

BAB V

PENUTUP

Pada bab v ini akan dijelaskan mengenai kesimpulan dari penelitian ini, Kesimpulan diambil berdasarkan dari hasil yang didapat pada bab iv. Kemudian akan dibahas juga mengenai implikasi manajerial. Hal ini berkaitan dengan tindakan konkrit yang bisa dilakukan oleh pihak yang menjadi subjek serta objek dalam penelitian ini. Yang terakhir adalah kelemahan penelitian. Hal ini membahas mengenai faktor apa saja yang membuat penelitian ini tidak bisa mendapat hasil yang ideal dan saran menjadi konsekuensi akan kelemahan penelitian yang ada.

5.1 Kesimpulan

Dalam poin pertama di bab 5 akan diberikan mengenai kesimpulan. Kesimpulan yang didapat berdasarkan hasil penelitian yang dilakukan oleh peneliti.

Kesimpulan akan diberikan dalam bentuk poin yang mengandung hipotesis-hipotesis yang peneliti tetapkan dan sudah melalui proses perhitungan di bab 4. Berdasarkan pembahasan serta hasil yang didapat pada bab 4, maka peneliti menyimpulkan:

1. Hipotesis daya tarik *influencer* berpengaruh positif terhadap kepuasan citra. **(Ditolak)**.
2. Hipotesis daya tarik *influencer* berpengaruh positif terhadap kepercayaan iklan. **(Ditolak)**.
3. Hipotesis keahlian *influencer* berpengaruh positif terhadap kepuasan citra. **(Diterima)**.
4. Hipotesis keahlian *influencer* berpengaruh positif terhadap kepercayaan iklan. **(Diterima)**.

5. Hipotesis kesamaan *influencer* berpengaruh positif terhadap kepuasan citra. **(Diterima)**
6. Hipotesis kesamaan *influencer* berpengaruh positif terhadap kepercayaan iklan. **(Ditolak)**
7. Hipotesis kepuasan citra berpengaruh positif terhadap *self-brand connection*. **(Diterima)**
8. Hipotesis kepercayaan iklan berpengaruh positif terhadap *self-brand connection*. **(Diterima)**
9. Hipotesis kepuasan citra berpengaruh positif terhadap niat beli. **(Ditolak)**.
10. Hipotesis kepercayaan iklan berpengaruh positif niat beli. **(Diterima)**.
11. Hipotesis *self-brand connection* berhubungan positif terhadap niat beli. **(Ditolak)**.

5.2 Implikasi Manajerial

Implikasi manajerial berupa saran konkrit yang bisa diberikan peneliti kepada pihak terkait. Dalam konteks penelitian ini, implikasi manajerial bisa diberikan kepada manajer pemasaran yang hendak menggunakan *influencer marketing*.

Penggunaan implikasi manajerial dalam penelitian tidak bersifat memaksa, melainkan sekedar saran. Berdasarkan hasil penelitian yang didapat, implikasi manajerial yang dapat diberikan sebagai berikut:

- a. Dalam menggunakan strategi *influncer marketing*, pihak manajer pemasaran harus mampu menyeleksi *influencer* yang memiliki keahlian di bidangnya. Hal ini berpengaruh pada kepercayaan iklan dan kepuasan citra pada konsumen. Oleh karena itu, keahlian yang dimiliki *influencer* menjadi faktor keberhasilan dalam menjalankan *influencer marketing*.
- b. Kesamaan yang dimiliki antara *influencer* dengan konsumen mampu meningkatkan kesadaran konsumen akan produk yang sedang digunakan oleh *influencer*. Kesamaan

ini merujuk pada kesamaan secara rupa, nilai yang dianut, tingkah laku, dll. Kesamaan dapat mempengaruhi kepuasan citra serta kepercayaan iklan pada diri konsumen. Oleh karena itu, pertimbangan dalam memilih *influencer* bisa dilakukan dengan melihat karakter target konsumen.

c. Adanya kesamaan serta keahlian yang dimiliki oleh *influencer* mampu meningkatkan kepuasan citra dan kepercayaan iklan. Dampak yang diberikan juga tidak hanya sampai disitu, *self-brand connection* merupakan cerminan sejauh mana individu memasukkan merek ke dalam konsep diri mereka (Moiescu et al., 2022). Oleh karena itu, *influencer* yang hendak digunakan dalam strategi *influencer marketing* harus disesuaikan dengan kebutuhan brand (misalnya menyesuaikan dengan karakter yang dimiliki oleh target konsumen).

d. Kepercayaan iklan memiliki pengaruh penting dalam niat beli. Ketika konsumen melihat *influencer* yang biasa saja dan tidak mampu membawakan pesan dari produk, maka konsumen akan menurunkan tingkat kepercayaan pada produk tersebut. Pembuatan konten harus memiliki keunikan dan kreativitas dari seorang *influencer*. Semakin kreatif dan konsisten seorang *influencer*, maka tingkat kepercayaan iklan pada konsumen akan meningkat.

5.3 Kelemahan Penelitian

Dalam sebuah penelitian, kelemahan tidak bisa dihindari oleh peneliti. Terutama pada faktor yang tidak bisa dikontrol oleh peneliti, sehingga akan sulit mendapatkan jawaban yang ideal.

Disisi lain kekurangan dalam sebuah penelitian juga bisa terjadi akibat kesalahan peneliti dalam mengolah, membaca, mengintepretasi data, dll. Berdasarkan hasil penelitian yang diperoleh, terdapat kelemahan atau keterbatasan yang ditemukan sehingga hasil penelitian belum bisa ideal. Kelemahan yang ada pada penelitian adalah sebagai berikut:

1. Dalam penelitian terjadi penurunan dua variabel dan satu indikator variabel. Hal ini disebabkan nilai *outer loading* yang tidak memenuhi kriteria. Penurunan ini juga berakibat pada berkurangnya jumlah hipotesis, yang awalnya 15 hipotesis menjadi 11 hipotesis.
2. Dalam penelitian ini ada variabel yang hanya menggunakan 2 pertanyaan, yaitu variabel keaslian.
3. Dalam penelitian ini tidak menggunakan mediasi.

5.4 Saran

Berdasarkan kelemahan yang terdapat pada poin sebelumnya, peneliti akan memberikan saran. Saran ini ditentukan berdasarkan kelemahan yang terjadi selama proses penelitian ini berlangsung.

Diharapkan dengan adanya saran dari penelitian ini, peneliti berikutnya mampu memberikan hasil yang lebih baik. Berdasarkan kelemahan penelitian yang ditemukan, berikut saran yang dapat diberikan bagi penelitian berikutnya:

1. Penggunaan bahasa serta pemilihan kata yang mudah dipahami sehingga responden mampu menjawab pertanyaan kuesioner dengan mudah. Hal ini menjadi sebab terjadi gagal paham terhadap pertanyaan yang diharapkan oleh peneliti.
2. Perlunya menambahkan jurnal lain, dikarenakan pertanyaan dari variabel keaslian hanya terdapat dua. Maka penambahan jurnal lain sebagai referensi untuk menambahkan item variabel bisa dilakukan.
3. Diharapkan menggunakan mediasi untuk penelitian selanjutnya.

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LAMPIRAN

KUESIONER PENELITIAN

Section 1 of 7

Pengaruh *Influencer Marketing* terhadap Niat Beli (Studi Kasus Raisa sebagai *Influencer Aqua*)

Kepada responden yang saya hormati, izinkan saya untuk memperkenalkan diri serta memberikan maksud dan tujuan dari kuesioner yang saya bagikan.

Perkenalkan nama saya Cahyo Prakoso dan sekarang sedang menempuh studi di Fakultas Bisnis dan Ekonomika Universitas Atma Jaya Yogyakarta. Tujuan saya membagikan kuesioner kepada Anda adalah untuk memenuhi kebutuhan skripsi yang sedang saya lakukan, dengan judul "Pengaruh *Influencer Marketing* terhadap Niat Beli (Studi Kasus Raisa sebagai *Influencer Aqua*)". Oleh karena itu, dengan kerendahan hati saya meminta bantuan dari Anda untuk mengisi kuesioner berikut dengan sejujur-jujurnya.

Atas bantuan dan kerendahan hati Anda, saya mengucapkan terima kasih yang sebesar-besarnya.

Image title



Section 2 of 7

Pilihlah salah satu opsi dibawah ini sesuai dengan diri Anda!

Description (optional)

Jenis kelamin: *

Laki-laki

Perempuan

Anggaran untuk membeli kebutuhan air minum dalam sebulan: *

Kurang dari Rp. 300.000,00

Rp. 300.000,00

Lebih dari Rp. 300.000,00

Apakah Anda mengikuti akun Instagram Raisa? *

- Ya
- Tidak

Apakah Anda pernah melihat iklan Aqua? *

- Ya
- Tidak

Apakah Anda pernah membeli produk Aqua? *

- Ya
- Tidak

Pilihlah salah satu opsi dibawah ini dengan sejujur-jujurnya!



