

The Influence of Social Media Influencers on Consumers' Buying Attitudes and Intentions

Mutiara Rifki Azkiah¹, Arif Hartono²

^{1, 2} Faculty of Business and Economics, Universitas Islam Indonesia

Abstract

This study examines the influence of social media influencers on attitudes and purchase intentions of consumers in Indonesia. In the era of the industrial revolution 4.0, digital marketing strategies and the use of social media are important for business people. One form of strategy that is currently trending among industry players is the use of social media influencers. This study aims to examine the extent to which social media influencers influence consumer attitudes and purchase intentions in Indonesia. This study used a quantitative approach and data was collected from 180 respondents who are active users of social media and have followed social media influencer accounts. The results of the study show that social media influencers have a positive and significant influence on consumer attitudes and purchase intentions. These findings contribute to business people in determining marketing strategies and using social media influencers as social relations assets that can help improve product branding, build community, and develop loyalty. This research also provides insights for researchers and marketing practitioners regarding the importance of understanding the role of social media influencers in influencing consumer behavior in the digital era.

Keywords: Influencers, Endorsements, social media, Instagram, Attractiveness, Credibility

Corresponding author: Mutiara Rifki Azkiah (19311099@students.uii.ac.id)

Introduction

The industrial revolution 4.0 that is happening today affects the daily shopping style of Indonesian people. So marketers must adapt marketing patterns and strategies that apply today to keep up with the times, such as the use of digital marketing technology to compete with competitors in the market. The positive impact for consumers is that they no longer need to bother going to physical distribution points such as stores, markets, or malls to buy goods because everything can be done online. This convenience certainly has an impact on the number of products marketed online because it can reach a wider range of consumers.

Not only new products participate in the euphoria of this digital world, but also products that have long been on the market or even hold the title of Top of Mind (Adhimurti et al., 2019). As said earlier, many industry players use the internet and social media as product marketing strategies. There are various product marketing communication strategies through social media. For example ads, recommendations, paid ads etc. One form of strategy that is trending among industry players is the use of social media influencers. The concept of influencer marketing is similar to advertising through TV, radio, magazines etc., but instead of using the services of famous TV or movie stars, athletes or musicians, advertisers instead use celebrities from the world of social networks (Sammis, Lincoln, & Pomponi, 2015). Influencers come from various professions, can be celebrities, artists, bloggers, content creators, etc.

This study aimed to examine the influence of social media influencers on customer attitudes and purchase intentions. Several previous studies have revealed different results regarding the relationship between social media influencers and consumer purchase intent. For example, Astuti (2016) found that influencers influence consumer purchase intent by 89.7 percent. However, research by Lim et al. (2017) did not find a significant relationship between influencer credibility and purchase intent.

The physical appeal of social media influencers is believed to increase ad adoption. According to McGuire (1985), source appeal directly affects the effectiveness of recommendations, and social media influencers who look great tend to attract the attention of consumer followers. The credibility of influencers also plays an important role in influencing consumers' buying attitudes and intentions. Influencers who are considered credible and experts tend to be more persuasive and drive consumer purchase intent (Metzger et al., 2003; Till, 2000).

In addition, the fit between the influencer and the advertised product is also an important factor. Research by Misra and Beatty (1990) shows that there is a positive relationship between the suitability of the product presented by the influencer and consumer memory of the product. An ideal match between influencers and products increases advertising effects and positive attitudes towards supported products (Kamins & Gupta, 1994; Walker et al., 1992).

Good product descriptions by influencers also influence consumer purchase intent. Lim (2017) found that good product exposure by influencers is positively related to consumer purchase intent. The information provided by influencers through product descriptions, including specifications, benefits, and how to use, influences consumer attitudes and purchase intentions (Peetz, Parks, & Spencer, 2004).

Based on the results of these different studies, this study will further examine the factors that influence purchase intent in social media influencer marketing.

In general, the purpose of this study is to test and analyze the influence of attractiveness, credibility, product suitability, exposure of influencer products to consumer attitudes. In addition, the influence of influencer consumer attitudes on purchase intentions will also be analyzed.

The results of this study are expected to contribute to the enrichment of literature in the field of marketing, especially with regard to pre-existing social media influencers. This research is expected to become literature that explains the influence of attractiveness, credibility, product suitability, product exposure on purchase intention in the context of social media influencer endorsements.

