

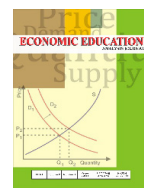


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The Impact of Social Media Influencer Credibility on Consumer Purchase Decisions: A Study on Originote Skincare

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Abstract

Social media platforms' emergence and rapid growth have significantly transformed how consumers behave, especially within the beauty industry. In this realm, influencer marketing has evolved into a crucial strategy that brands increasingly rely on to connect with their audience. This research focuses on influencer reviews' impact on consumers' purchasing choices regarding The Originote skincare products. It considers various moderating factors, including convenience, interactivity, and the source's credibility, to understand this phenomenon comprehensively. This research delves into the intricate dynamics of consumer attitudes by examining various theoretical frameworks, including the Source Credibility Theory and the Theory of Planned Behavior. It specifically focuses on the pivotal roles that trustworthiness, expertise, and attractiveness play in shaping how consumers perceive social media influencers and the products they promote. Through this exploration, the study aims to uncover the underlying mechanisms that drive consumer behavior in the context of influencer marketing. A quantitative approach was utilized in this study, engaging 301 respondents who took part in a meticulously structured online survey. The analysis of the data gathered from a varied sample of consumers was conducted using Structural Equation Modeling (SEM) in conjunction with Partial Least Squares (PLS) methodology. The study results indicate that convenience and interactivity are crucial in shaping consumer attitudes toward influencers. The findings presented here offer significant insights for marketers looking to utilize influencers as effective advocates in promoting affordable and accessible skincare products such as The Originote.

How to Cite

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INTRODUCTION

Influencer marketing has become a fundamental component of contemporary marketing strategies in Indonesia, a nation with one of the most active social media populations in the world. Instagram, TikTok, and YouTube are the most popular social media platforms for digital engagement, and influencers have established themselves as trusted intermediaries between brands and consumers. Indonesian consumers are particularly susceptible to influencer marketing, as cultural conventions prioritize communal validation and social proof, according to Wosinska (2001). Not only are influencers product promoters, but they are also influential opinion leaders who shape purchasing behaviors, preferences, and trends. Despite the growing significance of social media influencers in Indonesia, the academic discourse regarding their influence on consumer attitudes and purchase behavior remains fragmented. In order to more effectively comprehend and quantify consumer perceptions of influencers in this localized context, it is imperative to establish robust frameworks. Hair et al. (2020) indicate that an influencer's credibility plays a crucial role in shaping consumer attitudes and influencing their purchase decisions. This corresponds with the revised Source Credibility Model (Hair et al., 2020), highlighting three essential dimensions: trustworthiness, expertise, and social attractiveness. Trustworthiness indicates the influencer's perceived honesty and integrity; expertise signifies their knowledge or competence in a specific niche, and social attractiveness pertains to relatability and shared values with their audience. The combination of these elements contributes to an influencer's credibility, which in turn affects consumers' trust and readiness to follow recommendations.

Research shows that consumers tend to trust endorsements from influencers, which carries important consequences for brands aiming to engage with their intended audiences. Although social media influencers are

becoming increasingly significant, there is still no agreement in the academic literature about the definitions and metrics for assessing consumer perceptions and attitudes toward these influencers. This research aligns with the Theory of Planned Behavior (Ajzen, updated 2020), which posits that purchase intentions are influenced by attitudes toward the behavior, subjective norms (such as social validation through influencers), and perceived behavioral control (including factors like accessibility or affordability of products). Within influencer marketing, favorable perceptions of influencers, social influence, and the convenience of purchasing significantly forecast consumer choices. Furthermore, the Digital Marketing Effectiveness Framework (Hair et al., 2020) emphasizes the importance of convenience, transparency, and credibility in building trust within digital marketing campaigns. Numerous research efforts have investigated the elements that affect consumer behavior and purchase intentions within the realm of influencer marketing, focusing on factors like source credibility, perceived authenticity, attitudes toward the influencers, and the products they promote. Nonetheless, the connections between these factors and their importance in influencing consumer behavior remain inadequately articulated.

The Originote, an Indonesian skincare company established in 2022, exemplifies a brand leveraging this potential. The Originote offers diverse skincare lines designed to tackle different skin issues, suitable for individuals starting at 13. Every product is crafted with cutting-edge ingredients, ensuring affordability and accessibility for a diverse audience. The vision and tagline of Originote, "Affordable Skincare for All," demonstrate a dedication to serving individuals of all ages and social backgrounds. Understanding the influence of social media, The Originote utilizes influencers to showcase its products and connect with potential clients. This approach corresponds with the Social Influence Theory (Kelman, 2020), which elucidates how individuals em-

brace behaviors and attitudes demonstrated by credible influencers through processes of identification and internalization.

Furthermore, the brand gains advantages from the perceived authenticity of influencers, as outlined by Audrezet et al. (2020), encompassing qualities such as sincerity, transparency in sponsorship disclosure, and authentic relationships with their followers. To fill this gap, the present study seeks to establish a thorough theoretical framework that incorporates essential concepts, including source credibility theory and the perceived authenticity of social media influencers (PASMIs). This framework will enhance the comprehension of how these elements influence consumer purchase behavior. This research will empirically examine the connections among these variables, offering important insights for marketers and brands regarding the effective utilization of social media influencers within their marketing strategies.

This research is grounded in source credibility theory, which suggests that the credibility of an endorser, like a social media influencer, can substantially impact the beliefs, attitudes, and behaviors of the target audience. Existing literature identifies key source credibility dimensions, including attractiveness, expertise, and trustworthiness. Furthermore, the notion of perceived authenticity among social media influencers includes sincerity, honest endorsements, visibility, expertise, and distinctiveness. Influencers viewed as genuine and trustworthy tend to build robust connections with their audience, which can, in turn, affect their audience's buying choices and brand inclinations. Furthermore, the research will consider various elements that could influence consumer behavior, such as convenience, interactivity, and general attitudes toward the influencers and the products or services they promote. Prior studies have emphasized these elements as essential influences on consumer purchase intention within social media influencer marketing. This study seeks to establish a thorough theoretical framework that integrates the Source Credibility Theory (Hair

et al., 2020) with Perceived Authenticity in Influencer Marketing (Audrezet et al., 2020) to explore the influence of credibility and authenticity on consumer purchasing behavior. Also, the Parasocial Interaction Theory (Horton & Wohl, revised 2021), which outlines the one-sided emotional bonds that consumers establish with influencers, alongside the Updated Engagement Model (Brodie et al., 2019), which highlights the significance of active audience involvement (likes, shares, and comments) in fostering trust.

Furthermore, the Social Identity Theory (Tajfel, revised 2021) emphasizes that consumers are more motivated to buy products promoted by influencers who resonate with their values and aspirations. This study endeavors to offer empirical insights into the ways in which source credibility and perceived authenticity influence consumer purchase behavior by concentrating on the Indonesian market. Furthermore, it endeavors to develop actionable strategies that will enable brand The Originote to optimize influencer collaborations, thereby guaranteeing the highest level of engagement with local audiences. The results are anticipated to make a significant contribution to both academic literature and practical marketing strategies, particularly in the swiftly evolving digital economy of Indonesia.