Keterangan:

- 1 = Sangat Tidak Setuju
2 = Tidak Setuju
3 = Netral
4 = Setuju
5 = Sangat Setuju

Raisa memiliki penampilan yang menarik untuk dipandang. *

- 1
- 2
- 3
- 4
- 5

Raisa memiliki wajah yang cantik. *

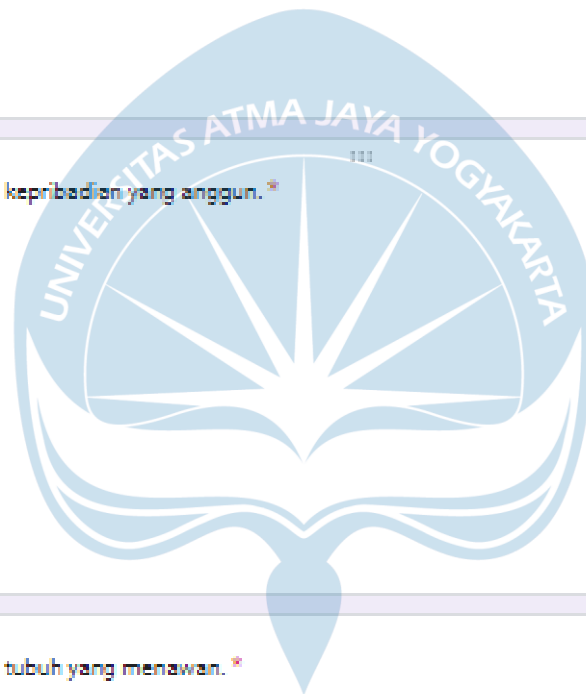
- 1
- 2
- 3
- 4
- 5

Raisa memiliki kepribadian yang anggun. *

- 1
- 2
- 3
- 4
- 5

Raisa memiliki tubuh yang menawan. *

- 1
- 2
- 3
- 4
- 5



Raisa sebagai *influencer* memiliki kekhasan ketika merekomendasikan suatu produk. *

- 1
- 2
- 3
- 4
- 5

Raisa sebagai *influencer* berpengalaman dalam merekomendasikan produk. *

- 1
- 2
- 3
- 4
- 5

Raisa sebagai *influencer* memiliki wawasan yang luas dalam merekomendasikan produk. *

- 1
- 2
- 3
- 4
- 5

Raisa sebagai influencer memiliki kapabilitas untuk merekomendasikan produk. *

- 1
- 2
- 3
- 4
- 5

Raisa sebagai influencer terlihat terampil ketika merekomendasikan produk. *

- 1
- 2
- 3
- 4
- 5

Konten yang diunggah Raisa lewat Instagram sangat jelas. *

- 1
- 2
- 3
- 4
- 5

Konten yang diunggah Raisa lewat Instagram tidak jelas. *

- 1
- 2
- 3
- 4
- 5

Saya memiliki banyak kesamaan dengan Raisa, dalam hal penampilan hingga kepribadian. *

- 1
- 2
- 3
- 4
- 5

Saya memiliki kesamaan dengan nilai-nilai yang ada pada Raisa. *

- 1
- 2
- 3
- 4
- 5



Saya memiliki kemiripan dengan Raisa. *

- 1
- 2
- 3
- 4
- 5

Raisa membalas pesan yang saya kirimkan dengan cepat. *

- 1
- 2
- 3
- 4
- 5

Raisa bisa dihubungi dengan mudah. *

- 1
- 2
- 3
- 4
- 5



Raisa memberikan tanggapan dan saran dengan tepat. *

- 1
- 2
- 3
- 4
- 5

After section 4 Continue to next section

Section 5 of 7

Pilihlah salah satu opsi dibawah ini dengan sejujurnya!

Keterangan:

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Netral
- 4 = Setuju
- 5 = Sangat Setuju

Saya senang ketika menerima informasi tentang Raisa. *

- 1
- 2
- 3
- 4
- 5

Saya senang ketika melihat informasi tentang Raisa. *

- 1
- 2
- 3
- 4
- 5

Menurut saya Raisa memiliki kemampuan lebih baik daripada yang lain ketika merekomendasikan produk. *

- 1
- 2
- 3
- 4
- 5

Saya senang apabila bisa berinteraksi dengan Raisa. *

- 1
- 2
- 3
- 4
- 5

Saya percaya bahwa iklan Aqua merupakan kejadian nyata. *

- 1
- 2
- 3
- 4
- 5

Iklan Aqua memberikan informasi yang jelas mengenai produk Aqua. *

- 1
- 2
- 3
- 4
- 5

Saya mendapat banyak informasi dari iklan Aqua. *

- 1
- 2
- 3
- 4
- 5

Pilihlah salah satu opsi dibawah ini dengan sejujur-jujurnya!



Keterangan:

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Netral
- 4 = Setuju
- 5 = Sangat Setuju

Saya merasakan adanya hubungan secara personal terhadap nilai yang terkandung dalam iklan Raisa dengan Aqua. *

- 1
- 2
- 3
- 4
- 5

Pesan yang terkandung dalam iklan Raisa dengan Aqua dapat membantu saya menjadi apa yang saya inginkan. *

- 1
- 2
- 3
- 4
- 5

Nilai yang terkandung dalam iklan Raisa dengan Aqua mencerminkan siapa saya. *

- 1
- 2
- 3
- 4
- 5

Saya dapat mengidentifikasi dengan mudah iklan Raisa dengan Aqua. *

- 1
- 2
- 3
- 4
- 5

Saya menganggap nilai yang terkandung dalam iklan Raisa dengan Aqua memiliki kesamaan nilai dengan saya. *

- 1
- 2
- 3
- 4
- 5

Brand Aqua yang bekerja sama dengan Raisa cocok untuk saya. *

- 1
- 2
- 3
- 4
- 5

After section 6 Continue to next section

Section 7 of 7

Pilihlah salah satu opsi dibawah ini dengan sejujur-jujurnya!

Keterangan:

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Netral
- 4 = Setuju
- 5 = Sangat Setuju

Saya akan membeli produk Aqua di masa mendatang. *

- 1
- 2
- 3
- 4
- 5

Jika saya memiliki uang lebih, saya akan membeli produk Aqua. *

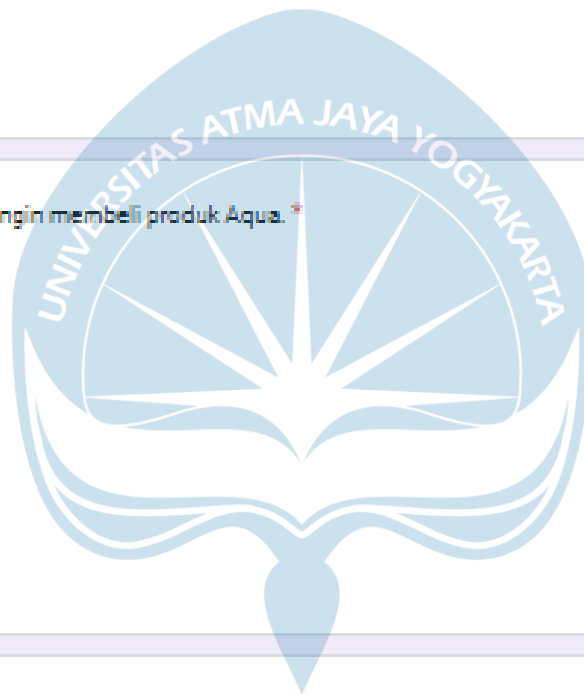
- 1
- 2
- 3
- 4
- 5

Saya sangat ingin membeli produk Aqua. *

- 1
- 2
- 3
- 4
- 5

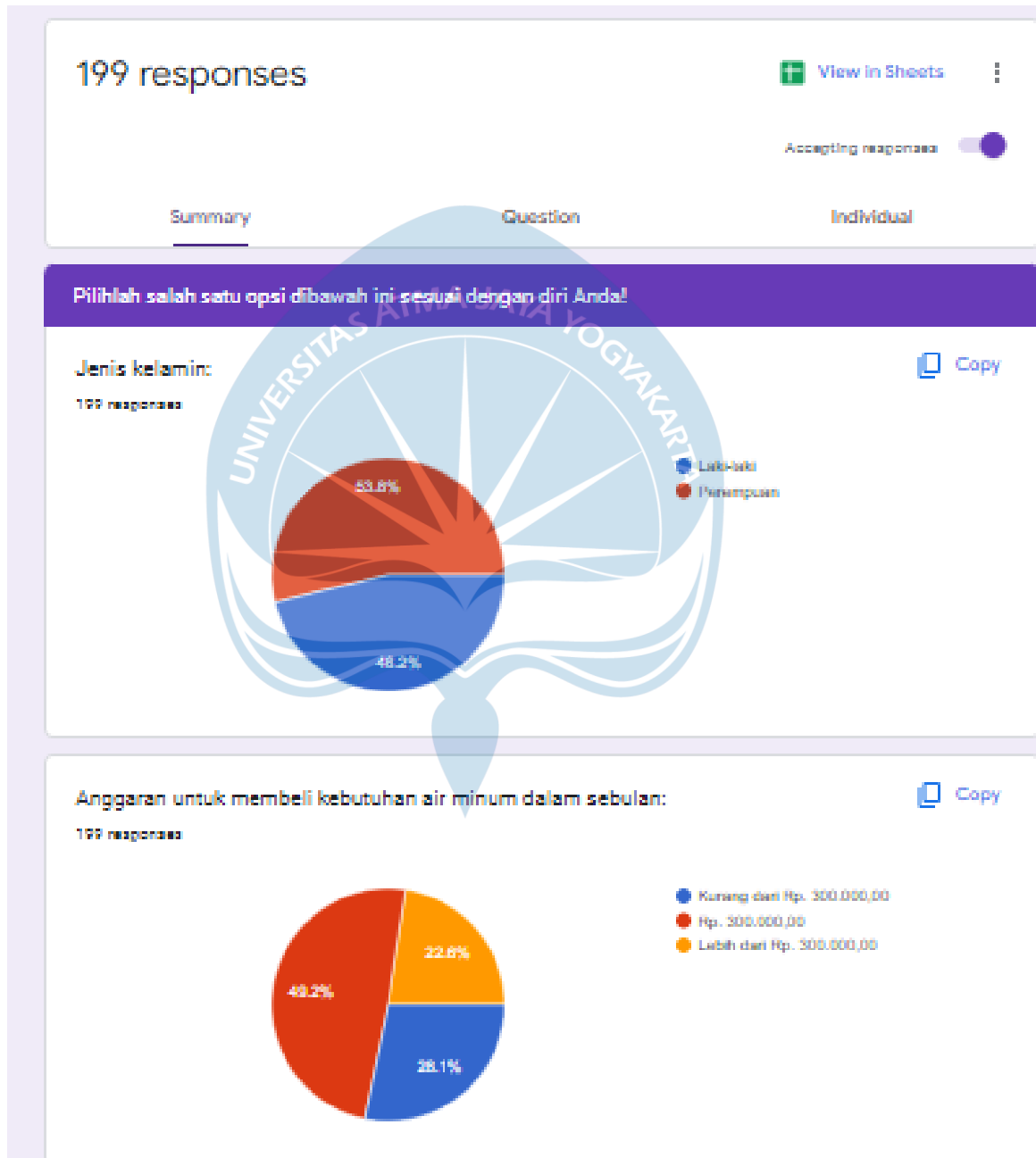
Saya membeli produk Aqua tanpa pikir panjang. *

