	Employee	47	18.22
	Goverenment Employee	6	2.33
	Entrepreneur	81	31.40
	Other occupatioin	55	21.32

Source: Data Processed

Table 2
Descriptive Statistics

Variabel	N	Min.	Max.	Mean	Std Dev.
Perceived Credibility	258	1	5	4.37	0.725
PC1I perceive the influence exerted by the influencers I follow to be persuasive.	258	1	5	4.34	0.747
PC2I consider the influencers I follow to possess a high level of credibility	258	1	5	4.34	0.742
PC3I perceive advertisements presented by influencers on social media as reliable references for making purchase decisions.	258	1	5	4.34	0.737
PC4I have made a purchase of a product or service that was promoted by an influencer I follow	258	1	5	4.35	0.739
Trust	258	1	5	4.26	0.721
TR1I trust the influencers I follow to guide my purchasing decisions.	258	1	5	4.34	0.747
TR2 I firmly believe that the influencer I follow demonstrates genuine sincerity	258	1	5	4.34	0.747
TR3 I am confident that the influencers I follow genuinely use the products they promote	258	1	5	4.36	0.713
Perceived Behavioral Control	258	1	5	4.32	0.743
PBC1 Beyond the influence of influencers, I take into account both personal considerations and objective factors when making purchasing decisions.	258	1	5	4.34	0.743
PBC2 I am inclined to purchase a product only when it is endorsed by a social media influencer with a reputable image.	258	1	5	4.36	0.699
Subjective Norms	258	1	5	4.35	0.744
SN1I place considerable importance on the opinions of those around me before taking into account the influence of social media influencers.	258	1	5	4.35	0.744

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Variabel	N	Min.	Max.	Mean	Std Dev.
SN2I apply specific criteria when evaluating an influencer's personality.	258	1	5	4.34	0.744
SN3 I closely consider the social norms reflected in an influencer's personality and behavior.	258	1	5	4.37	0.706
Perceived Expertise	258	1	5	4.32	0.785
PE1 The influencers I choose to follow demonstrate expertise in their respective domains.	258	1	5	4.34	0.736
PE2 The influencers I follow possess substantial knowledge in their areas of specialization.	258	1	5	4.33	0.745
PE3 The influencers I follow offer recommendations grounded in their professional expertise.	258	1	5	4.35	0.707
Perceived Congruence	258	1	5	4.19	0.621
PCR1I recognize a sense of alignment between myself and the influencer I choose to follow	258	1	5	4.49	0.643
PCR2I perceive a strong alignment between my personality and that of the influencer I choose to follow.	258	1	5	4.11	0.902
PCR3I evaluate the extent to which the content shared by my chosen influencer aligns with my personal interests and preferences.	258	1	5	4.14	0.828
Attitude Toward the Influencer	258	1	5	4.19	0.677
ATI1 I am confident that the influencers I follow are the most suitable sources for guiding me in obtaining the products I seek.	258	1	5	4.25	0.694
ATI2I believe that the influencers I follow consistently provide engaging content related to the products I am interested in.	258	1	5	4.32	0.655
ATI3 I firmly believe that the influencers I follow regularly present new offerings related to various products and services that align with my interests.	258	1	5	4.30	0.695
ATI4 I I regard the influencers I follow as trustworthy sources of information.	258	1	5	4.36	0.692
Engagement	258	1	5	4.21	0.639
EG1I perceive the influencers I follow to be consistently active in posting content on Instagram.	258	2	5	4.58	0.601
EG2I believe the influencers I follow consistently respond to comments inquiring about the products they promote.	258	1	5	4.43	0.686
EG3I perceive that the influencers I follow consistently share engaging content on Instagram at regular intervals.	258	2	5	4.51	0.661
Purchase Intention	258	1	5	4.43	0.716

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Variabel	N	Min.	Max.	Mean	Std Dev.
PI1 I frequently intend to utilize the services promoted by influencers.	258	2	5	4.49	0.673
PI2 I typically endorse products and/or services that are promoted by influencers.	258	1	5	4.54	0.630