METHODS

This study examines how social media influencers affect customer attitudes and their purchasing decisions. The research framework draws upon theories such as social cognitive theory, the elaboration likelihood model, and belief-attitude-behavior theory. The main elements consist of convenience, interactivity, attractiveness, expertise, and the trustworthiness of the influencer. The model explores how these characteristics affect perceptions of the influencer and the promoted products or services. This research explores how "Attitude towards products/services" mediates the connection between "Attitude towards influencer"

and "Purchase intention." This research employed partial least squares structural equation modeling (PLS-SEM) to examine the intricate model. This study using a quantitative approach. In this study, a population of all ages who live in Indonesia and are aware of the brand The Originote and have had the experience of seeking information through Influencers as a source of consideration for purchasing decisions and know the brand The Originote. This sampling technique includes systematic sampling, quota, incidental, purposive technique, saturated, snowball, and other sampling techniques. Consequently, the sample of this research consists of a 19- to 30-year-old individual who is an active social media user in the Special Region of Yogyakarta and is familiar with the skincare brand The Originote. Assuming $n \times 5$ observed variables (indicators) to $n \times 10$ observed variables (indicators) (Hair et al., 2019). This study employs a total of 32 indicators of questions or statements to assess 6 variables ($a = 38$). Consequently, the number of respondents is 190, which is calculated by multiplying 38 question or statement items by 5. The minimum number of samples necessary is 190, as determined by the previous calculations. Therefore, in order to prevent errors, researchers successfully distributed questionnaires to 301 respondents. The distribution of the questionnaires in this study was using Google Forms so that respondents were easy to fill in.

This research examines the various operational factors linked to social media influencers and their influence on consumer attitudes and purchasing decisions. This research highlights essential traits of social media influencers as underlying factors, encompassing convenience, interactivity, attractiveness, expertise, and trustworthiness. Each variable is evaluated using designated indicators: convenience is measured by CO1 to CO5, interactivity by IT1 to IT5, attractiveness by AR1 to AR4, expertise by EX1 to EX4, and trustworthiness by TR1 to TR4. The study utilizes a strong methodological framework, incorporating various indicator variables derived from

previous research to guarantee validity.

Furthermore, this study investigates two key outcome variables: the attitudes towards social media influencers and attitudes toward products or services, assessed through ATSMI1 to ATSMI4 and ATPS1 to ATPS4, respectively. This study explores how the attitude towards products or services influences the connection between the attitude towards social media influencers and the purchase behavior, as indicated by PB1 and PB2. The operational variables are based on well-established theoretical frameworks, enabling a thorough examination of how the traits of social media influencers affect consumer attitudes and their resulting purchasing choices. This study enhances the comprehension of the interactions between social media influencers and consumer behavior, emphasizing the importance of influencer characteristics in influencing market results.

RESULTS AND DISCUSSION

Descriptive Analysis of Respondent Characteristics

Characteristics of Respondents Based on Gender

Table 1 presents data regarding the characteristics of respondents categorised by gender, including women and men, from a total of 301 respondents. The gathered data is as follows:

Table 1. Characteristic of Respondent based on Gender

No	Description	Frequency	Percentage
1	Women	243	80.7%
2	Man	58	19.3%
	Total	301	100%

Source: Processed Primary Data, 2024

The data in Table 1 indicates that the study's respondents are predominantly female, comprising 243 respondents (80.7%). This predominance occurred because the researcher disseminated the questionnaire via social

media and was mostly dominated by female followers. Subsequently, there were 58 male responders, constituting 19.3%.

Characteristics of Respondents Based on Age

Table 2 will present data regarding the characteristics of respondents categorised by the age with a total of 301 respondents. The gathered data is as follows:

Table 2. Characteristics of Respondents Based on Gender

No	Age	Fre- quency	Per- centage
1	<20 years old	21	7%
2	21-30 years old	240	79.7%
3	31-40 years old	25	8.3%
4	41-50 years old	12	4%
5	>50 years old	3	1%
Total		301	100%

Source: Processed Primary Data, 2024

According to the data presented in table 2 the majority of respondents in this study were aged 21-30 years, comprising 240 individuals (79.7%). This predominance occurred because the researcher disseminated the questionnaire via social media and among acquaintances mostly within this age group. There were 25 responses aged 31-40 years (8.3%), 21 respondents under 20 years (7%), 12 respondents aged 41-50 years (4%), and 3 respondents over 51 years (1%).

Characteristics of Respondents Based on Average Monthly Income

Table 3 will present data regarding the characteristics of respondents categorised by the average monthly income with a total of 301 respondents. The gathered data can be seen in Table 3.

The data presented in Table 3 indicates that the majority of respondents in this study had a monthly income averaging between Rp1,100,000 and Rp4,000,000, comprising 150 respondents (50%). This predominance

occurred because the researcher disseminated the questionnaire via researcher's social media considering that it is dominated by respondents who still have the same degree with researcher. Subsequently, the range of Rp4,100,000 - Rp7,000,000 was reported by 109 respondents (36.3%), followed by Rp1,000,000 with 22 respondents (7.3%), Rp7,100,000 - Rp10,000,000 with 17 respondents (5.7%), and Rp10,100,000 - Rp10,000,000 with 2 respondents (0.7%).

Table 3. Characteristics of Respondents Based on Average Monthly Income

No	Monthly Income	Fre- quency	Per- centage
1	<Rp1,000,000	22	7.3%
2	Rp1,100,000 - Rp4,000,000	150	50%
3	Rp4,100,000 - Rp7,000,000	109	36.3%
4	Rp.7,100,000 - Rp10,000,000	17	5.7%
5	Rp.10,100,000 - Rp10,000,000	2	0.7%
Total		301	100%

Source: Processed Primary Data, 2024

Characteristics of Respondents Based on Number of Local Residents

Table 4 will present data regarding the characteristics of respondents categorised by the number of local residents of their domicile with a total of 301 respondents. The gathered data can be seen in Table 4.

Table 4. Characteristics of Respondents Based on Number of Local Residents

No	Number of Local Residents	Fre- quency	Per- centage
1	<1,000	60	19.9%
2	Between 1,000 – 50,000	42	14%
3	> 50,000	198	65.8%
Total		301	100%

Source: Processed Primary Data, 2024

The data shown in Table 4 indicates that the majority of respondents in this study originated from areas with populations over 50,000, totaling 198 respondents (65.8%). Following that, a population of less than 1,000 yielded 60 responses (19.9%), while a population ranging from 1,000 to 50,000 produced 42 respondents (14%). Furthermore, the researcher inquired about the precise locations of the respondents' residences, revealing that the majority reside in Yogyakarta, comprising 296 respondents (98.5%). This is because the researcher distributed the questionnaire through the researcher's social media which is dominated by people domiciled in Yogyakarta, where the researcher studied. Followed by Jayapura with 4 respondents (1.2%) and Bandung with 1 respondent (0.3%).