Literature Review and Hypothesis Development

The Source Credibility Theory

This research only maintains the appeal and trust (credibility) in the model. Source attraction focuses on the endorser's attributes or physical characteristics (Erdogan 1999). Trust is a concept discussed in source credibility. Information provided by reliable sources such as social media influencers influence consumer beliefs, views, attitudes, and behaviours (Wang et al., 2017)

The Relationship of Consumer Attractiveness and Attitude

Research by Taillon et al., (2020) explains that attractiveness affects a person's attitude towards influencers. The attractiveness of an influencer can encourage consumers to more easily accept product advertisements carried out by the influencer. Influencers who have a high level of consumer attraction will further influence their attitude towards consumer influencers. The above findings are in accordance with research conducted by Alhensa and Hasnah (2021) which also found that the attractiveness of influencers has a positive effect on consumer attitudes towards product advertisements which further affects buying interest. Furthermore, research by Lim (2017) also reinforces previous research that influencer attractiveness has a positive correlation to consumer attitudes. Influencers with outstanding looks are more likely to attract the attention of followers and influence consumer attitudes. Consumer attitudes can be positively influenced by endorsers who have attractive properties, which can lead to purchase intent (Till and Busler 2000). Based on the description above, the following hypotheses can be proposed:

H1: The attractiveness of influencers has a positive effect on consumer attitudes.

Relationship between Credibility and Consumer Attitude (Credibility)

Alhensa and Hasnah (2021) show that trust (credibility) in influencers has a positive impact on consumer attitudes towards advertising, if the advertising message conveyed by influencers can be trusted properly. Ironically, there are ambiguous research results between credibility towards consumer attitudes in the context of social media influencers. Research Lim et al., (2017) states that the credibility of social media influencers has an insignificant relationship with buying attitudes and intentions. Meanwhile, previous research stated that credibility affects positive consumer attitudes which further lead to purchase intentions (Chekima & Chekima, 2019; Muda et al., 2014; Schouten et al., 2020; Singh and Banarjee, 2018; Thomas and Johnson, 2017). Based on the description above, the following hypothesis can be proposed:

H2: Influencer credibility positively affects consumer attitudes.

The Relationship between Product Suitability and Consumer Attitudes

According to Shimp (2003), the most fundamental goal in achieving consumer buying interest is the match between the endorser and the brand. The better the match between celebrities and products, the higher the level of endorsement effectiveness felt by consumers. Mowen et al., (1979) using balance theory studied the relationship that exists between audience and endorser, product and endorser, and consumer and product, the following hypothesis can be proposed:

H3: The suitability of influencer products has a positive effect on consumer attitudes.

The Transfer of Meaning and Consumer Attitudes

Research conducted by Siqi et al., (2021) states that the meaning transfer model has a positive effect on consumer attitudes and purchase intentions with consumer attitudes as mediators. Maylani et al., (2020) have found that the transfer of meaning positively affects consumer attitudes and buying interest. In the study, it confirms that the image owned and the way of conveying meaning by influencers so that advertising messages are conveyed are important factors to influence consumer attitudes. Furthermore, research by Lim et al., (2017) shows that influencer transfer of meaning has a positive relationship with consumer attitudes and buying interest. Based on this description, the following hypothesis can be proposed:

H4: Transfer of meaning of influencers positively affects consumer attitudes

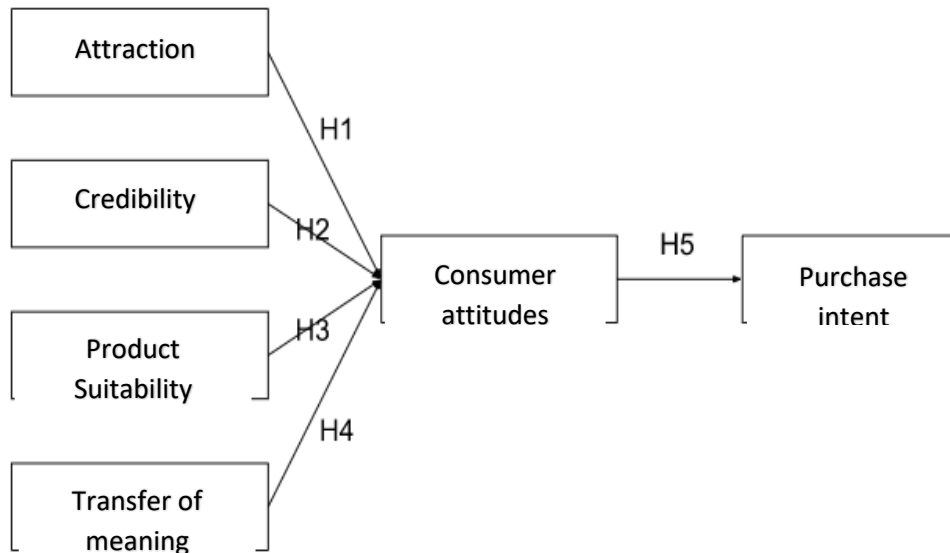
The Relationship between Consumer Attitudes and Purchase Intentions