- 1
- 2
- 3
- 4
- 5



LAMPIRAN

HASIL PENGISIAN KUESIONER

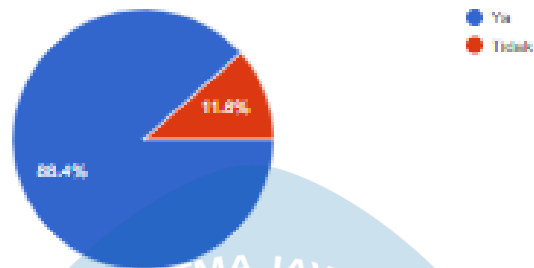


Pilihlah 'ya' atau 'tidak' pada pertanyaan dibawah ini dengan sejujur-jujurnya!

Apakah Anda mengikuti akun Instagram Raisa?

 Copy

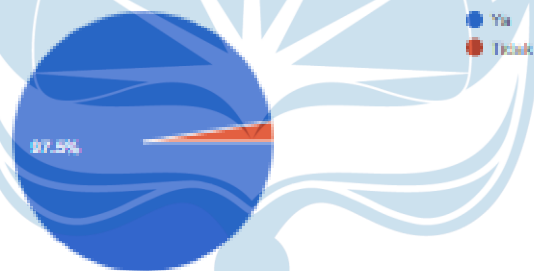
199 responses



Apakah Anda pernah melihat iklan Aqua?

 Copy

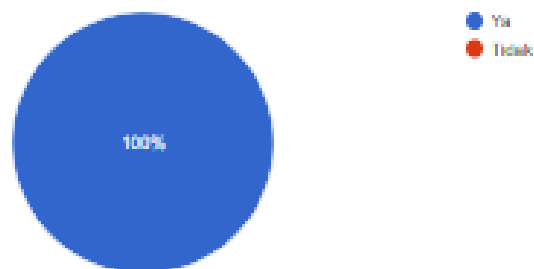
199 responses



Apakah Anda pernah membeli produk Aqua?


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199 responses

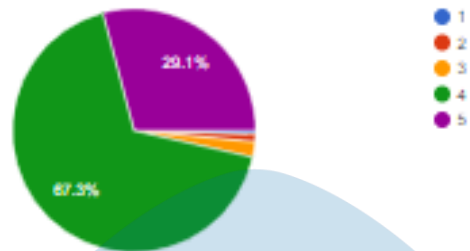


Pilihlah salah satu opsi dibawah ini dengan sejujur-jujurnya!


Raisa memiliki penampilan yang menarik untuk dipandang.

 Copy

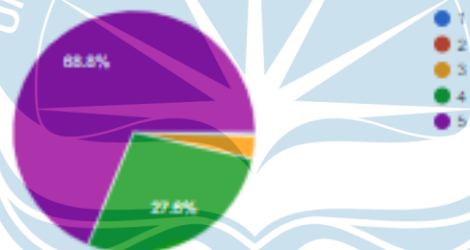
199 responses




Raisa memiliki wajah yang cantik.

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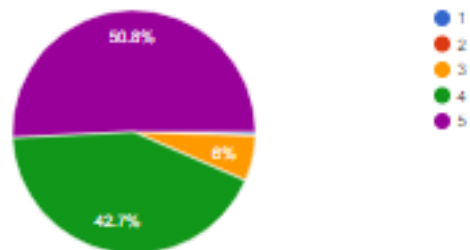
199 responses



Raisa memiliki kepribadian yang anggun.

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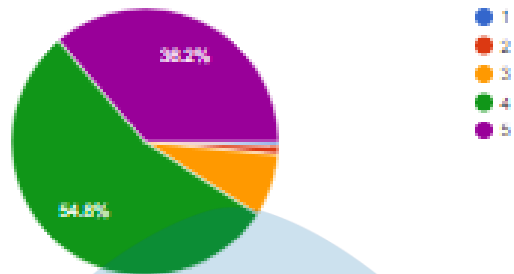
199 responses



Raisa memiliki tubuh yang menawan.

[Copy](#)

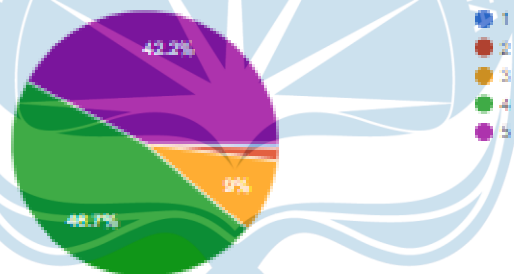
199 responses



Raisa sebagai *influencer* memiliki kekhasan ketika merekomendasikan suatu produk.

[Copy](#)

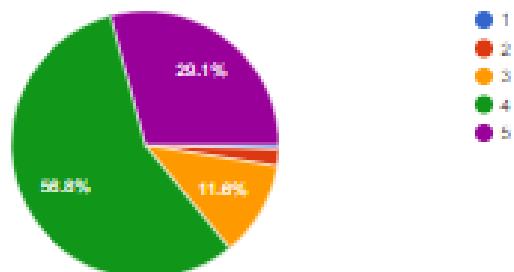
199 responses



Raisa sebagai *influencer* berpengalaman dalam merekomendasikan produk.

[Copy](#)

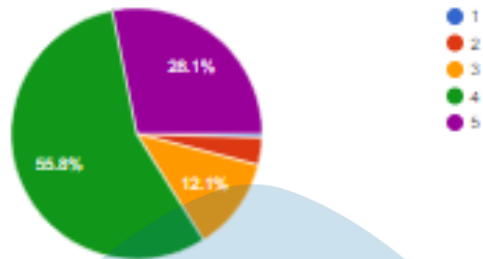
199 responses



Raisa sebagai *influencer* memiliki wawasan yang luas dalam merekomendasikan produk.

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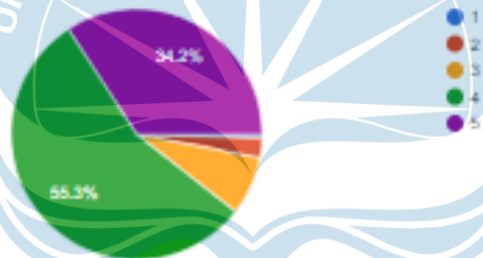
199 responses



Raisa sebagai *influencer* memiliki kapabilitas untuk merekomendasikan produk.

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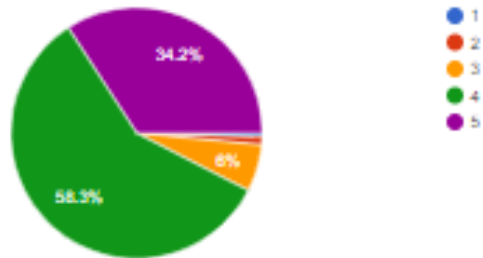
199 responses



Raisa sebagai *influencer* terlihat terampil ketika merekomendasikan produk.

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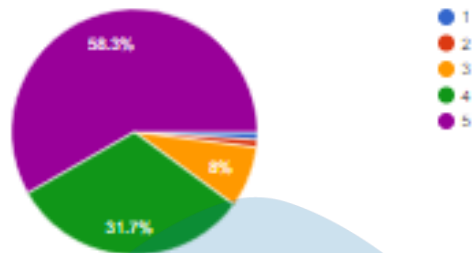
199 responses



Konten yang diunggah Raisa lewat Instagram sangat jelas.

Copy

199 responses



Konten yang diunggah Raisa lewat Instagram tidak jelas.

Copy

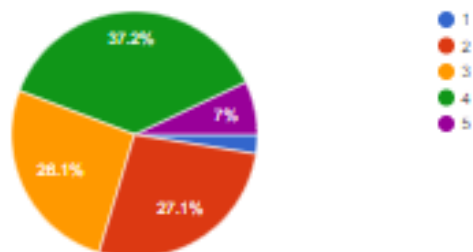
199 responses



Saya memiliki banyak kesamaan dengan Raisa, dalam hal penampilan hingga kepribadian.

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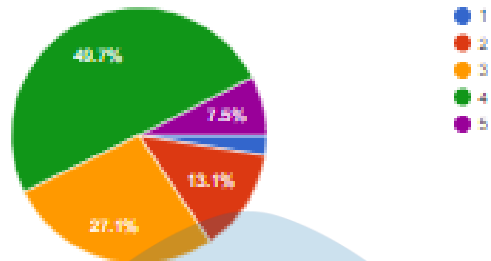
199 responses



Saya memiliki kesamaan dengan nilai-nilai yang ada pada Raisa.