Characteristics of Respondents Based on Experience with Social Media

Table 5 will present data regarding the characteristics of respondents categorised by the experience with social media with a total of 301 respondents. The gathered data can be seen in Table 5.

Table 5. Characteristics of Respondents Based on Experience with Social Media

No	Experience with Social Media	Frequency	Percentage
1	< 3 years	2	0.7%
2	Between 3 and 5 years	37	12.3%
3	>5 years	262	87%
Total		301	100%

Source: Processed Primary Data, 2024

According to the data shown in Table 5, it can be inferred that 262 respondents (87%) had utilised social media for over 5 years. This is possible because to the long-standing popularity of social media as a platform that offers a wide range of content, from amusement to essential information. A total of 37 respondents (12.3%) have utilised social media for a

duration of 3 to 5 years, while 3 respondents (0.7%) have engaged with social media for less than three years.

Characteristics of Respondents Based on Frequency of Use of Social Media

Table 6 will present data regarding the characteristics of respondents categorised by the frequency of use of social media with a total of 301 respondents. The gathered data can be seen in Table 6.

Table 6. Characteristics of Respondents Based on Frequency of Use of Social Media

No	Frequency of Use of Social Media	Frequency	Percentage
1	Less than once a week	2	0.7%
2	Once or twice a week	3	1%
3	Several times a week	4	1.3%
4	Once or twice a day	13	4.3%
5	Several times a day	153	50.8%
6	Several times an hour	126	41.9%
Total		301	100%

Source: Processed Primary Data, 2024

Table 6 indicates that the majority of respondents, comprising 153 individuals (50.8%), engage with social media multiple times daily. Additionally, 126 respondents (41.9%) engage with social media multiple times per hour, 13 respondents (4.3%) utilise it one or two times per day, 4 respondents (1.3%) access social media several times per week, 3 respondents (1%) do so once or twice per week, and 2 respondents (0.7%) engage with social media less than once per week.

Characteristics of Respondents Based on Number of Influencer Followed on Social Media

Table 7 will present data regarding the

characteristics of respondents categorised by the number of influencers followed on social media with a total of 301 respondents. The gathered data can be seen in Table 7.

Table 7. Characteristics of Respondents Based on Number of Influencers Followed on Social Media

No	Number of Influencer Followed on Social Media	Frequency	Percentage
1	<10 Influencers	46	15.3%
2	Between 10-20 Influencers	110	36.5%
3	Between 20-30 influencers	57	18.9%
4	>30 Influencers	88	29.2%
	Total	301	100%

Source: Processed Primary Data, 2024

According to the data shown in table 7, it can be inferred that 110 respondents (36,5%) followed social media influencers in a range of 10-20 influencers. Furthermore, 88 respondents (29,2%) followed more than 30 influencers on social media. Followed by 57 respondents (18,9%) followed between 20 until 30 influencers on social media, while 46 respondents (15,3%) followed less than 10 influencers on social media.

Descriptive Analysis of Research Variables

Descriptive analysis of variables involves summarizing and presenting data to elucidate the primary characteristics of the research variables. The variables assessed in this study include Attitudes toward social media influencers, Convenience, interactivity, Attractiveness, Expertise, Trustworthiness (Credibility: Second Order), attitudes toward product/service and Purchase Decision. In the analysis of the descriptive data for each variable, a descriptive scale is required in Table 3.8. The respondent's assessment ranged from

(1) Strongly Disagree to (5) Strongly Agree on a 5-Likert Scale. Thus, the interval calculation for each variable is:

$$\text{Interval} = (\text{Highest Score} - \text{Lowest Score}) / (\text{Number of Class}) = (5-1)/5 = 0,8$$

The assessment results are subsequently classified into the following criteria:

Table 8. Interval Assessment

No	Interval	Category
1	1.00-1.8	Strongly Disagree
2	1.81-2.60	Disagree
3	2.61-3.40	Neutral
4	3.41-4.20	Agree
5	4.21-5.00	Strongly Agree

Source: Processed Primary Data, 2024

Descriptive Analysis Results of Attitudes toward Social Media Influencers

The responses obtained regarding the consumers' attitudes toward Social Media Influencers variable can be interpreted in accordance with the distribution of respondents' assessments, as illustrated in Table 9.

The descriptive analysis presented in Table 9 indicates that the average respondent agrees (mean= 4,11) that consumers' attitudes towards social media influencers are influenced by whether they are unattractive/interesting. Furthermore, the next item indicates that the average respondent agrees (mean= 4,07) on how consumers' attitudes towards social media influencers are determined by whether they are unpleasant/pleasant. Net item shows that the average responder agreed (mean= 4,08) that Consumers' attitudes towards social media influencers are determined by whether they are not likable/likable. On top of that, the average of respondents also agrees (mean= 4,05) that consumers' attitudes towards social media influencers are determined by whether they are bad/good. Based on the statement above, it can be concluded that the average respondent agrees (mean = 4.07) on the attitudes towards social media influencers variables.

Table 9. Descriptive Analysis Results of Attitudes toward Social Media Influencers

Code	Indicator	Mean	Category
ATSMI1	Consumer' attitudes towards social media influencers are determined by whether they are uninteresting/interesting.	4.11	Agree
ATSMI2	Consumers' attitudes towards social media influencers are determined by whether they are unpleasant/pleasant	4.07	Agree
ATSMI3	Consumers' attitudes towards social media influencers are determined by whether they are not likable/likable	4.08	Agree
ATSMI4	Consumers' attitudes towards social media influencers are determined by whether they are bad/good	4.05	Agree
Average		4.07	Agree

Source: Processed Primary Data, 2024

Descriptive Analysis Results of Convenience

The responses obtained regarding the convenience variable can be interpreted in accordance with the distribution of respondents' assessments, as illustrated in Table 10.

The descriptive analysis presented in Table 10 indicates that the average of respondents strongly agrees (mean= 4,36) that using social media is convenient because they can use it anytime. Furthermore, the next item shows the average response is strongly agreed (mean= 4,37) that using social media is convenient because the phone is usually with them. In the next item it can also be seen that the average respondent strongly agrees (mean = 4.38) that they can find what they're looking for on social media with less effort. Moreo-

ver, the next items resulting in respondents strongly agree (mean= 4,33) that they're feeling comfortable using social media. In the last item, it can also be seen that the average respondent strongly agrees (mean = 4.45) that they are able to use social media anytime, anywhere. Based on the statement above, it can be concluded that the average respondent strongly agrees (mean = 4.38) on the convenience variables.

Descriptive Analysis Results of Interactivity

The responses obtained regarding the interactivity variable can be interpreted in accordance with the distribution of respondents' assessments, as illustrated in Table 11.