Research conducted by Lim et al., (2017) indicates that there is a positive relationship between consumer attitudes and purchase intentions. The results of this study show a good audience attitude towards influencers generally have the intention to buy influencer-supported products. Siqi et al., (2021) also stated that consumer attitudes have a positive correlation with purchase intent. The study requires marketers to focus on consumer attitudes by selecting appropriate influencers to improve consumer attitudes and purchase intent. Research by Alhensa and Hasnah (2021) shows that consumer attitudes towards advertisements have a positive effect on buying interest, where attitudes towards advertisements can affect buying interest, with consumer attitudes as mediators. Similarly, these results match previous research by López Mosquera et al., (2014) which proved the positive impact of consumer attitudes towards purchase intent. Based on the description above, the following hypothesis can be proposed:

H5: Consumer attitudes towards influencers positively affect purchase intent.

Research Model

Based on empirical studies, theoretical foundations, and the formulation of hypotheses above, the following research models can be formed:



Source: Adapted from Lim et al., (2017); SiQi and Yee (2021)

Figure 1
Research framework

Research Methods

Research Design

This research was conducted using a quantitative approach. Quantitative data is a type of data that can be measured (measurable) or calculated directly as a number or number variable. In this study, the objects raised were customer attitudes and purchase intentions endorsed by influencer Fadil Jaidi. The location of this research was spread in Indonesia.

The data collection technique carried out in this study was to distribute online questionnaires made with Google forms and then disseminated through several social media platforms such as, Instagram, WhatsApp, and Line. The distribution of questionnaires via WhatsApp and Line is carried out by providing direct link access to personal chat and group chat. While other questionnaires are distributed through Instagram which has many interesting features and is easy to use. Namely with the Instagram Stories feature that can be viewed 1 x 24 hours and send direct messages to followers who can be classified as respondents.

The population of the study is followers of influencer Fadil Jaidi. The calculation of sample size in this study uses a formula proposed by Hair et al., (2013) which states that the minimum sample size in which

a data test is stated to have statistical strength is five to ten times the parameter / indicator analyzed. The number of items or indicators analyzed in this study was 16. The detailed calculation can be seen as follows:

1. Minimum sample size:

$$5 \times (\text{total items} + \text{variables}) \quad (1)$$

$$= 5 \times (16 + 6)$$

$$= 110$$

2. Maximum sample size

$$10 \times (\text{total items} + \text{variables}) \quad (2)$$

$$= 10 \times (16 + 6)$$

$$= 220$$

Variable

The variables used in this study:

Table 1
Research Variables

No	Variable Name	Variable Functions
1.	Attraction	Independent variables
2.	Credibility	Independent variables
3.	Product Suitability	Independent variables
4.	Product Exposure	Independent variables
5.	Consumer Attitude	Mediation Variables
6.	Purchase Intent	Dependent Variables

Results and Analysis

The analysis used is the analysis of respondent characteristics, outer model test and inner model test. The results of this data processing are used to test the suitability and prove the research hypothesis.

Descriptive Analysis of Research Variables

Descriptive analysis contains an explanation of each item on the variables used in the questionnaire. The variables of this study include variables of attractiveness, credibility, product suitability, transfer of meaning, consumer attitudes and purchase intent. The respondents' rating scale is categorized as follows:

$$\text{interval} = \frac{\text{highest value} - \text{lowest value}}{\text{Number of classes}} \quad (3)$$

$$= \frac{5 - 1}{5} = 0,8$$

Based on the calculation above, the categories of each interval are as follows:

Table 2
Variable Categorization

Interval	Category
1.00 - 1.80	Very Disagree
1.81 - 2.61	Disagree
2.62 - 3.42	Neutral
3.43 - 4.22	Agree
4.23 - 5.00	Very Agree

Variable Attractiveness

The results of descriptive analysis on the attractiveness variable are shown in the following table 3.