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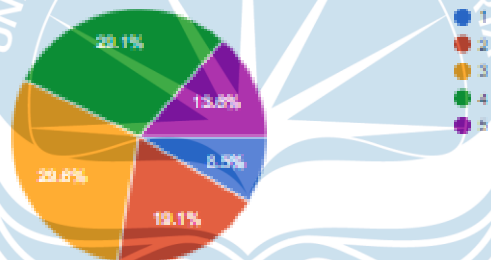
169 responses



Saya memiliki kemiripan dengan Raisa.

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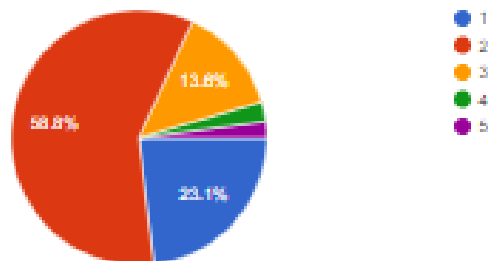
169 responses



Raisa membalas pesan yang saya kirimkan dengan cepat.

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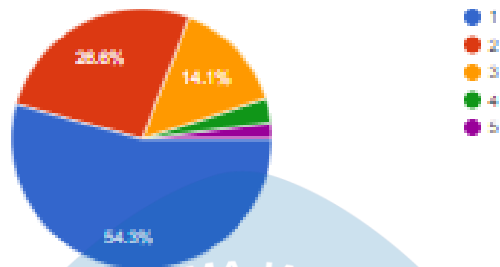
169 responses



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Raisa bisa dihubungi dengan mudah.

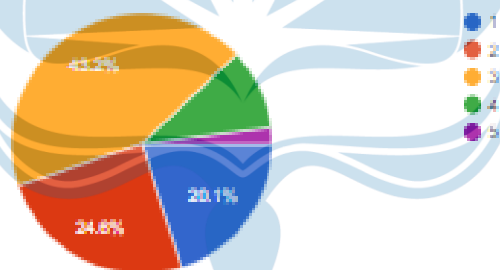
199 responden



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Raisa memberikan tanggapan dan saran dengan tepat.

199 responden

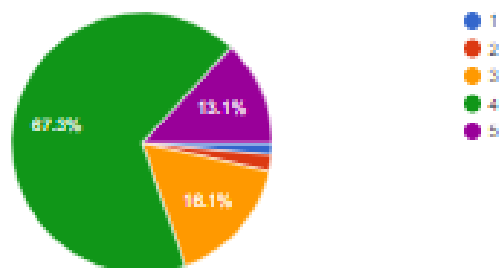


Pilihlah salah satu opsi dibawah ini dengan sejujur-jujurnya!

 Copy

Saya senang ketika menerima informasi tentang Raisa.

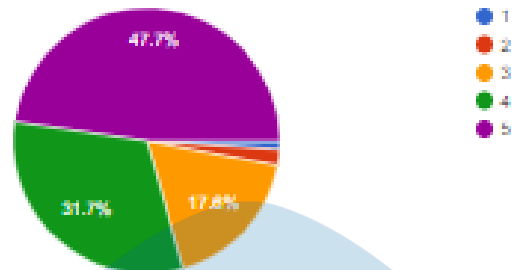
199 responden



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Saya senang ketika melihat informasi tentang Raisa.

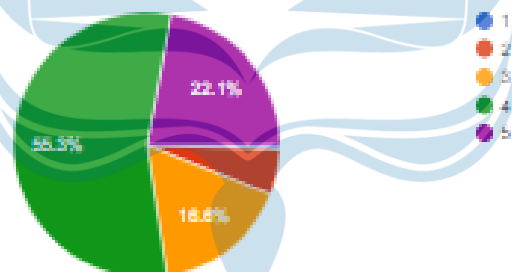
199 responses



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Menurut saya Raisa memiliki kemampuan lebih baik daripada yang lain ketika merekomendasikan produk.

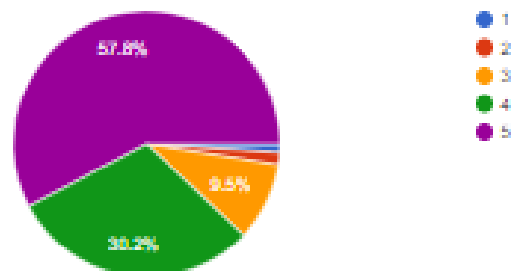
199 responses



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Saya senang apabila bisa berinteraksi dengan Raisa.

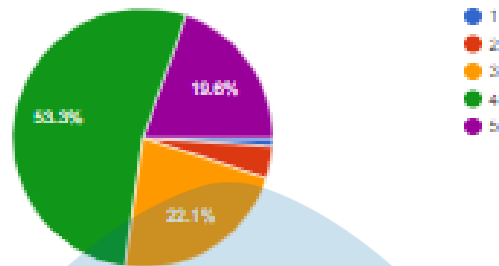
199 responses



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Saya percaya bahwa iklan Aqua merupakan kejadian nyata.

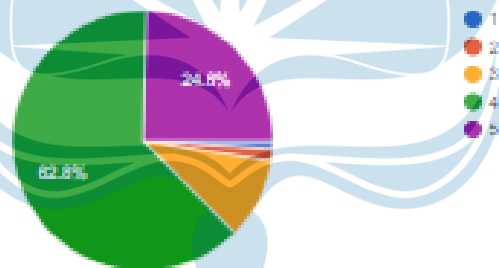
199 responses



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Iklan Aqua memberikan informasi yang jelas mengenai produk Aqua.

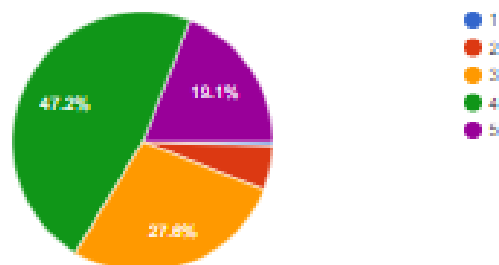
199 responses



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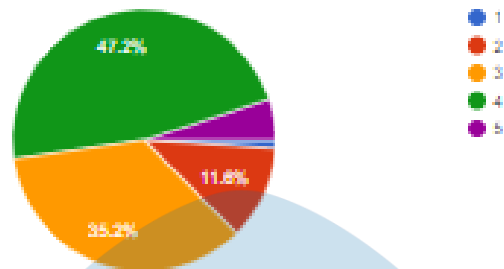
Saya mendapat banyak informasi dari iklan Aqua.

199 responses



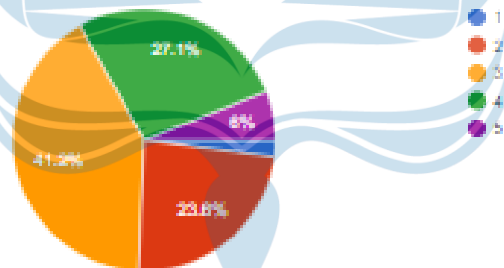
Saya merasakan adanya hubungan secara personal terhadap nilai yang terkandung dalam iklan Raisa dengan Aqua.

169 responses



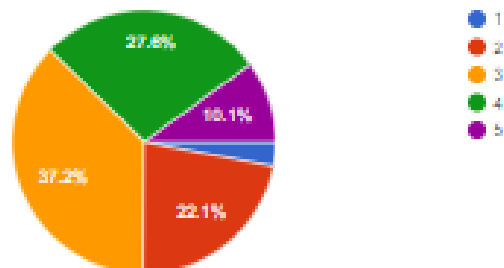
Pesan yang terkandung dalam iklan Raisa dengan Aqua dapat membantu saya menjadi apa yang saya inginkan.

169 responses



Nilai yang terkandung dalam iklan Raisa dengan Aqua mencerminkan siapa saya.

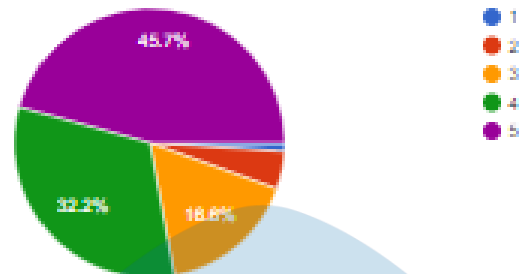
169 responses



 Copy

Saya dapat mengidentifikasi dengan mudah iklan Raisa dengan Aqua.

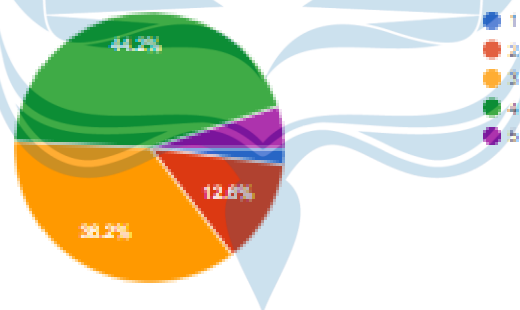
199 responses



 Copy

Saya menganggap nilai yang terkandung dalam iklan Raisa dengan Aqua memiliki kesamaan nilai dengan saya.

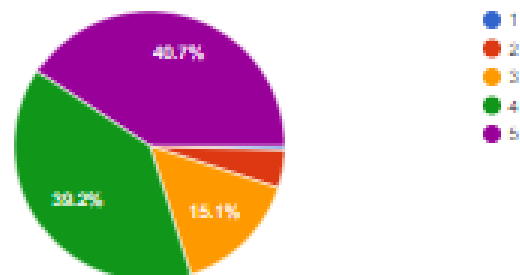
199 responses



 Copy

Brand Aqua yang bekerja sama dengan Raisa cocok untuk saya.