Source: Data Processed

Table 3
Validity Test Results

Variabel	Item	Loading Factor	information
Perceived Credibility	PC1	0,958	Valid
	PC2	0,960	Valid
	PC3	0,736	Valid
	PC4	0,960	Valid
Trust	TR1	0,916	Valid
	TR2	0,916	Valid
	TR3	0,724	Valid
Perceived Behavioral Control	PBR1	0,715	Valid
	PBR2	0,715	Valid
Subjective Norms	SN1	0,925	Valid
	SN2	0,932	Valid
	SN3	0,724	Valid
Perceived Expertise	PE1	0,916	Valid
	PE2	0,930	Valid
	PE3	0,723	Valid
Perceived Congruence	PCR1	0,617	Valid
	PCR2	0,778	Valid
	PCR3	0,800	Valid
Attitude Toward the	ATTI1	0,805	Valid
	ATTI2	0,845	Valid
	ATTI3	0,798	Valid
	ATTI4	0,802	Valid
Enggagement	EG1	0,743	Valid
	EG2	0,758	Valid
	EG3	0,812	Valid
Purchase Intention	PI1	0,768	Valid
	PI2	0,768	Valid

Source: Data Processed

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Table 4
Reliability Test Results

Variable	Cronbach's Alpha	Information
Perceived Credibility	0,960	Reliable
Trust	0,926	Reliable
Perceived Behavioral Control	0,833	Reliable
Subjective Norms	0,930	Reliable
Perceived Expertise	0,928	Reliable
Perceived Congruence	0,848	Reliable
Attitude Toward the Influencer	0,918	Reliable
Enggagement	0,880	Reliable
Purchase Intention	0,867	Reliable

Source: Data Processed

Table 5
Model Suitability Test Results

Goodness-of-fit Index	Criterian (Cut-Off-Value)	Indicator Value	Conclusion
Chi-Square	Approach 0	714,57	*GoF*
Probability	≥ 0,05	0,08	*GoF*
NFI	≥ 0,90	0,92	*GoF*
CFI	≥ 0,90	0,94	*GoF*
IFI	≥ 0,90	0,95	*GoF*
RFI	≥ 0,90	0,91	*GoF*
RMR	≤ 0,10	0,07	*GoF*
RMSEA	≤ 0,10	0,10	*GoF*

Source: Data Processe

Table 6
Hypothesis Test Results

	Hypothesis	Estimate	t-value	Keputusan
H1.	Perceived Credibility → Attitude Toward the Influencer	0,616	12,50	H1 accepted
H2.	Trust → Attitude Toward the Influencer	0,632	13,04	H2 accepted
H3.	Perceived Behavioral Control → Attitude Toward the Influencer	0,652	13,74	H3 accepted
H4.	Subjective Norms → Attitude Toward the Influencer	0,631	13,00	H4 accepted
H5.	Perceived Expertise → Attitude Toward the Influencer	0,616	12,49	H5 accepted
H6.	Perceived Congruence → Attitude Toward the Influencer	0,694	15,40	H6 accepted
H7.	Attitude Toward the Influencer → Engagement	0,612	9,81	H7 accepted

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	Hypothesis	Estimate	t-value	Keputusan
H8.	Attitude Toward the Influencer → Purchase Intention	0,554	10,63	H8 accepted
H9.	Engagement → Purchase Intention	0,457	8,219	H9 accepted

Source: Data Processed

Discussion

Perceived Credibility Influences Attitude Toward The Influencer

The hypothesis testing yielded a t-value of 12.50 with an estimated coefficient of 0.616. Given that the t-value surpasses the threshold of 1.96, it can be concluded that Perceived Credibility has a significant positive impact on Attitude Toward the Influencer. These results suggest that followers of Rinaldi's Instagram account regard his credibility as a crucial element shaping their perception and attitude toward him as an influencer.

These findings are consistent with earlier studies that identify Perceived Credibility as a pivotal factor influencing individuals' decisions to follow or engage with influencers (Nam & D'An, 2018). Langer and Eisend (2011) further noted that although attractiveness may produce immediate effects, the perceived credibility of a celebrity exerts a longer-lasting influence on consumer behavior toward brands. Trust and credibility form the foundation of recommendations and electronic word-of-mouth (e-WOM); thus, for influencers to effectively persuade their followers, they must be regarded as credible (Kim et al., 2018). As a result, influencers perceived as trustworthy have a greater capacity to impact their audience's attitudes and purchase intentions.

Trust influences Attitude Toward the Influencer

The results of the hypothesis test reveal that Trust significantly and positively affects Attitude Toward the Influencer, with a t-value of 13.04 and an estimated coefficient of 0.632. Given that the t-value exceeds the critical value of 1.96, this hypothesis is supported. This suggests that the strong trust exhibited by followers of the Instagram account @rinaldi_ni plays a substantial role in fostering a favorable attitude toward the influencer.