Table 3
Descriptive Analysis on Attractiveness Variables

Code	Question Item	Mean	Information
AT_1	Influencer Fadil Jaidi has a very attractive appearance.	4,11	Agree
AT_2	I think that Influencer Fadil Jaidi has a very elegant fashion style.	3,71	Agree
AT_3	I think that Influencer Fadil Jaidi has a strong appeal.	4,18	Agree
AT_4	Influencer Fadil Jaidi's endorsement content caught my attention.	4,13	Agree
Average Total		4,03	Agree

Source: Primary data processed (2023)

Based on table 3, shows the total value of the average attractiveness variable of 4.03 and belongs to the agree category (interval 3.43-4.22). Respondents to this study agreed on all question items. Question items AT_3 "I think that Influencer Fadil Jaidi has strong appeal" had the highest average with a score of 4.18. Likewise, the item AT_4 "Influencer Fadil Jaidi's endorsement content caught my attention". Expressed agreement by the average respondent of this study with an average of 4.13. While the item that had the lowest average was AT_2 namely "I think that Influencer Fadil Jaidi has a very elegant fashion style" with a value of 3.71. Thus, respondents agree that influencers have attractive appearance and strong appeal so as to attract the attention of consumers.

Credibility Variables

Table 4
Descriptive Analysis on Credibility Variables

Code	Question Item	Mean	Information
CR_1	I feel that Influencer Fadil Jaidi's endorsement content is trustworthy.	4,16	Agree
CR_2	I find Influencer Fadil Jaidi's endorsement content convincing.	3,97	Agree
CR_3	I feel that Influencer Fadil Jaidi's endorsement content is credible.	4,02	Agree
Average Total		4,05	Agree

Source : Primary data processed (2023)

Based on table 4 shows that most respondents of this study agreed on the relationship between endorsement content and influencer credibility with a total average value of credibility variables of 4.05 who were in the agree category (interval 3.43-4.22). The highest assessment of this variable was 4.16 on item CR_1. Item CR_1 "I feel Influencer Fadil Jaidi's endorsement content is trustworthy". While the item that has the lowest average is CR_2 "I feel the endorsement content of Influencer Fadil Jaidi is convincing" with a value of 3.97. That is, most respondents agree that the content provided by influencer Fadil Jaidi is convincing and trustworthy.

Product Conformity Variables

Table 5
Descriptive Analysis on Product Conformity Variables

Code	Question Item	Mean	Information
PM_1	I think that the image of Influencer Fadil Jaidi matches the product being promoted.	4,12	Agree
PM_2	Influencer Fadil Jaidi's style matches the product being promoted.	4,11	Agree
PM_3	Influencer Fadil Jaidi is suitable to be a Brand Ambassador produk.	4,19	Very Agree
Average Total		4,14	Agree

Source : Primary data processed (2023)

Table 5 shows the results of a descriptive analysis on the product conformity variable with a total average value of 4.14 which belongs to the agreed category (interval 3.43-4.22). In other words, respondents in this study agreed that there is a relationship between the suitability of the product being promoted with the image and style of the influencer. Of the overall product suitability variable question items, the item PM_3 "Influencer Fadil Jaidi is suitable to be a Brand Ambassador of a product." has the highest average score of 4.19. While the item PM_2 "Fadil Jaidi's Influencer Style matches the product being promoted." had the lowest average at 4.11. That is, product fit is most likely to occur when influencers are suitable to be Brand Ambassadors of a product.

Meaning Transfer Variables

Table 6
Descriptive Analysis on Meaning Transfer Variables

Code	Question Item	Mean	Information
MT_1	MT1: Influencer Fadil Jaidi's ability to deliver products is excellent.	4,29	Very Agree
MT_2	MT2: The presence of Influencer Fadil Jaidi in promoting ads helps me in remembering these products.	4,15	Very Agree
MT_3	MT3: Influencer Fadil Jaidi can assign or transfer meaning to products that have been promoted.	4,23	Very Agree
Average Total		4,22	Very Agree

Source : Primary data processed (2023)

Table 6 shows that the average value of the total meaning transfer variable in this study was 4.22 which included the agree category (interval 3.43-4.22). Most respondents to this study agreed that influencers are able to transfer the meaning of the product being promoted. Of the overall items above, the item MT_1 "Influencer Fadil Jaidi's ability to deliver excellent products" had the highest average of 4.29. While the item MT_2 "The presence of Influencer Fadil Jaidi in promoting ads helps me remember these products" had the lowest average score with a value of 4.15. This indicates that respondents strongly agree that influencers' ability to convey or transfer meaning can be a consumer reminder of the products being promoted.