199 responses

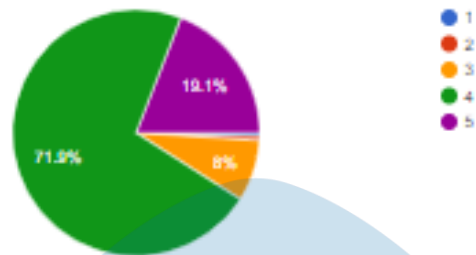


Pilihlah salah satu opsi dibawah ini dengan sejujur-jujurnya!

Saya akan membeli produk Aqua di masa mendatang.

 Copy

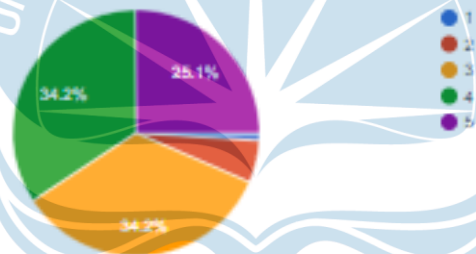
199 responses



Jika saya memiliki uang lebih, saya akan membeli produk Aqua.

 Copy

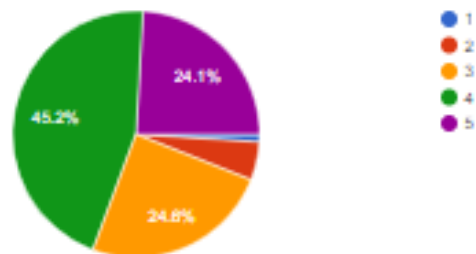
199 responses



Saya sangat ingin membeli produk Aqua.

 Copy

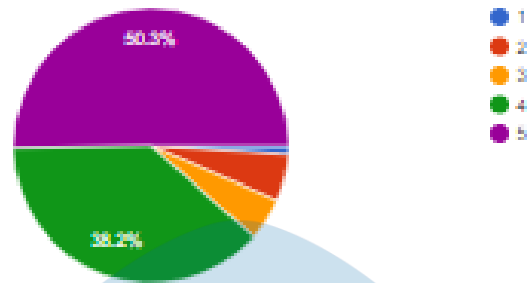
199 responses



Saya membeli produk Aqua tanpa pikir panjang.

 Copy

199 responses



LAMPIRAN

KUESIONER JURNALACUAN

| Construct with measurement items | Factor loadings |
|--|-----------------|
| <i>Attractiveness</i> ($\alpha = 0.78$; CR = 0.73) | |
| A1: Attractive | 0.64 |
| A2: Beautiful | 0.79 |
| A3: Elegant | 0.70 |
| A4: Sexy | 0.67 |
| <i>Expertise</i> ($\alpha = 0.67$; CR = 0.73) | |
| E1: Expertise in product recommendation | 0.67 |
| E2: Experienced in product recommendation | 0.52 |
| E3: Knowledgeable in product recommendation | 0.57 |
| E4: Qualified to make product recommendations | 0.53 |
| E5: Skilled in product recommendation | 0.42 |
| <i>Originality</i> ($\alpha = 0.71$; CR = 0.81) | |
| O1: Original | 0.73 |
| O2: Novel | 0.76 |
| <i>Homophily</i> ($\alpha = 0.74$; CR = 0.81) | |
| H1: Blogger have a lot in common with me | 0.78 |
| H2: Similar to my values | 0.71 |
| H3: Similar to my image | 0.64 |
| <i>Interaction</i> ($\alpha = 0.87$; CR = 0.79) | |
| I1: Reply to my message quickly | 0.83 |
| I2: Contact this blogger easily | 0.84 |
| I3: Feedback my comments and suggestions quickly | 0.82 |
| <i>Image satisfaction</i> ($\alpha = 0.71$; CR = 0.68) | |
| IS1: I Was pleased to receive information about this blogger | 0.67 |
| IS2: I Was pleased to view information about this blogger | 0.62 |
| IS3: I Was pleased to collect information about this blogger | 0.57 |
| IS4: I like this blogger's content better compared to other bloggers | 0.57 |
| IS5: I Was pleased to interact with the blogger | 0.53 |
| <i>Advertising trust</i> ($\alpha = 0.79$; CR = 0.87) | |
| AT1: I trust the advertisement | 0.82 |
| AT2: The advertising content provides real information about the product | 0.75 |
| AT3: The advertising content is fact | 0.76 |
| AT4: I got a lot of information from the advertising content | 0.51 |
| <i>Self-brand connection</i> ($\alpha = 0.81$; CR = 0.75) | |
| SC1: I feel a personal connection to those brands posted in content | 0.56 |
| SC2: Those brands posted in content could help me become the person I want to be | 0.66 |
| SC3: Those brands posted in content reflects who I am | 0.73 |
| SC4: I can identify with those brands posted in content | 0.63 |
| SC5: I consider those brands posted in content reflect who I consider myself to be | 0.63 |
| SC6: Those brands posted in content suits me well | 0.64 |
| <i>Purchase Intention</i> ($\alpha = 0.73$; CR = 0.80) | |
| PI1: I Will buy those brands in the future | 0.64 |
| PI2: I really want to buy those brands | 0.76 |
| PI3: It is very likely that I will buy those brands | 0.53 |
| PI4: If I have extra money, I will buy those brands | 0.60 |
| Note(s): All loadings are significant at confidence level $p < 0.001$ | |

LAMPIRAN

KUESIONER ADAPTASI

| NO | PERNYATAAN | 1 | 2 | 3 | 4 | 5 |
|----|---|---|---|---|---|---|
| | Daya Tarik | | | | | |
| 1 | Raisa memiliki penampilan yang menarik untuk dipandang. | | | | | |
| 2 | Raisa memiliki wajah yang cantik. | | | | | |
| 3 | Raisa memiliki kepribadian yang anggun. | | | | | |
| 4 | Raisa memiliki tubuh yang menawan. | | | | | |
| | Keahlian | | | | | |
| 5 | Raisa sebagai <i>influencer</i> memiliki kekhasan ketika merekomendasikan suatu produk. | | | | | |
| 6 | Raisa sebagai <i>influencer</i> berpengalaman dalam merekomendasikan produk. | | | | | |
| 7 | Raisa sebagai <i>influencer</i> memiliki wawasan yang luas dalam merekomendasikan produk. | | | | | |
| 8 | Raisa sebagai <i>influencer</i> memiliki kapabilitas untuk merekomendasikan produk. | | | | | |
| 9 | Raisa sebagai <i>influencer</i> terlihat terampil ketika merekomendasikan produk. | | | | | |
| | Keaslian | | | | | |
| 10 | Konten yang diunggah Raisa lewat Instagram sangat jelas. | | | | | |
| 11 | Konten yang diunggah Raisa lewat Instagram tidak jelas. | | | | | |
| | Kesamaan | | | | | |

| NO | PERNYATAAN | 1 | 2 | 3 | 4 | 5 |
|----|---|---|---|---|---|---|
| 12 | Saya memiliki banyak kesamaan dengan Raisa, dalam hal penampilan hingga kepribadian. | | | | | |
| 13 | Saya memiliki kesamaan dengan nilai-nilai yang ada pada Raisa. | | | | | |
| 14 | Saya memiliki kemiripan dengan Raisa. | | | | | |
| | Interaksi | | | | | |
| 15 | Raisa membalas pesan yang saya kirimkan dengan cepat. | | | | | |
| 16 | Raisa bisa dihubungi dengan mudah. | | | | | |
| 17 | Raisa memberikan tanggapan dan saran dengan tepat. | | | | | |
| | Kepuasan Citra | | | | | |
| 18 | Saya senang ketika menerima informasi tentang Raisa. | | | | | |
| 19 | Saya senang ketika melihat informasi tentang Raisa. | | | | | |
| 20 | Menurut saya Raisa memiliki kemampuan lebih baik daripada yang lain ketika merekomendasikan produk. | | | | | |
| 21 | Saya senang apabila bisa berinteraksi dengan Raisa. | | | | | |
| | Kepercayaan Iklan | | | | | |
| 22 | Saya percaya bahwa iklan Aqua merupakan kejadian nyata. | | | | | |
| 23 | Iklan Aqua memberikan informasi yang jelas mengenai produk Aqua. | | | | | |
| 24 | Saya mendapat banyak informasi dari iklan Aqua. | | | | | |
| | <i>Self-brand connection</i> | | | | | |

| NO | PERNYATAAN | 1 | 2 | 3 | 4 | 5 |
|-----------|--|----------|----------|----------|----------|----------|
| 25 | Saya merasakan adanya hubungan secara personal terhadap nilai yang terkandung dalam iklan Raisa dengan Aqua. | | | | | |
| 26 | Pesan yang terkandung dalam iklan Raisa dengan Aqua dapat membantu saya menjadi apa yang saya inginkan. | | | | | |
| 27 | Nilai yang terkandung dalam iklan Raisa dengan Aqua mencerminkan siapa saya. | | | | | |
| 28 | Saya dapat mengidentifikasi dengan mudah iklan Raisa dengan Aqua. | | | | | |
| 29 | Saya menganggap nilai yang terkandung dalam iklan Raisa dengan Aqua memiliki kesamaan nilai dengan saya. | | | | | |
| 30 | Brand Aqua yang bekerja sama dengan Raisa cocok untuk saya. | | | | | |
| | Niat Beli | | | | | |
| 31 | Saya akan membeli produk Aqua di masa mendatang. | | | | | |
| 32 | Jika saya memiliki uang lebih, saya akan membeli produk Aqua. | | | | | |
| 33 | Saya sangat ingin membeli produk Aqua. | | | | | |
| 34 | Saya membeli produk Aqua tanpa pikir panjang. | | | | | |