Table 10. Descriptive Analysis Results of Convenience

Code	Indicator	Mean	Category
CO1	Using social media is convenient because I can use it anytime.	4.36	Strongly Agree
CO2	Using social media is convenient because the phone is usually with me.	4.37	Strongly Agree
CO3	I can find what I'm looking for on social media with less effort.	4.38	Strongly Agree
CO4	I am feeling comfortable using social media.	4.33	Strongly Agree
CO5	I can use social media anytime. anywhere.	4.45	Strongly Agree
Average		4.38	Strongly Agree

Source: Processed Primary Data, 2024

Table 11. Descriptive Analysis Results of Interactivity

Code	Indicator	Mean	Category
IT1	Social media influencers usually allow people to communicate directly with them.	4.24	Strongly Agree
IT2	Social media influencers usually listen to what users have to say.	4.27	Strongly Agree
IT3	Social media influencers usually have good two-way communication.	4.21	Strongly Agree
IT4	Social media influencers usually encourage users to communicate directly with them.	4.24	Strongly Agree
IT5	Social media influencers usually respond to users quickly and efficiently.	4.13	Agree
Average		4.22	Agree

Source: Processed Primary Data, 2024

The descriptive analysis presented in Table 11 indicates that the average of respondents strongly agrees (mean= 4,24) that social media influencers usually allow people to communicate directly with them. Furthermore, the next item shows the average response strongly agrees (4,27) that social media influencers usually listen to what users have to say. Next item shows that the average respondent strongly agrees (mean = 4.21) that social media influencers usually have good two-way communication. Moreover, the next item's average results of respondents strongly agrees (4,24) that social media influencers usually encourage users to communicate directly with them. In the last item, it indicates that the average respondent agrees (mean = 4.45) that Social media influencers usually respond to users quickly and efficiently. Based on the statement above, it can be concluded that the

average respondent agrees (mean = 4.22) on the interactivity variables.

Descriptive Analysis Results of Attractiveness

The responses obtained regarding the attractiveness variable can be interpreted in accordance with the distribution of respondents' assessments, as illustrated in Table 12.

The descriptive analysis presented in Table 12 indicates that the average of respondents strongly agrees (mean= 4,22) that social media influencers usually are very attractive. The next item shows the average respondents agrees (4,19) that social media influencers usually are very stylish. Furthermore, the next item average respondent agrees (mean = 4.16) that social media influencers usually are good looking. In the last item, the average respondent agrees (mean = 4.07) that social media influencers usually are sexy. Based on the sta-

Table 12. Descriptive Analysis Results of Attractiveness

Code	Indicator	Mean	Category
AR1	I find that social media influencers usually are very attractive.	4.22	Strongly Agree
AR2	I find that social media influencers usually are very stylish.	4.19	Agree
AR3	I find that social media influencers usually are good looking.	4.16	Agree
AR4	I find that social media influencers usually are sexy.	4.07	Agree
Average		4.16	Agree

Source: Processed Primary Data, 2024

tement above, it can be concluded that the average respondent agrees (mean = 4.16) on the attractiveness variables.

Descriptive Analysis Results of Expertise

The responses obtained regarding the expertise variable can be interpreted in accordance with the distribution of respondents' assessments, as illustrated in Table 13.

The descriptive analysis presented in Table 13 indicates that the average of respondents agrees (mean= 4,09) that typically, social media influencers know the products or services they advertise well. The next item shows the average respondents agrees (mean= 4,05) that typically, social media influencers are competent to evaluate the products or ser-

vices they advertise. Furthermore, the next item average respondent agrees (mean = 4.05) that typically, social media influencers know the products or services they advertise at an expert level. In the last item, the average respondent agrees (mean = 4.05) that typically, social media influencers possess sufficient experience to promote the advertised products or services. Based on the statement above, it can be concluded that the average respondent agrees (mean = 4.06) on the expertise variables.

Descriptive Analysis Results of Trustworthiness

The responses obtained regarding the trustworthiness variable can be interpreted in accordance with the distribution of respondents' assessments, as illustrated in Table 14.

Table 13. Descriptive Analysis Results of Expertise

Code	Indicator	Mean	Category
EX1	Typically. social media influencers know well the products or services they advertise well.	4.09	Agree
EX2	Typically. social media influencers are competent to evaluate the products or services they advertise.	4.05	Agree
EX3	Typically. social media influencers know the products or services they advertise at an expert level.	4.05	Agree
EX4	Typically. social media influencers possess sufficient experience to promote the advertised products or services.	4.05	Agree
Average		4.06	Agree

Source: Processed Primary Data, 2024

Table 14. Descriptive Analysis Results of Trustworthiness

Code	Indicator	Mean	Category
TR1	I think the opinions of social media influencers are usually honest.	3.98	Agree
TR2	I think the opinions of social media influencers usually are trustworthy.	4	Agree
TR3	I think the opinions of social media influencers usually are authentic (truthful).	4	Agree
TR4	I think the opinions of social media influencers are usually earnest.	3.97	Agree
Average		3.99	Agree

Source: Processed Primary Data, 2024

The descriptive analysis presented in Table 14 indicates that the average of respondents agrees (mean= 3,98) that the opinions of social media influencers are usually honest. The next item shows the average respondents also agrees (mean= 4) that the opinions of social media influencers usually are trustworthy. Furthermore, the next item average respondent agrees (mean = 4) that the opinions of social media influencers usually are authentic (truthful). In the last item, the average respondent also agrees (mean = 3,97) that the opinions of social media influencers are usually earnest. Based on the statement above, it can be concluded that the average respondent agrees (mean = 3,99) on the trustworthiness variables.

Descriptive Analysis Results of Attitude Towards Products or Services.

The responses obtained regarding the consumers' attitudes towards products or services variable can be interpreted in accordance with the distribution of respondents' assessments, as illustrated in Table 15.

The descriptive analysis presented in Table 15 indicates that the average respondent agrees (mean= 4,06) that consumers' attitudes

towards products or services recommended by social media influencers are determined by whether they are unwanted/wanted. Furthermore the next item indicates that the average respondent agrees (mean= 4,09) on how consumers' attitudes towards products or services recommended by social media influencers are determined by whether they are unpleasant/pleasant. Likewise, the average responder agreed (mean= 4,11) that consumers' attitudes towards products or services recommended by social media influencers are determined by whether they are not likable/likable. Last item, the average of respondents agrees (mean= 4,05) that consumers' attitudes towards products or services recommended by social media influencers are determined by whether they are bad/good. Based on the statement above, it can be concluded that the average respondent agrees (mean= 4.08) on the attitudes towards products or services variables.

Descriptive Analysis Results of Purchase Behavior.

The responses obtained regarding the purchase behavior variable can be interpreted in accordance with the distribution of respondents' assessments, as illustrated in Table 16.