Consumer Attitude Variables

Table 7
Descriptive Analysis on Consumer Attitude Variables

Code	Question Item	Mean	Information
CA_1	CA1: Fadil Jaidi's endorsement content provides important information on a product.	4,23	Very Agree
CA_2	CA2: Fadil Jaidi's endorsement content makes me want to know additional information about a product.	4,07	Agree
CA_3	CA3: Information about a product in Fadil Jaidi's endorsement content helped me a lot.	4,07	Agree
Average Total		4,12	Agree

Source: Primary data processed (2023)

Based on table 7, it indicates that most respondents of this study agreed with the variable item of consumer attitude with a total mean value of 4.12 and included in the category of agree (interval 3.43-4.22), except for the question item CA_1. Respondents strongly agreed with item CA_1, namely "Fadil Jaidi's endorsement content provides important information on a product" with the highest average score of 4.23. That is, influencer Fadil Jaidi's endorsement content that contains important information about the product will affect consumer attitudes. While the question items that have the lowest average score are found in the items CA_2 "Fadil Jaidi endorsement content makes me want to know additional information about a product" and CA_3 "Information about a product in Fadil Jaidi endorsement content helps me a lot" with the same value of 4.07.

Purchase Intent Variables

Table 8
Descriptive Analysis on Purchase Intent Variables

Kode	Question Item	Mean	Information
PI_1	After seeing Influencer Fadil Jaidi's endorsement content, I will buy the promoted product.	3,93	Agree
PI_2	After seeing Influencer Fadil Jaidi's endorsement content, I expressed my interest in the promoted product.	3,82	Agree
PI_3	I want to buy products promoted through Influencer Fadil Jaidi's endorsement content.	3,97	Agree
Average Total		3,91	Agree

Source: Primary data processed (2023)

Overall, table 8 shows that most respondents to this study approved all items of purchase intent variables with a total mean value of 3.91. In other words, respondents in this study mostly agreed that after watching influencer endorsement content Fadil Jaidi had an interest and desire to buy the promoted product. Question items PI_3 "I want to buy products promoted through Influencer Fadil Jaidi's

endorsement content" had the highest average of 3.91. While item PI_2 After seeing Influencer Fadil Jaidi's endorsement content, I expressed my interest in the promoted product having the lowest average score with a value of 3.87. Thus, respondents agree to have a purchase intention of the product promoted by the influencer.

Measurement Model Testing (Outer Model)

The outer model measurement model uses validity and reliability testing. The results of this test are explained as follows.

Convergent Validity Test Results

The results of the convergent validity test are shown in Figure 2 below.