LAMPIRAN

DISTRIBUSI JENIS KELAMIN RESPONDEN

| Jenis kelamin | Anggaran untuk membeli kebutuhan air minum dalam sebulan |
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| 1 | Kurang dari Rp. 300.000,00 |
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| Jenis kelamin | Anggaran untuk membeli kebutuhan air minum dalam sebulan |
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| Jenis kelamin | Anggaran untuk membeli kebutuhan air minum dalam sebulan |
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| Jenis kelamin | Anggaran untuk membeli kebutuhan air minum dalam sebulan |
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| Jenis kelamin | Anggaran untuk membeli kebutuhan air minum dalam sebulan |
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| 2 | Lebih dari Rp. 300.000,00 |

| Jenis kelamin | Anggaran untuk membeli kebutuhan air minum dalam sebulan |
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| 2 | Lebih dari Rp. 300.000,00 |
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| 2 | Rp. 300.000,00 |



LAMPIRAN

JAWABAN RESPONDEN PADA ITEM PERTANYAAN

| DT 1 | DT 2 | DT 3 | DT 4 | KE 1 | KE 2 | KE 3 | KE 4 | KE 5 | KA 1 | KA 2 | KS 1 | KS 2 | KS 3 |
|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 5 |
| 4 | 4 | 5 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 1 | 3 | 3 | 3 |
| 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 1 | 2 | 2 | 2 |
| 5 | 5 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 1 | 2 | 1 | 1 |
| 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 |
| 2 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 2 | 3 | 3 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 1 | 2 | 2 | 1 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 2 | 2 |
| 5 | 5 | 5 | 5 | 3 | 2 | 3 | 4 | 5 | 4 | 2 | 3 | 3 | 1 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 |
| 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 3 | 4 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 2 |
| 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 2 | 2 | 4 | 2 |
| 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 1 |
| 5 | 5 | 5 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 2 | 1 | 2 | 1 |
| 5 | 5 | 5 | 5 | 4 | 4 | 3 | 3 | 3 | 4 | 2 | 2 | 3 | 2 |
| 5 | 5 | 5 | 4 | 4 | 4 | 3 | 5 | 4 | 5 | 1 | 2 | 3 | 1 |
| 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 1 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 3 | 3 | 5 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 3 | 4 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 1 | 2 | 2 |
| 5 | 5 | 5 | 5 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 5 | 5 | 5 |
| 4 | 4 | 5 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 2 | 3 | 3 | 2 |
| 4 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 2 | 3 | 3 | 2 |
| 2 | 3 | 4 | 2 | 3 | 3 | 4 | 2 | 4 | 3 | 4 | 2 | 3 | 3 |
| 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 2 | 2 | 2 |
| 5 | 5 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 2 | 2 | 1 |
| 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 1 | 4 | 4 | 4 |

| DT 1 | DT 2 | DT 3 | DT 4 | KE 1 | KE 2 | KE 3 | KE 4 | KE 5 | KA 1 | KA 2 | KS 1 | KS 2 | KS 3 |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 5 | 5 | 3 | 3 | 4 | 3 | 2 | 4 | 4 | 4 | 2 | 2 | 2 | 1 |
| 5 | 5 | 5 | 5 | 3 | 4 | 4 | 3 | 5 | 5 | 1 | 4 | 3 | 3 |
| 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 4 | 4 | 4 |
| 4 | 4 | 4 | 3 | 3 | 2 | 2 | 4 | 4 | 3 | 2 | 2 | 2 | 1 |
| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 3 | 4 | 1 | 1 | 1 | 1 |
| 3 | 5 | 3 | 5 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 1 | 2 | 4 | 2 |
| 5 | 5 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 5 | 2 | 2 | 2 | 1 |
| 5 | 5 | 5 | 5 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 2 |
| 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 1 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 1 | 2 | 5 | 2 |
| 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 2 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 |
| 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 |
| 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 2 | 3 | 3 | 3 |
| 5 | 5 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 1 | 3 | 3 | 3 |
| 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 1 | 3 | 5 | 4 |
| 5 | 5 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 2 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 3 | 2 | 3 | 2 |
| 5 | 5 | 5 | 5 | 4 | 5 | 3 | 5 | 3 | 3 | 4 | 4 | 3 | 3 |
| 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 1 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 2 | 4 | 2 | 3 | 3 | 3 | 3 |
| 4 | 5 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 3 | 2 | 4 | 3 |
| 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 2 | 3 | 2 |
| 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 1 | 4 | 4 | 5 |
| 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 |
| 5 | 5 | 5 | 5 | 5 | 3 | 3 | 4 | 4 | 1 | 1 | 1 | 1 | 1 |
| 5 | 5 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 2 | 2 | 2 | 2 |
| 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 2 | 5 | 4 | 5 |
| 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 2 | 5 | 5 | 4 |
| 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 2 | 4 | 4 | 5 |

| DT 1 | DT 2 | DT 3 | DT 4 | KE 1 | KE 2 | KE 3 | KE 4 | KE 5 | KA 1 | KA 2 | KS 1 | KS 2 | KS 3 |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 4 | 5 | 5 | 4 | 3 | 3 | 4 | 5 | 5 | 4 | 2 | 4 | 5 | 5 |
| 4 | 5 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 4 | 1 | 5 | 4 | 5 |
| 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 1 | 3 | 4 | 3 |
| 4 | 5 | 5 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 2 | 4 | 5 | 4 |
| 5 | 5 | 4 | 2 | 5 | 4 | 4 | 5 | 4 | 4 | 2 | 2 | 4 | 2 |
| 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 2 | 3 | 4 | 3 |
| 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 2 | 2 | 3 | 3 |
| 5 | 5 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 4 | 3 |
| 4 | 5 | 5 | 3 | 5 | 4 | 4 | 4 | 5 | 3 | 2 | 2 | 4 | 3 |
| 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 2 | 3 | 2 | 2 |
| 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 2 | 4 | 4 | 5 |
| 5 | 5 | 5 | 5 | 3 | 3 | 3 | 5 | 4 | 5 | 1 | 3 | 5 | 1 |
| 5 | 4 | 5 | 3 | 5 | 4 | 4 | 5 | 4 | 4 | 2 | 5 | 4 | 4 |
| 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 2 | 4 | 3 |
| 4 | 5 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 5 | 2 | 2 | 4 | 3 |
| 5 | 5 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 1 | 2 | 4 | 2 |
| 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 1 | 2 | 1 | 2 |
| 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 2 | 3 | 2 | 2 |
| 4 | 4 | 4 | 5 | 5 | 4 | 2 | 3 | 4 | 4 | 1 | 2 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 |
| 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 1 | 4 | 4 | 4 |
| 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 2 | 4 | 3 | 4 |
| 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 2 | 4 | 4 | 4 |
| 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 |
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 3 | 5 | 4 | 4 |
| 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 1 | 4 | 4 | 4 |
| 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 2 | 4 | 4 | 4 |
| 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 2 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 2 | 4 | 4 | 4 |
| 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 2 | 4 | 4 | 4 |
| 5 | 4 | 5 | 3 | 4 | 5 | 4 | 4 | 4 | 5 | 2 | 4 | 4 | 3 |
| 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 2 | 4 | 4 | 5 |
| 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 2 | 4 | 4 | 5 |
| 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 2 | 4 | 4 | 2 |

| DT 1 | DT 2 | DT 3 | DT 4 | KE 1 | KE 2 | KE 3 | KE 4 | KE 5 | KA 1 | KA 2 | KS 1 | KS 2 | KS 3 |
|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 2 | 4 | 4 | 5 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 2 | 4 | 5 | 4 |
| 4 | 5 | 5 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 1 | 4 | 4 | 2 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 2 | 4 | 3 | 4 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 2 | 3 | 4 | 4 |
| 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 2 | 4 | 4 | 4 |
| 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 |
| 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 2 | 4 | 4 | 4 |
| 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 |
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 1 | 4 | 3 | 3 |
| 5 | 5 | 4 | 4 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 2 |
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 2 | 4 | 3 | 4 |
| 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 2 | 4 | 4 | 4 |
| 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 2 | 4 | 4 | 4 |
| 5 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 2 | 4 | 2 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 1 | 1 | 5 | 5 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 1 | 2 | 2 | 2 |
| 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 2 | 4 | 4 | 5 |
| 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 2 | 5 | 4 | 4 |
| 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 2 | 4 | 4 | 4 |
| 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 1 | 4 | 4 | 3 |
| 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 2 | 4 | 4 | 5 |
| 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 2 | 2 | 4 | 2 |
| 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 2 | 2 | 3 | 2 |
| 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 1 | 2 | 4 | 4 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 1 | 2 | 3 | 2 |
| 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 2 | 2 | 4 | 4 |
| 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 3 | 2 | 4 | 3 |
| 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 2 | 2 | 4 | 3 |
| 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 2 | 4 | 4 | 4 |
| 4 | 5 | 4 | 4 | 5 | 4 | 2 | 4 | 5 | 5 | 1 | 4 | 4 | 5 |
| 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 2 | 4 | 4 | 4 |
| 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 1 | 2 | 4 | 3 |
| 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 2 | 2 | 4 | 2 |