Table 15. Descriptive Analysis Results of Attitude Towards Products or Services

Code	Indicator	Mean	Category
ATPS1	Consumers' attitudes towards products or services recommended by social media influencers are determined by whether they are unwanted/wanted	4.06	Agree
ATPS2	Consumers' attitudes towards products or services recommended by social media influencers are determined by whether they are unpleasant/pleasant	4.09	Agree
ATPS3	Consumers' attitudes towards products or services recommended by social media influencers are determined by whether they are not likable/likable	4.11	Agree
ATPS4	Consumers' attitudes towards products or services recommended by social media influencers are determined by whether they are bad/good	4.05	Agree
Average		4.08	Agree

Source: Processed Primary Data, 2024

Table 16. Descriptive Analysis Results of PurchaseBehavior

Code	Indicator	Mean	Category
PB1	How often do you buy the skincare products 'The Originote' recommended by social media influencers?	4.11	Agree
PB2	How much money do you spend on the products of 'The Originote' Recommended by social media influencers?	4.02	Agree
Average		4.07	Agree

Source: Processed Primary Data, 2024

The descriptive analysis presented in Table 16 indicates that the average respondent agrees (mean= 4,11) that they often buy the skincare products 'The Originote' recommended by social media influencers. Last item, the average of respondents also agrees (mean= 4,02) that they spend much money on the products of 'The Originote' Recommended by social media influencers. Based on the statement above, it can be concluded that the average respondent agrees (mean= 4.07) on the purchase behavior variables.

Statistical Analysis

Outer Model Testing

This research is measured by testing the validity and reliability of each variable to be tested. The tested variables consist of interactivity (IT), attractiveness (AR), expertise (EX), trustworthiness (TR), attitude towards social media influencers (ATSMI), attitude towards products or services (ATPS), purchase behavior (PB). The validity and reliability test process on all these variables is processed using SmartPLS with 301 respondents.

Validity Test

Two types of validity tests exist: the convergent validity test and the discriminant validity test. A convergent validity test is essential to evaluate the results of a study, determining whether it can be classified as convergently valid or not. When performing a convergent validity test, it is essential to take into account Outer Loading and Average Variance Extracted (AVE). F. Hair Jr et al. (2014) state that the research results are considered valid when the Average Variance Extracted (AVE) value

reaches a minimum of 0.50.

By doing validity test, the results of the test indicates that all indicators have surpassed the established criteria (>0.50). This suggests that all indicators exhibit a favourable loading factor value. Given these findings, we can proceed to the subsequent test:

Table 17. Average Variance Extracted

No	Variables	Average Variance Extracted (AVE)
1	Attitude Towards Products or Services	0.758
2	Attitude Towards Social Media Influencers	0.768
3	Attractiveness	0.713
4	Convenience	0.649
5	Credibility	0.669
6	Expertise	0.776
7	Interactivity	0.737
8	Purchase Behavior	0.903
9	Trustworthiness	0.813

Source: Processed Primary Data, 2024

Table 17 shows that the Average Variance Extracted (AVE) exceeds the value of 0.50. The discriminant validity test involves analysing the values of all variable items. The results are favourable when considering the Average Variance Extracted (AVE) aspect. Furthermore, the following review of the results of discriminant validity can be seen in Table 18.

Table 18. Discriminant Validity Results

	ATPS	ATSMI	AR	CO	CR	EX	IR	PB	TR
Attitude Towards Products or Services	0.871								
Attitude Towards Social Media Influencers	0.871	0.877							
Attractiveness	0.783	0.830	0.845						
Convenience	0.489	0.560	0.638	0.806					
Credibility	0.832	0.870	0.912	0.621	0.818				
Expertise	0.792	0.837	0.832	0.596	0.959	0.881			
Interactivity	0.655	0.693	0.792	0.663	0.861	0.818	0.859		
Purchase Behavior	0.673	0.662	0.627	0.314	0.756	0.695	0.698	0.950	
Trustworthiness	0.758	0.774	0.741	0.513	0.929	0.848	0.801	0.789	0.902

Source: Processed Primary Data, 2024

Table 18 presenting the results of discriminant validity illustrates that the analysis conducted using the Fornell-Larcker Criterion has effectively assessed the discriminant validity of the constructs within the model. This assessment involved comparing the square root of the Average Variance Extracted (AVE), located on the diagonal of the matrix, with the correlations between constructs found in the corresponding rows or columns. A diagonal value that exceeds the correlation value signifies strong discriminant validity. Presented here is the comprehensive analysis for each construct.

The AVE square root value of 0.871 for Attitude Towards Products or Services demonstrates strong discriminant validity, as it surpasses its correlations with other constructs, including Attractiveness (0.783), Convenience (0.489), and Trustworthiness (0.758). Nonetheless, the correlation with Attitude Towards Social Media Influencers (0.871) aligns with the square root of its AVE, suggesting a very close yet still acceptable relationship.

The construct of Attitude Towards Social Media Influencers exhibits an AVE square root value of 0.877, which surpasses its correlations with other constructs, including Attractiveness (0.830), Convenience (0.560), and Trustworthiness (0.774). This demonstrates strong discriminant validity. The AVE square

root value for Attractiveness is 0.845, which exceeds its correlation with other constructs, including Convenience at 0.638, Credibility at 0.912, and Expertise at 0.832. The findings suggest that the Attractiveness construct demonstrates adequate discriminant validity, even though the correlation with Credibility (0.912) approaches the square root of the AVE, indicating a relatively strong relationship.

The Convenience construct exhibits an AVE square root value of 0.806, surpassing its correlation with other constructs, including Attractiveness (0.638), Credibility (0.621), and Trustworthiness (0.513). Consequently, the discriminant validity of this construct has been established.

The Credibility construct demonstrates good discriminant validity, as indicated by an AVE square root value of 0.818, which exceeds the correlations with other constructs, such as Expertise (0.959) and Trustworthiness (0.929), despite the close relationships reflected in these correlations.

The AVE square root value of 0.881 for Expertise demonstrates sufficient discriminant validity, as its correlations with other constructs, including Interactivity (0.818) and Trustworthiness (0.848), are below the AVE square root value. The Interactivity construct exhibits an AVE square root value

of 0.859, surpassing its correlations with other constructs, including Credibility (0.861), Expertise (0.818), and Trustworthiness (0.801). The findings suggest a strong level of discriminant validity.

The AVE square root value of 0.950 for Purchase Behavior demonstrates outstanding discriminant validity. The value significantly exceeds its correlation with other constructs, including Convenience (0.314), Expertise (0.695), and Trustworthiness (0.789). The Trustworthiness construct demonstrates good discriminant validity, evidenced by an AVE square root value of 0.902. However, it exhibits a relatively high correlation with Credibility at 0.929 and Expertise at 0.848. This suggests a strong connection, yet discriminant validity remains intact.

In summary, every construct within this model satisfies the requirements for discriminant validity according to the Fornell-Larcker criteria. While there are notable high correlations, like the one between Credibility and Expertise (0.959) and Trustworthiness (0.929), the square root AVE value for each construct is still greater than its correlation with other constructs. This suggests that the constructs effectively differentiate themselves within the research model.