This finding aligns with Giffin's (1967) perspective that trust emerges from individual behaviors in situations of uncertainty. Within this study's framework, trust is conceptualized as the degree to which audiences have confidence in the statements and actions of influencers. Jabr and Zheng (2017) highlight that cultivating trust is essential for the effectiveness of digital marketing efforts. Earlier research has also demonstrated a positive correlation between trust and attitude (Macintosh &Lockshin, 1997; Ohanian, 1990; Siau & Shen, 2003). In

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the realm of online marketing, consumers who place trust in an influencer are more inclined to follow their recommendations, thereby influencing their attitudes and buying behaviors (Hsu et al., 2013). Consequently, influencers who are perceived as reliable hold greater potential to affect their

Perceived Behavioral Control influences Attitude Toward the Influencer

The findings reveal that Perceived Behavioral Control positively influences Attitude Toward the Influencer, with a t-value of 13.74 and an estimated coefficient of 0.652. Since the t-value exceeds the 1.96 threshold, this hypothesis is confirmed. This suggests that respondents' views regarding the influencer's capacity to regulate their demeanor and persona on social media significantly shape their evaluation of the influencer, specifically in the case of Rinaldi.

This outcome corresponds with Fishbein and Ajzen's (2011) conceptualization of Perceived Behavioral Control as an individual's assessment of their capability or control over executing a specific behavior. The concept is closely linked to self-efficacy, defined by Bandura (1997) as the belief in one's ability to organize and perform particular tasks. Research by Al-Debei et al. (2013) indicates that individuals are more inclined to engage in behaviors when they perceive a sense of control over the circumstances. According to the Theory of

Planned Behavior (TPB), Perceived Behavioral Control has a direct and positive effect on both attitudes and intentions to perform behaviors.

Subjective Norm influences Attitude Toward the Influencer

The findings demonstrate that Subjective Norms positively impact Attitude Toward the Influencer, with a t-value of 13.00 and an estimated coefficient of 0.631. Given that the t-value surpasses the threshold of 1.96, this hypothesis is supported. This suggests that social norms influencing individuals' subjective perceptions play a significant role in shaping their attitudes toward the influencer.

This finding corresponds with the conceptualization of Subjective Norms as the social pressures that individuals perceive when engaging in specific behaviors (Rhodes & Courneya, 2003). Essentially, individuals are inclined to act in ways that conform to the expectations of their social circles or important others. Hegner, Fenko, and Teravest (2017) highlighted that subjective norms represent an internalized motivation to satisfy others, influenced by one's perception of the opinions held by friends or family regarding certain behaviors. According to the Theory of Planned Behavior (TPB), behavioral intentions are influenced by attitudes toward the behavior, subjective norms, and perceived behavioral control (Ajzen, 2011).

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Perceived Expertise Influences Attitude Toward the Influencer

The findings reveal that Perceived Expertise positively influences Attitude Toward the Influencer, with a t-value of 12.49 and an estimated coefficient of 0.616. Since the t-value exceeds the 1.96 significance threshold, this hypothesis is supported. This result indicates that respondents' perceptions of Rinaldi's expertise—especially in the domain of education and educational service promotion—significantly affect their attitude toward him as an influencer.

This finding corroborates earlier research that identifies perceived expertise as a crucial determinant in shaping consumers' attitudes toward influencers and their intentions to purchase (Yadav et al., 2013). Influencers who are seen as experts tend to be viewed as credible sources capable of delivering accurate and reliable evaluations. Additionally, prior studies have demonstrated that a high level of perceived expertise amplifies an influencer's impact on consumer attitudes toward brands (Hayes & Carr, 2015; Bergkvist et al., 2016), while also bolstering consumer trust, which subsequently influences both attitudes toward the influencer and purchase intentions (Smith et al., 2005).

Perceived Congruence influences Attitude Toward the Influencer

The results indicate that Perceived Congruence exerts a positive influence on Attitude Toward the Influencer, with a t-value of 15.40 and an estimated coefficient of 0.694. Since the t-value exceeds the 1.96 threshold, this hypothesis is supported. This suggests that respondents' perceptions of alignment or compatibility with the influencer Rinaldi—regarding both personality traits and shared values—play a significant role in fostering a favorable attitude toward him.

This finding aligns with existing research in influencer marketing, which indicates that congruence between influencers and their audiences can strengthen positive attitudes and increase purchase intentions (Xu & Pratt, 2018). Consumers are generally more receptive to influencers who share comparable personality traits, lifestyles, or preferences. A higher level of perceived congruence is associated with the development of more favorable attitudes toward the influencer, as well as a greater propensity to intend to purchase (Choi &Rifon, 2012).