| DT 1 | DT 2 | DT 3 | DT 4 | KE 1 | KE 2 | KE 3 | KE 4 | KE 5 | KA 1 | KA 2 | KS 1 | KS 2 | KS 3 |
|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 2 | 2 | 2 | 1 |
| 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 2 | 2 | 4 | 4 |
| 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 2 | 4 | 4 | 4 |
| 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 2 | 4 | 4 | 5 |
| 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 2 | 2 | 4 | 4 |
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| 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 2 | 2 | 4 | 3 |
| 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 1 | 4 | 5 | 4 |
| 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 1 | 4 | 4 | 4 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 2 | 4 | 4 | 3 |
| 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 2 | 3 | 3 | 3 |
| 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 3 |
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| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 2 | 4 | 3 | 4 |
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| DT 1 | DT 2 | DT 3 | DT 4 | KE 1 | KE 2 | KE 3 | KE 4 | KE 5 | KA 1 | KA 2 | KS 1 | KS 2 | KS 3 |
|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 1 | 3 | 4 | 4 |
| 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 2 | 3 | 4 | 3 |
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| 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 2 | 3 | 3 | 3 |



| I1 | I2 | I3 | KC1 | KC2 | KC3 | KC4 | KI1 | KI2 | KI3 | SBC1 | SBC2 | SBC3 | SBC4 | SBC5 | SBC6 | NB1 | NB2 | NB3 | NB4 |
|----|----|----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|-----|-----|-----|-----|
| 1 | 1 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
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| I1 | I2 | I3 | KC1 | KC2 | KC3 | KC4 | KI1 | KI2 | KI3 | SBC1 | SBC2 | SBC3 | SBC4 | SBC5 | SBC6 | NB1 | NB2 | NB3 | NB4 |
|----|----|----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|-----|-----|-----|-----|
| 1 | 1 | 1 | 1 | 3 | 2 | 2 | 2 | 1 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 |
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| 1 | 2 | 2 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 4 | 4 |
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| 2 | 1 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 5 | 3 | 3 | 5 |
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| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 1 | 2 |
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| 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 3 |
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| I1 | I2 | I3 | KC1 | KC2 | KC3 | KC4 | KI1 | KI2 | KI3 | SBC1 | SBC2 | SBC3 | SBC4 | SBC5 | SBC6 | NB1 | NB2 | NB3 | NB4 |
|----|----|----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|-----|-----|-----|-----|
| 2 | 1 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 |
| 2 | 1 | 1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
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| 2 | 1 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 |
| 2 | 3 | 2 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 2 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 5 |
| 2 | 1 | 1 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 2 | 2 | 4 | 4 | 5 | 5 | 4 | 5 | 4 |
| 2 | 1 | 1 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 3 | 5 | 4 |
| 2 | 2 | 3 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 3 | 5 | 3 | 4 | 4 | 4 | 4 | 5 |
| 2 | 1 | 2 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 |
| 2 | 1 | 2 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 5 |

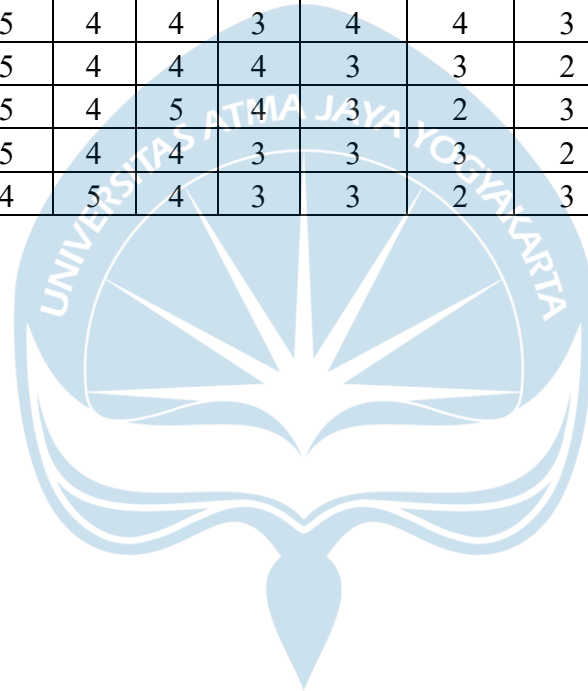
| I1 | I2 | I3 | KC1 | KC2 | KC3 | KC4 | KI1 | KI2 | KI3 | SBC1 | SBC2 | SBC3 | SBC4 | SBC5 | SBC6 | NB1 | NB2 | NB3 | NB4 |
|----|----|----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|-----|-----|-----|-----|
| 2 | 1 | 3 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 |
| 2 | 1 | 2 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 2 | 4 |
| 2 | 1 | 2 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 2 | 5 | 3 | 4 | 4 | 3 | 4 | 5 |
| 2 | 1 | 3 | 4 | 5 | 4 | 5 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 3 | 5 | 4 |
| 1 | 1 | 1 | 5 | 5 | 3 | 5 | 3 | 5 | 4 | 2 | 3 | 2 | 5 | 3 | 5 | 5 | 5 | 5 | 5 |
| 1 | 2 | 2 | 4 | 5 | 4 | 5 | 3 | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 2 | 1 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 5 |
| 2 | 1 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 3 | 2 | 3 | 5 | 4 | 5 | 4 | 3 | 4 | 5 |
| 2 | 1 | 2 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 2 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 5 |
| 2 | 2 | 1 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 5 |
| 1 | 1 | 3 | 4 | 5 | 3 | 5 | 4 | 5 | 4 | 3 | 2 | 3 | 5 | 3 | 4 | 4 | 5 | 4 | 4 |
| 3 | 2 | 2 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 3 | 5 | 4 | 5 | 4 | 3 | 4 | 5 |
| 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 |
| 2 | 1 | 1 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 5 |
| 2 | 1 | 2 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 2 | 1 | 3 | 5 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 3 | 4 | 5 |
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| 2 | 3 | 2 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 3 | 5 | 4 | 4 | 4 | 3 | 4 | 4 |
| 2 | 1 | 3 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 |
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| 2 | 2 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 5 |
| 2 | 1 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 5 |

| I1 | I2 | I3 | KC1 | KC2 | KC3 | KC4 | KI1 | KI2 | KI3 | SBC1 | SBC2 | SBC3 | SBC4 | SBC5 | SBC6 | NB1 | NB2 | NB3 | NB4 |
|----|----|----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|-----|-----|-----|-----|
| 2 | 2 | 4 | 4 | 4 | 3 | 4 | 2 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 5 |
| 2 | 1 | 3 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 |
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| 3 | 1 | 3 | 4 | 5 | 4 | 5 | 3 | 4 | 3 | 3 | 3 | 2 | 5 | 4 | 4 | 4 | 4 | 3 | 5 |
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| 2 | 1 | 3 | 4 | 4 | 5 | 5 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 |
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| I1 | I2 | I3 | KC1 | KC2 | KC3 | KC4 | KI1 | KI2 | KI3 | SBC1 | SBC2 | SBC3 | SBC4 | SBC5 | SBC6 | NB1 | NB2 | NB3 | NB4 |
|----|----|----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|-----|-----|-----|-----|
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| 2 | 1 | 2 | 4 | 5 | 4 | 5 | 2 | 4 | 4 | 4 | 2 | 3 | 5 | 4 | 4 | 4 | 2 | 4 | 5 |
| 2 | 1 | 2 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 2 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 |
| 2 | 1 | 3 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 5 | 4 | 5 | 5 | 4 |
| 2 | 1 | 1 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 4 |
| 2 | 1 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 2 | 4 | 3 | 5 | 4 | 5 | 4 | 5 |
| 2 | 2 | 3 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 5 | 4 | 5 | 4 | 4 | 4 | 5 |

| I1 | I2 | I3 | KC1 | KC2 | KC3 | KC4 | KI1 | KI2 | KI3 | SBC1 | SBC2 | SBC3 | SBC4 | SBC5 | SBC6 | NB1 | NB2 | NB3 | NB4 |
|----|----|----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|-----|-----|-----|-----|
| 2 | 1 | 3 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 3 | 2 | 3 | 5 | 3 | 4 | 4 | 4 | 5 | 4 |
| 2 | 1 | 3 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 5 | 4 | 2 | 3 | 4 |
| 3 | 3 | 3 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 4 | 3 | 3 | 5 | 3 | 4 | 4 | 4 | 3 | 4 |
| 1 | 1 | 1 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 2 | 5 | 3 | 5 | 4 | 4 | 4 | 5 |
| 2 | 1 | 1 | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 2 | 2 | 1 | 5 | 2 | 5 | 3 | 3 | 4 | 5 |
| 2 | 1 | 3 | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 3 | 5 | 4 | 5 | 4 | 2 | 4 | 5 |
| 1 | 2 | 1 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 |
| 2 | 1 | 1 | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 3 | 3 | 5 | 4 | 5 | 4 | 3 | 4 | 5 |
| 2 | 2 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 3 | 2 | 3 | 5 | 3 | 5 | 4 | 3 | 4 | 4 |
| 2 | 1 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 2 | 2 | 5 | 3 | 4 | 4 | 3 | 4 | 4 |
| 1 | 2 | 1 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 3 | 2 | 3 | 5 | 3 | 5 | 4 | 4 | 5 | 5 |
| 2 | 2 | 2 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 3 | 5 | 3 | 5 | 4 | 4 | 4 | 5 |
| 2 | 2 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 3 | 3 | 2 | 5 | 3 | 4 | 4 | 4 | 4 | 4 |
| 2 | 2 | 1 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 2 | 2 | 3 | 5 | 3 | 5 | 4 | 4 | 5 | 5 |
| 2 | 2 | 2 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 5 | 4 | 4 | 4 | 4 |
| 2 | 1 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 2 | 3 | 4 | 3 | 5 | 4 | 4 | 5 | 5 |
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| 2 | 1 | 3 | 4 | 4 | 5 | 4 | 5 | 5 | 3 | 3 | 2 | 3 | 5 | 3 | 4 | 4 | 5 | 4 | 5 |
| 2 | 3 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 2 | 3 | 5 | 3 | 5 | 4 | 4 | 5 | 5 |
| 2 | 3 | 3 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 2 | 4 | 4 | 5 | 3 | 2 | 2 | 5 |
| 2 | 1 | 1 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 5 | 3 | 5 | 3 | 3 | 4 | 5 |
| 2 | 3 | 3 | 5 | 5 | 4 | 5 | 3 | 5 | 3 | 4 | 3 | 3 | 4 | 3 | 5 | 4 | 4 | 5 | 5 |
| 2 | 1 | 1 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 3 | 4 | 4 | 4 | 3 | 5 |