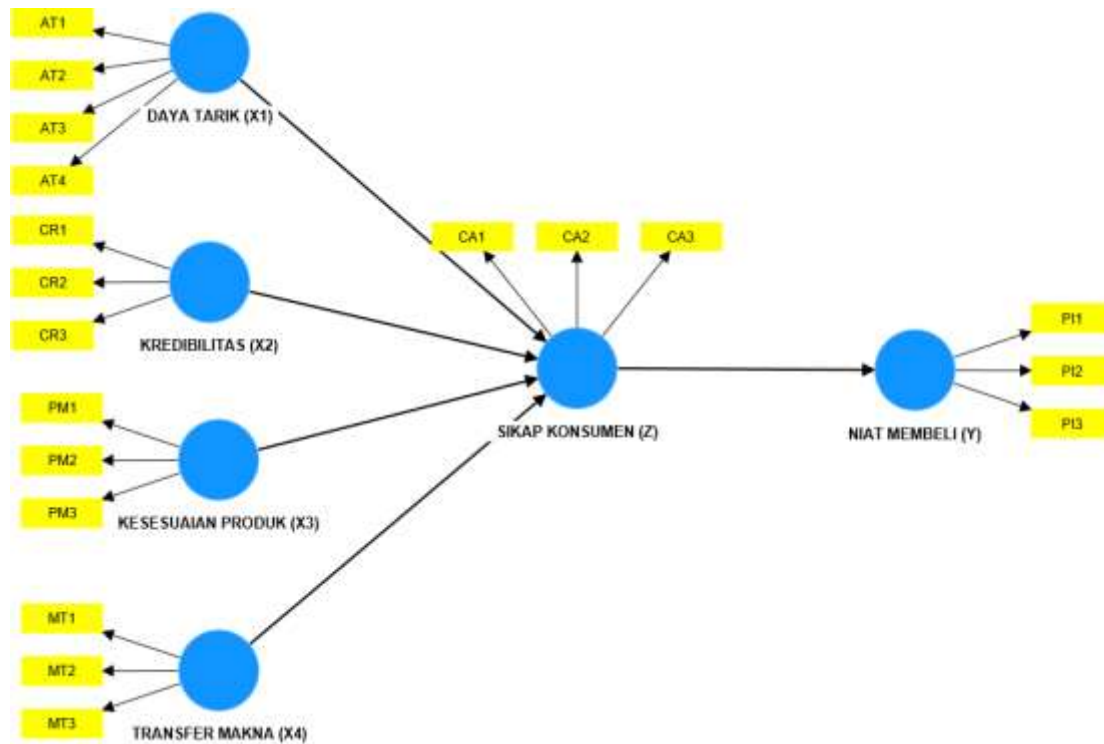


Figure 2
Outer Model 1 Test Results

Meanwhile, the following data processing results for outer loading are shown in table 9.

Table 9
Outer Loading for Convergent Validity Test

	ATTRACTION	CREDIBILITY	PRODUCT SUITABILITY	TRANSFER OF MEANING	CONSUMER ATTITUDE	PURCHASE INTENT
AT1	0,834					
AT2	0,783					
AT3	0,809					
AT4	0,796					
CR1		0,831				
CR2		0,831				
CR3		0,845				
PM1			0,927			
PM2			0,901			
PM3			0,884			
MT1				0,835		
MT2				0,840		
MT3				0,842		
CA1					0,833	
CA2					0,795	
CA3					0,824	
PI1						0,886
PI2						0,879
PI3						0,899

Source: Primary Data Processed (2023)

Note: AT = Attractiveness; CR = Credibility; PM = Product Conformity; MT = Transfer of Meaning;
PI = Purchase Intent

This indicates that this questionnaire is eligible or valid to be used as a questionnaire instrument.

Next, another method to see the validity of a data is to look at the square root value of average variance extracted (AVE). The recommended value is 0.5. Here are the values of AVE in this study:

Table 10
Hasil Pengukuran Nilai AVE

Variable	Average variance extracted (AVE)
Attraction	0,649
Credibility	0,698
Product Suitability	0,818
Transfer of Meaning	0,704
Consumer Attitude	0,668
Purchase Intent	0,789

Source: Primary Data Processed (2023)

The results of measuring AVE values in Table 10 show values above 0.5 for all constructs contained in the research model. That is, the results of the AVE test indicate that all variables are declared valid.

Reliability Test Results

The reliability test parameters in this study are based on Cronbach alpha and Composite Reliability. To determine composite reliability, if the value of composite reliability $\rho_c > 0.8$ can be said that the construct has high reliability or reliable and $\rho_c > 0.6$ is said to be quite reliable (Chin, 1998 in Latan and Ghazali 2012). The reliability test results can be seen in table 11 below.

Table 11
Hasil Uji Reliabilitas Variable

Variabel	Cornbach's Alpha	Composite reliability
Daya Tarik	0,820	0,820
Credibility	0,784	0,786
Product Suitability	0,888	0,889
Transfer of Meaning	0,791	0,794
Consumer Attitude	0,751	0,752
Purchase Intent	0,866	0,866

Source: Primary Data Processed (2023)

Based on the results of data calculations in table 11 shows that all variables have Cronbach alpha values and composite reliability shows above 0.6. This indicates that all variables are declared reliable. The higher the Cronbach alpha and composite reliability values mean the better the level of reliability.

Structural Model Testing (Inner Model)

The inner model test is a continuation of the outer model test which aims to analyze the relationships that occur among independent variables. The inner model is evaluated using two methods. The first is by using R-square for the dependent construct, while the second is to pay attention to the significance value of 0.05 or the t-value of 1.96 through the bootstrapping procedure (Hamid & Anwar, 2019). Inner model testing is carried out by path coefficient test, determination coefficient test (R-square) and Q-square. The bootstrapping image in this test can be seen in figure 3 below.