Attitude Toward the Influencer Influences Engagement

The findings reveal that Attitude Toward the Influencer significantly and positively impacts Engagement, with a t-value of 9.81 and an estimated coefficient of 0.612. Given that the t-value exceeds 1.96, the hypothesis is supported. This suggests that followers'

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favorable attitudes toward the influencer Rinaldi play a crucial role in fostering their active participation on social media platforms, including interactions via comments and direct messaging.

This finding is consistent with prior research indicating that favorable attitudes and evaluations of influencers are critical determinants in individuals' decisions to follow and engage with them (Nam & Dean, 2018). Langer and Eisend (2011) highlighted that, although an influencer's attractiveness may yield immediate effects, it is the consumers' positive attitudes toward the influencer that produce more enduring engagement behaviors. Since engagement is grounded in trust and credibility, influencers perceived as both credible and appealing are more effective in cultivating meaningful and long-term interactions with their audience (Kim et al., 2018).

Attitude Toward the Influencer Influences Purchase Intention

The hypothesis testing yielded a t-value of 10.63 and an estimated coefficient of 0.554. Since the t-value exceeds 1.96, this provides evidence of a significant positive effect of Attitude Toward the Influencer on Purchase Intention. These results indicate that respondents' favorable attitudes toward the influencer's personality increase their willingness to purchase products endorsed by Rinaldi.

This outcome aligns with Cooke and Sheeran's (2004) findings, which suggest that the connection between attitude and consumer intention is stronger when consumers are highly engaged. Employing a well-liked influencer can cultivate positive brand attitudes and subsequently enhance purchase intentions. Additionally, further studies have recognized attitude toward the influencer as a direct antecedent of purchase intention (Bergkvist et al., 2016). Consistent with this, Ajzen (2011) asserts that purchase intention is a direct consequence of attitude.

Engagement influences Purchase Intention

The findings demonstrate that Engagement exerts a significant positive influence on Purchase Intention, with a t-value of 8.21 and an estimated coefficient of 0.457. Given that the t-value surpasses the 1.96 threshold, the hypothesis is supported. This suggests that the frequency and quality of interactions and communications between influencers and their followers—via comment sections or direct messaging—play a vital role in enhancing followers' intentions to purchase the endorsed products.

This result is corroborated by existing literature, which characterizes consumer engagement as a form of behavior that goes beyond simple transactions, encompassing activities such as providing recommendations, composing reviews, and participating in online communities (Bijmolt

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et al., 2010; Doorn et al., 2010; Hollebeek et al., 2014). Prior research has also demonstrated that active communication between consumers and influencers enhances both comprehension and emotional connection, which in turn positively affects purchase intentions (Kapoor & Kulshrestha, 2011; Sharifpour et al., 2016). Consequently, increased engagement levels are associated with a higher probability of consumers forming stronger purchase intentions for products marketed via social media.

CONCLUSION

This study successfully addressed all research questions through hypothesis testing, revealing that each examined variable exerts a positive and significant effect on its corresponding outcome. Specifically, Perceived Credibility, Trust, Perceived Behavioral Control, Subjective Norms, Perceived Expertise, and Perceived Congruence were found to significantly influence consumers' attitudes toward the influencer. Furthermore, these positive attitudes were shown to have a substantial and significant impact on consumer engagement on social media, as well as on purchase intention. Importantly, consumer engagement itself also demonstrated a positive and significant influence on the intention to purchase promoted products. Collectively, these findings validate the

theoretical framework proposed in this study and enhance the understanding of key factors driving consumer attitudes and behaviors in the context of influencer marketing.

RESEARCH IMPLICATIONS

The findings of this study offer several practical implications that can serve as valuable input for influencers in fulfilling their role as product promoters through personal social media accounts:Influencers need to be aware that their overall personality will be evaluated by the public, particularly by their social media followers. Therefore, it is essential for influencers to maintain a positive self-image, act in accordance with prevailing social norms, and consistently uphold their credibility.

To build stronger trust with followers, influencers are encouraged to continuously enhance their competencies, expertise, and professionalism in ways that are observable to their audience. This will strengthen the public's perception of the influencer's value.

For companies intending to market their products through influencers, it is crucial to carefully assess the influencer's digital track record, including their interaction with followers. The level of engagement and the quality of responses to comments can serve as key indicators in selecting the most suitable influencer.

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