Reliability Test

In a study, it is essential to conduct not only convergent and discriminant validity tests but also a reliability test, which can be assessed using Cronbach's alpha and composite reliability. A variable is deemed reliable when it possesses a Cronbach's alpha value and a composite reliability value exceeding 0.40 (Noor, 2017). Table 4.20 reveals that the Cronbach's alpha value for each variable demonstrates reliability, as all variables have met the necessary criteria. Similar to Credibility (0.955) and Interactivity (0.911). Refer to Table 19 for further details.

According to the data presented in Table 19 it can be concluded that all variables in this study exhibit Cronbach alpha and composite reliability values greater than 0.70. Consequently, it can be asserted that these variables are both valid and reliable, allowing for progression to further testing.

Structural Model Testing (Inner Model)

This research also examined the structural model, often referred to as the inner model, which is utilized to ascertain the relationships among variables. The evaluation of the structural model is conducted through the analysis of the R-square (R²) value associated with the dependent variable. The independent variab-

Table 19. Cronbach's Alpha and Composite Reliability

No	Variables	Cronbach's Alpha	Composite Realibility
1	Attitude Towards Products or Services	0.894	0.926
2	Attitude Towards Social Media Influencers	0.900	0.930
3	Attractiveness	0.865	0.908
4	Convenience	0.865	0.902
5	Credibility	0.955	0.960
6	Expertise	0.904	0.933
7	Interactivity	0.911	0.933
8	Purchase Behavior	0.893	0.949
9	Trustworthiness	0.923	0.946

Source: Processed Primary Data, 2024

les will be examined through the testing of the path coefficient.

Collinearity Test

The collinearity test serves as a method for performing a structural model test, aimed at examining the relationships among latent variables. Within the framework of PLS-SEM, a tolerance value of 0.20 or less corresponds to a VIF value of 5. A higher value suggests a possible issue with collinearity. In cases where collinearity is significantly elevated or the VIF value reaches 5 or higher, it is advisable to contemplate the removal of one of the related indicators (F. Hair Jr et al., 2014). In this study, the relationship between the Attractiveness and Credibility variables is quantified at 1.000; the Expertise and Credibility variables

also hold a value of 1.000; while the Attitude Towards Products or Services and Credibility variables are measured at 4.217. Presented below are the comprehensive results, which can be observed in Table 20.

R-Square Test

R-square serves as a prevalent metric for assessing and examining the degree to which external variables account for variations in internal variables. This coefficient serves as a measure of model predictive power, calculated as the squared correlation between the actual specific endogenous construct and its predicted value. This coefficient clearly indicates the external latent combined influence of variables on internal latent variables. Table 21 presents the R² results for each variable.

Table 20. Collinearity Test

	ATPS	ATSMI	AR	CO	CR	EX	IR	PB	TR
Attitude Towards Products or Services								4.146	
Attitude Towards Social Media Influencers	4.127							4.146	
Attractiveness									
Convenience		1.815							
Credibility	4.127	3.931	1.000			1.000			
Expertise									
Interactivity		4.306							
Purchase Behavior									
Trustworthiness									0.902

Source: Processed Primary Data, 2024

Table 21. R-Square Test Results

No	Variables	R Square	R Square Adjusted
1	Attitude Towards Products or Services	0.781	0.7800
2	Attitude Towards Social Media Influencers	0.774	0.7716
3	Attractiveness	0.832	0.8316
4	Expertise	0.919	0.9192
5	Purchase Behavior	0.477	0.4730
6	Trustworthiness	0.863	0.8623

Source: Processed Primary Data, 2024

Table 22. Q-Square Test Results

	SSO	SSE	Q ² (=1-SSE/SSO)
Attitude Towards Products or Services	1204.000	496.783	0.587
Attitude Towards Social Media Influencers	1204.000	495.930	0.588
Attractiveness	1204.000	496.615	0.588
Convenience	1505.000	1505.000	
Credibility	3612.000	3612.000	
Expertise	1204.000	349.698	0.710
Interactivity	1505.000	1505.000	
Purchase Behavior	602.000	346.021	0.425
Trustworthiness	1204.000	364.223	0.697

Source: Processed Primary Data, 2024

Table 21 illustrates that the Attitude Towards Products or Services is characterized by its antecedent variables at a rate of 78%. This indicates that 22% of other variables outside the Attitude Towards Products or Services variable continue to exert an influence. The antecedent variable accounts for 77.2% of the description of Attitude Towards Social Media Influencers. This indicates that 22.84% of the influence comes from other variables beyond the Attitude Towards Social Media Influencers variable.

Attractiveness is characterized by its antecedent variable at a rate of 83.2%. This indicates that 16.48% of other variables beyond the Attractiveness variable continue to exert an influence. The antecedent variable accounts for 91.92% of the description of expertise. This indicates that 8.08% of the influence comes from variables beyond the Expertise variable. The antecedent variable accounts for 47.30% of purchase behavior. This indicates that 52.70% of other variables continue to exert an influence beyond the purchase behavior variable. At the same time, Trustworthiness is characterized by an antecedent variable of 86.2%. This indicates that 13.77% of the influence comes from variables other than the Trustworthiness variable.

Q-Square Test

Q-Square serves as a measure for evaluating the performance of an out-of-sample

structural model or the precision of a data predictor, and it is not utilized during the model estimation process (Hair et al., 2016). In the structural model, it is essential for the Q-square value to exceed zero ($Q^2 > 0$) to reflect the endogenous latent variables, signifying the predictive relevance of the path model for a specific dependent construct (Hair et al., 2016). Table 22 below presents the Q-square.

Table 22 presents the Q-square values for various variables: the Attitude Towards Products or Services variable is at 0.587; Attitude Towards Social Media Influencers and Attractiveness is at 0.588; Expertise stands at 0.710; purchase behavior is at 0.425; and Trustworthiness is at 0.697. The results regarding Convenience, Credibility, and Interactivity are typical, as these three variables function as independent variables. The Q-square value for the variables of Convenience, Credibility, and Interactivity is 0. Although the value is 0, these findings are typical since these three variables are independent of one another.

Path Coefficient and Hypothesis Testing

The path coefficient serves as a crucial step in evaluating the outcomes of the hypothesis, calculated through the SmartPLS application utilizing the bootstrapping technique. The bootstrapping results presented in table 23 indicate that all hypotheses are supported, with the exception of H1 and H2.