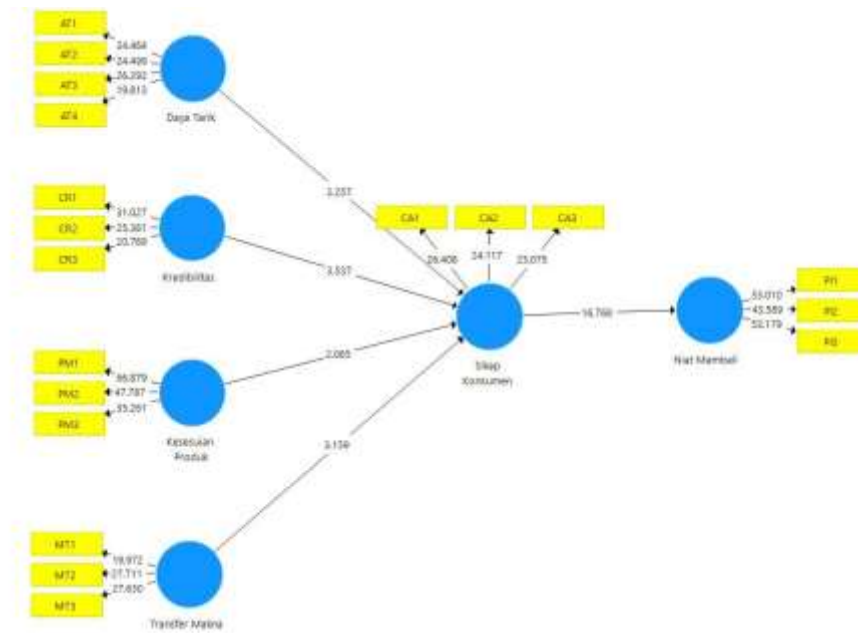


Figure 3
Bootstrapping Structural Model Tests.

Hypothesis Test Results

Table 12
Hypothesis Test Results

Hypothesis	T statistics	P values	Conclusion
AT → CA	2.306	0.021	H1 is accepted and significant.
CR → CA	3.723	0.000	H2 is accepted and significant.
PM → CA	2.059	0.040	H3 is accepted and significant.
MT → CA	3.027	0.002	H4 is acceptable and significant.
AS → PI	17.225	0.000	H5 is accepted and significant.

Based on the results of the calculation of hypothesis testing in the table above, it shows that all hypotheses that are directly related are declared accepted and significant. The following is an explanation of the results of testing the variable relationship hypothesis.

1. The hypothetical results regarding the relationship between the attractiveness variable to consumer attitudes showed acceptable and significant results with T-statistics of $2.306 > 1.96$ and P-values of $0.021 < 0.05$.
2. The hypothetical results regarding the relationship between credibility variables and consumer attitudes showed acceptable and significant results with T-statistics of $3.723 > 1.96$ and P-values of $0.000 < 0.05$.
3. The results of the hypothesis regarding the relationship between product suitability variables and consumer attitudes showed acceptable and significant results with T-statistics of $2.059 > 1.96$ and P-values of $0.040 < 0.05$.

4. The hypothetical results regarding the relationship between meaning transfer variables to consumer attitudes showed acceptable and significant results with T-statistics of $3.027 > 1.96$ and P-values of $0.002 < 0.05$.
5. The hypothetical results regarding the relationship between consumer attitude variables towards purchase intention showed acceptable and significant results with T-statistics of $17.225 > 1.96$ and P-values of $0.000 < 0.05$.

Discussion

The Effect of Attractiveness on Consumer Attitudes

Appeal can trigger a form of positive response of the target audience. It can be said that influencers who have a high level of consumer attraction will further give their positive attitude towards consumer influencers. This is in line with previous research conducted by Taillon et al., (2020) that attractiveness affects a person's attitude towards influencers. The attractiveness of an influencer can encourage consumers to more easily accept product advertisements carried out by the influencer.

The Effect of Credibility on Consumer Attitudes

Based on the results of this study, it can be seen that the credibility variable of social media influencers has a positive and significant influence on consumer attitude variables. Information provided by trusted sources such as influencers who have credibility in communicating is more effective in influencing changes in consumer attitudes. It can be said that the higher the level of trust and level of knowledge possessed by influencers regarding the advertised product, the more trusted and has a great opportunity to influence consumer attitudes (Chetoui et al., 2020). This is in line with previous research conducted by Chekima et al., (2020) which showed a positive influence between the variables of credibility and expertise of social media influencers with positive consumer attitudes. Another study that proves credibility affects consumer attitudes is research conducted by Alhensa and Hasnah (2021).

The Effect of Product Suitability on Consumer Attitudes

The results of this study are in accordance with previous research by Siqui et al., (2021) that product compatibility between influencers and endorsed products is the most important factor to develop positive feedback because consumers interpret it as evidence that the celebrity uses

or consumes the product honestly so that it can affect consumer attitudes. This finding is also reinforced by several previous studies conducted by Lim et al., (2017); Maylani et al., (2020); Phuong et al., (2017).