Table 23. Path Coefficient Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Value	Summary
Convenience -> Attitude Towards Social Media Influencers	0.085	0.084	0.056	1.520	0.129	H1 Not Supported
Interactivity -> Attitude Towards Social Media Influencers	-0.260	-0.263	0.112	2.309	0.021	H2 Not Supported
Credibility -> Attitude Towards Social Media Influencers	1.041	1.043	0.059	17.628	0.000	H3 Supported
Credibility -> Attitude To- wards Products or Services	0.306	0.320	0.105	2.908	0.004	H4 Supported
Attitude Towards Social Media Influencers -> At- titude Towards Products or Services	0.605	0.591	0.104	5.838	0.000	H5 Supported
Attitude Towards Social Media Influencers -> Pur- chase Behavior	0.316	0.312	0.123	2.562	0.011	H6 Supported
Attitude Towards Products or Services -> Purchase Behavior	0.397	0.400	0.112	3.562	0.000	H7 Supported

Source: Processed Primary Data, 2024

This aligns with the principle established by Hair et al. (2016), which states that the T-statistics must exceed 1.96, while the P-value should be below 0.05. Consequently, all hypotheses are upheld except for H1 and H2. Table 23 provides a comprehensive overview of the results from the path coefficient test.

Based on Table 23, it is known that the T-Statistic test results show that there are 5 items that are significant to the variable with a positive original sample value and a P-value < 0.05. Meanwhile, there are 2 items that are not significant to the variable because they have a negative Original sample value and a P-value > 0.05. So it can be concluded that five of the seven hypotheses are supported. The Path Coefficient test shown in table 3.22 explains that the convenience variables do not significantly influence attitudes toward social media influencers, as shown by the path coefficient of 0.085 and a P-value of 0.129, leading to the

rejection of H1. Interactivity variable, however, negatively influences attitudes toward social media influencers with a path coefficient of -0.260 and a P-value of 0.021, which, although significant, does not support H2. A detailed explanation of the other hypotheses will be explained below:

First Hypothesis Testing

The results of testing the T statistic regarding the effect of convenience on attitudes toward social media influencers show a value of $1,520 < 1,96$ with a P Value of $0,129 > 0,05$, showing that the convenience variable does not exert a positive and significant influence on attitudes toward social media influencers. This indicates that increased convenience does not have a direct impact on attitudes toward social media influencers. Therefore, it can be concluded that hypothesis 1 (H1) in this study is not supported.

Second Hypothesis Testing

The results of testing the T statistic regarding the effect of interactivity on attitudes toward social media influencers show a value of $2,309 > 1,96$ with a P Value of $0,021 > 0,05$ and the original sample value is resulting negative, showing that the interactivity variable does not exert a positive and significant influence on attitudes toward social media influencers. This indicates that increased interactivity does not have a direct impact on attitudes toward social media influencers. Therefore, it can be concluded that hypothesis 2 (H2) in this study is not supported.

Third Hypothesis Testing

The results of testing the T statistic regarding the effect of credibility on attitudes toward social media influencers show that $17.628 > 1.96$ accompanied by a P Value of $0.000 < 0.05$. This indicates that the credibility variable exerts a positive and significant influence on attitudes toward social media influencers. This indicates that the higher the credibility, the higher the attitudes toward social media influencers. Therefore, it can be concluded that hypothesis 3 (H3) in this study is supported.

Fourth Hypothesis Testing

The results of testing the T statistic regarding the effect of credibility on attitudes toward products or services show that $2,908 > 1,96$ accompanied by a P Value of $0.004 < 0.05$. This indicates that the credibility variable exerts a positive and significant influence on attitudes toward products or services. This indicates that the higher the credibility, the higher the attitudes toward products or services. Therefore, it can be concluded that hypothesis 4 (H4) in this study is supported.

Fifth Hypothesis Testing

The results of testing the T statistic regarding the effect of attitudes toward social media influencers on attitudes toward products or services show that $5,838 > 1,96$ accompanied by a P Value of $0.000 < 0.05$.

This indicates that the attitudes toward social media influencers variable exerts a positive and significant influence on attitudes toward products or services. This indicates that more positive attitudes toward social media influencers lead to more positive attitudes toward the products or services they promote. Therefore, it can be concluded that hypothesis 5 (H5) in this study is supported.

Sixth Hypothesis Testing

The results of testing the T statistic regarding the effect of attitudes toward social media influencers on purchase behavior show that $2,562 > 1,96$ accompanied by a P Value of $0.011 < 0.05$. This indicates that the attitudes toward social media influencers variable exerts a positive and significant influence on purchase behavior. This indicates that more positive attitudes toward social media influencers lead to a higher likelihood of purchase behavior. Therefore, it can be concluded that hypothesis 6 (H6) in this study is supported.

Seventh Hypothesis Testing

The results of testing the T statistic regarding the effect of attitudes toward products or services on purchase behavior show that $3,562 > 1,96$ accompanied by a P Value of $0.000 < 0.05$. This indicates that the attitudes toward products or services variable exerts a positive and significant influence on purchase behavior. This indicates that more positive attitudes toward products or services lead to a higher likelihood of purchase behavior. Therefore, it can be concluded that hypothesis 7 (H7) in this study is supported.

The Influence of Convenience on Attitude Towards Social Media Influencers

The research findings reveal that convenience does not significantly enhance attitudes towards social media influencers. The path coefficient of 0.085 and a P-value of 0.129 (>0.05) indicate that the convenience variable does not have a statistically significant effect on attitudes towards social media influencers. The findings presented here stand

in opposition to the original hypothesis and are inconsistent with certain earlier research that indicated convenience as a significant factor influencing attitudes towards social media influencers. This finding contrasts with the research conducted by Hair et al. (2023), which emphasized the significance of digital convenience in shaping consumer satisfaction and attitudes in digital environments. The variation in outcomes could be linked to the context of this research or the distinctions within the target audience. The minimal impact of convenience on attitudes towards social media influencers suggests that users might focus on alternative factors when developing their opinions about these influencers. This indicates that The Originote marketers and influencers ought to concentrate on elements beyond simple platform accessibility to successfully connect with their audience.

The Influence of Interactivity on Attitude Towards Social Media Influencers

The research conducted indicates that the test results for the variable reveal a negative influence of interactivity on attitudes towards social media influencers, evidenced by a path coefficient of -0.260 and a P-value of 0.021 (<0.05). Although this relationship is statistically significant, it contradicts the original hypothesis that anticipated a positive influence. This surprising outcome calls into question the prevalent belief in social media marketing that increased interaction invariably results in more favorable attitudes. This finding is at odds with earlier studies, including those by Schouten et al. (2020), which indicated that higher levels of interactivity strengthen the parasocial relationship between influencers and their followers, consequently boosting trust and loyalty. This study indicates a negative relationship, suggesting that excessive interaction or engagement efforts by influencers may be viewed unfavorably by certain users, potentially as intrusive or inauthentic. The findings suggest that marketers and influencers associated with The Originote should adopt a strategic and thoughtful approach regarding

the quality and quantity of their interactions with followers, prioritizing meaningful engagements over mere volume. This discovery paves the way for further investigation into the most effective levels and varieties of interactivity within influencer marketing.