The Effect of Meaning Transfer on Consumer Attitudes

This finding is in line with previous research by Maylani et al., (2020) which showed that the transfer of meaning positively affects consumer attitudes and buying interest. In the study, it confirms that the image owned and the way of conveying meaning by influencers so that advertising messages are conveyed are important factors to influence consumer attitudes. This finding is also reinforced by several previous studies conducted by Lim et al., (2017); Maylani et al., (2020); Siqui et al., (2021).

The Influence of Consumer Attitudes on Purchase Intent

Based on the results of the hypothetical test above, states that consumer attitudes affect purchase intentions. Consumer attitude variables influence purchase intent positively and significantly. The results of this study confirm previous research conducted by Alhensa and Hasnah (2021); Lim et al., (2017); Lopez Mosquera et al., (2014) and Siqui et al., (2021) who show a positive relationship of consumer attitudes towards purchase intent. The likelihood of consumers to make a purchase will increase if they have a positive attitude towards products recommended by social media influencers. The more consumers perceive influencer recommendations as positive and profitable; the more likely consumers are to consider making a purchase (Grace & Ming, 2018). It can be said that the higher the positive attitude of consumers towards the products advertised by social media influencers, the more it will affect consumer purchase intentions.

Conclusion

This study aims to examine the influence of consumer attitudes on the characteristics of influencers, such as attractiveness, credibility, product suitability and transfer of meaning to purchase intent in social media marketing. The results of the hypothesis test have been analyzed, so it can be concluded as follows.

1. Attractiveness has a positive and significant effect on consumer attitudes. The higher the appeal that social media influencers have that consumers feel, the more it increases consumers' positive attitudes to influencers.
2. Credibility has a positive and significant effect on consumer attitudes. The higher the level of credibility that a social media influencer has, it will increase the positive attitude of consumers towards the influencer.
3. Product suitability has a positive and significant effect on consumer attitudes. The higher the product compatibility between the influencer and the advertised product, it will increase consumer attitudes towards the influencer.
4. The transfer of meaning has a positive and significant effect on consumer attitudes. The higher the transfer of meaning made by social media influencers, the higher consumer attitudes towards these influencers.

Consumer attitudes have a positive and significant effect on purchase intent. The higher the positive attitude felt by consumers from social media influencers, the higher the level of consumer desire to buy the advertised product.

Research Implications

This research contributes to the enrichment of the literature in the field of marketing regarding purchase intent in the context of social media influencer endorsements. While the managerial contribution is expected, this research is useful for business people who want to use marketing strategies with social media influencer endorsements to market a product.

The results of this study show that purchase intentions can be influenced by consumer attitudes. To make a purchase, consumers are predicted by their positive attitude towards a particular product. The likelihood of consumers to make a purchase will increase if they have a positive attitude towards products recommended by social media influencers. A positive attitude can be shown when using influencers who have a match with the advertised product. Then choose influencers who can transfer the meaning of the product that is well promoted. Consumer attitudes are influenced by several factors, namely, attractiveness, credibility, product suitability, and product exposure. As a marketer, these factors can be considered in the selection of influencers to promote products.

The intended attraction factor is that Fadil Jaidi influences consumer attitudes to make purchase intentions. The attractiveness of the influencer in question is a lifestyle, personality or physical characteristic that is attractive to consumers. Furthermore, for business people, as an example of a business in the fashion sector, Fadil Jaidi is recommended as an influencer who markets the product, because Fadil Jaidi has a strong appeal and has an attractive appearance. Furthermore, from the results of this study, it is hoped that influencer Fadil Jaidi can maintain the attractiveness, credibility, suitability of products and product exposure to maintain self-existence on Instagram that can be trusted and liked by his followers or consumers.

Research Limitations

Here are some limitations of the study to further improve in the context of social media influencers in the future:

1. The majority of respondents in this study were dominated by respondents aged 21-25 years with jobs as students. This results in a lack of perspective that can be taken and other age ranges that cannot be analysed. Thus, future research is expected to get respondents with diverse age ranges.
2. The majority of respondents' domiciles in this study were dominated by respondents in the Yogyakarta region. This causes the reach of respondents to be limited and uneven throughout Indonesia.
3. The research focused on influencer endorsement Fadil Jaidi. Thus, not all products can be endorsed depending on the suitability of the product with the influencer to be promoted.
4. The study focused on social media influencers' endorsements on Instagram. Thus, the results of the study are difficult to beat against other social media.

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