The Influence of Credibility on Attitude Towards Social Media Influencers

The research findings indicate that the variable provides strong support for the hypothesis that credibility has a positive impact on attitudes towards social media influencers. The results indicate a significant and positive relationship, as evidenced by a high T-statistic of 17.628 (>1.96) and a P-value of 0.000 (<0.05). This finding aligns with established theories in marketing and communication, emphasizing the crucial role of source credibility in shaping audience attitudes. The findings align with the research conducted by Jin et al. (2022), which indicated that influencers who exhibit considerable expertise and trustworthiness are more successful in convincing consumers to adhere to their recommendations. The findings also align with the Source Credibility Model put forth by Hair et al. (2020), highlighting that factors such as expertise, trustworthiness, and attractiveness play a significant role in shaping consumer attitudes. The robust positive correlation between credibility and attitudes towards social media influencers highlights the significance of establishing and sustaining credibility within influencer marketing strategies. Marketers and influencers at Originote ought to focus on genuine content, demonstrate expertise within their niche, and maintain consistent messaging to improve their perceived credibility and, as a result, positively affect audience attitudes.

The Influence of Credibility on Attitude towards Products/Services

The research finding shows a strong and positive effect of credibility on attitudes towards products or services. The hypothesis is supported with a T-statistic of 2.908 (>1.96) and a P-value of 0.004 (<0.05). This outcome

emphasizes how the credibility of influencers can be applied to the products or services they promote. This finding aligns with earlier research, including studies by Lim et al. (2017) and Wang et al. (2017), which demonstrated that the credibility of influencers positively impacts brand attitudes and the perceived value of products. It further reinforces the claim made by Hair et al. (2023) that confidence in the source fosters confidence in the promoted product, thus increasing its attractiveness. This discovery highlights the significance of collaborating with influencers who possess recognized credibility within their specific niche for The Originote marketers. It indicates that preserving the trustworthiness of influencers during campaigns is essential for effectively influencing consumer perceptions of the advertised products or services.

The Influence of Attitude Towards Social Media Influencers on Attitude towards Products/Services

The finding indicates that this variable significantly backs the hypothesis that attitudes towards social media influencers have a positive effect on attitudes towards products or services. The T-statistic is notably high at 5.838 (>1.96), and the P-value is very low at 0.000 (<0.05), indicating a significant and positive relationship. This discovery highlights the impact of influencer marketing on shaping how consumers perceive products. This finding is consistent with the study by Wu and Wang (2023), which discovered that favorable views of influencers significantly improve product attitudes through observational learning. It further reinforces the argument by Hair et al. (2023) that influencers serve as intermediaries, transmitting their positive image of products in the minds of consumers. For The Originote marketers, this suggests that fostering positive relationships between influencers and their followers can serve as a powerful approach to improve brand perceptions and product attitudes. It is essential to keep in mind that brand marketers should prioritize the significance of long-term influencer partnerships and main-

tain consistent brand messaging throughout influencer collaborations.

The Influence of Attitude Towards Social Media Influencers on Purchase Decision

The research findings support the hypothesis that attitudes towards social media influencers have a positive impact on purchase decisions. The T-statistic is 2.562 (>1.96) and the P-value is 0.011 (<0.05), indicating a significant and positive relationship. This outcome illustrates the clear effect of influencer marketing on consumer behavior, extending beyond mere attitude formation. This finding aligns with research by Bratkov (2024), highlighting that the credibility and relatability of influencers significantly impact consumer purchasing decisions by boosting emotional engagement and fostering trust in product recommendations. This finding confirms for The Originote marketers the success of influencer marketing in boosting sales and conversions. It highlights the significance of cultivating positive perceptions of influencers and effectively utilizing these perceptions to promote purchasing actions.

The Influence of Attitude Towards Products/Services on Purchase Decision

The research findings provide strong support for the hypothesis that attitudes towards products or services have a positive impact on purchase decisions. The T-statistic is 3.562 (>1.96) and the P-value is 0.000 (<0.05), indicating a significant and positive relationship. This outcome validates the direct connection between consumer perceptions of products or services and their buying actions. This finding is consistent with recent research by Gómez et al. (2024), which establishes a direct link between perceived product value, desirability, and purchase intentions. The findings further reinforce the claim made by Hair et al. (2023) that positive product perceptions lead to increased consumer satisfaction and a higher probability of purchase in online shopping contexts. For marketers and influencers, this result highlights the significance of not just

fostering positive product perceptions through influencer marketing but also making sure that these favorable attitudes lead to real purchase decisions. It indicates that approaches ought to concentrate on strengthening favorable product perceptions during the consumer journey to enhance the chances of purchase.

CONCLUSION

This study was conducted to examine the effect of influencer reviews on the effectiveness of consumer purchasing decisions for 'The Originote' skincare products with convenience, interactivity and source credibility as measuring roles. based on the results of the analysis and hypothesis testing described in chapter iv, it can be concluded that, first, Convenience does not have a significant positive influence on attitudes towards social media influencers. This implies that consumers' attitude towards social media influencers may not be significantly influenced by the convenience of accessing or engaging with influencer content. Although it's not significant, convenience also plays a role in shaping consumers' attitudes towards social media influencers. Furthermore, the marketers of The Originote may have focused on aspects beyond simple platform accessibility to effectively engage their audience. Second, Interactivity does not have a significant positive influence on attitudes towards social media influencers. This unforeseen outcome indicates that increased interactivity does not automatically result in positive attitudes towards influencers. Although it's not significant, interactivity also plays a role in shaping consumers' attitudes towards social media influencers. This finding indicates that the quality and nature of interactions could hold greater significance than their quantity or frequency. The marketers and influencers of Originote ought to reevaluate their interaction strategies, emphasizing meaningful and authentic engagements instead of high-volume, superficial interactions.

Third, Credibility has a significant positive effect on attitudes towards social media

influencers, which means that the higher the credibility of a brand, the higher the attitudes towards social media influencers of that brand. This emphasizes the significance of perceived attractiveness, expertise, trustworthiness in influencing consumers' perceptions of influencers.

Fourth, Credibility has a significant positive effect on attitudes towards product/service, which means that the higher the credibility of a brand, the higher the attitudes toward product/service of that brand. This indicates that when influencers are regarded as credible (attractive, expert, and trusted), it favorably influences consumers' perceptions of the products or services they promote. Fifth, Attitudes towards social media influencers have a significant positive effect on attitudes towards product/service, which means that the higher the attitudes towards social media influencers of a brand, the higher the attitudes towards product/service of that brand. This implies that positive opinions about influencers result in more positive opinions about the product/service they promote.

Sixth, Attitudes towards social media influencers have a significant positive effect on purchase behavior, which means that the higher the attitudes towards social media influencers of a brand, the higher the purchase behavior of that brand. This implies that consumers who have positive attitudes towards social media influencers are more likely to make purchases based on their recommendations. And last but not least, Attitudes towards product/service have a significant positive effect on purchase behavior, which means that the higher the attitudes towards product/service of a brand, the higher the purchase behavior of that brand. This implies that when consumers have positive perceptions of products/services, they are more likely to make purchasing decisions in favor of those offerings.

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