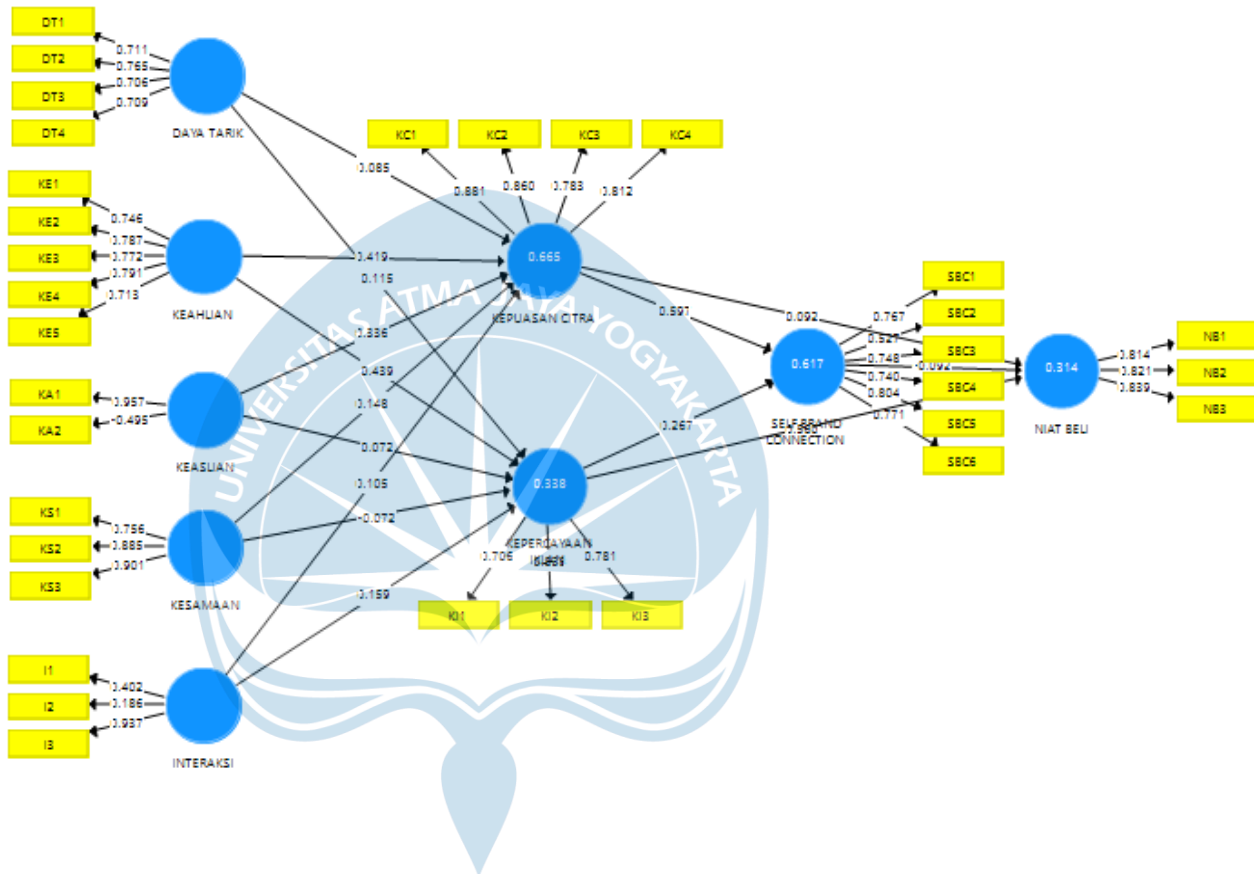
| I1 | I2 | I3 | KC1 | KC2 | KC3 | KC4 | KI1 | KI2 | KI3 | SBC1 | SBC2 | SBC3 | SBC4 | SBC5 | SBC6 | NB1 | NB2 | NB3 | NB4 |
|----|----|----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|-----|-----|-----|-----|
| 2 | 1 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 2 | 3 | 3 | 5 | 2 | 5 | 4 | 4 | 3 | 5 |
| 1 | 2 | 2 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 3 | 2 | 2 | 4 | 2 | 5 | 4 | 4 | 3 | 4 |
| 2 | 2 | 3 | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 3 | 5 | 3 | 4 | 4 | 3 | 3 | 4 |
| 2 | 1 | 1 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 2 | 4 | 3 | 5 | 4 | 3 | 4 | 5 |
| 2 | 2 | 3 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 2 | 3 | 5 | 3 | 5 | 4 | 5 | 4 | 4 |
| 2 | 2 | 1 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 3 | 3 | 2 | 5 | 3 | 4 | 4 | 4 | 3 | 4 |
| 2 | 1 | 3 | 4 | 5 | 5 | 4 | 5 | 4 | 3 | 3 | 2 | 3 | 5 | 2 | 4 | 4 | 3 | 3 | 4 |



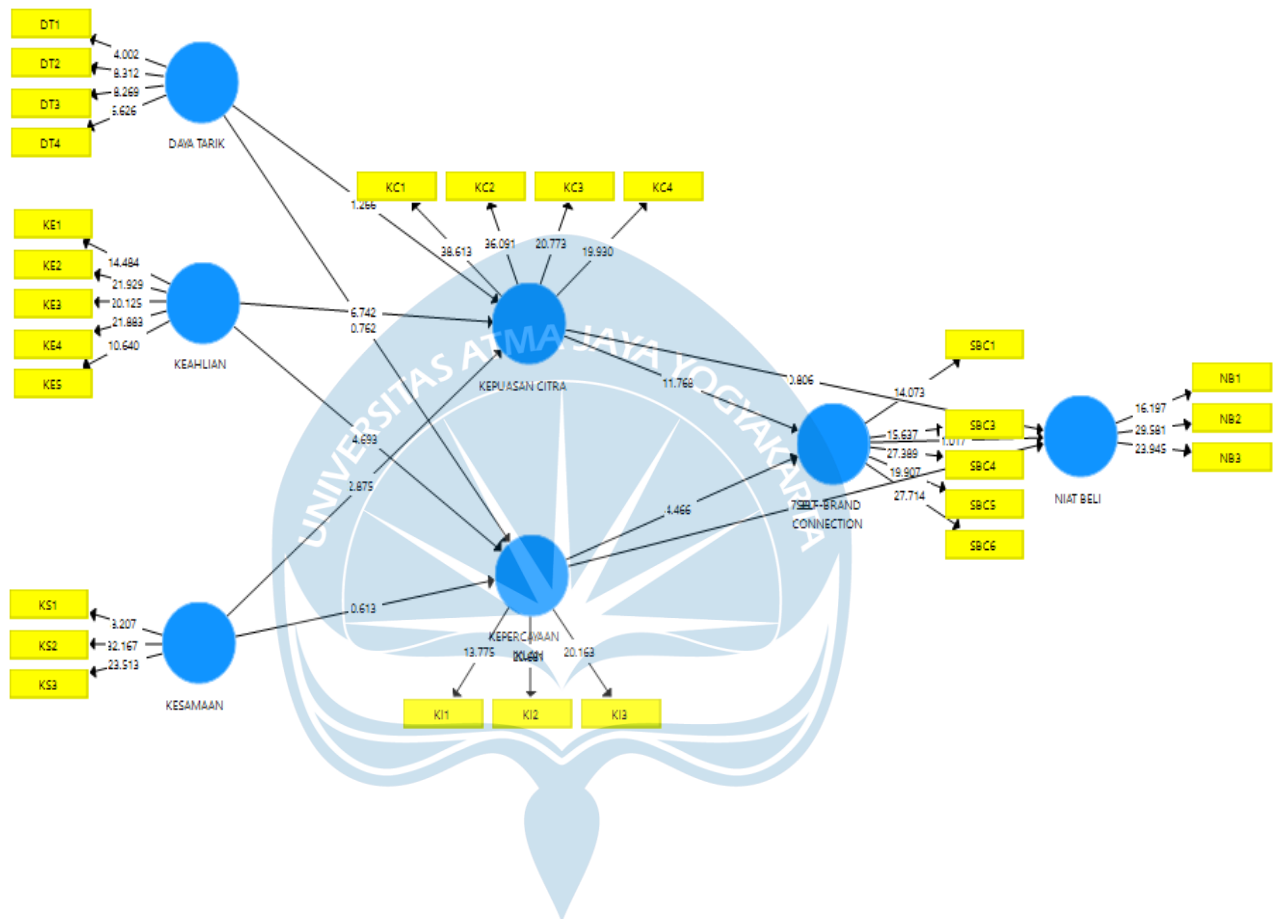
LAMPIRAN

ANALISIS SMARTPLS

Hasil Analisis *Outer Model* dan *Inner Model* (Sebelum Diturunkan)



Hasil Analisis *Outer Model* dan *Inner Model* (Setelah Diturunkan)



Hasil *Convergent Validity*

Outer Loadings

| Matrix | | Copy to Clipboard: Excel Format | | | | | |
|--------|------------|---|-------------------|----------------|----------|-----------|-----------------------|
| | DAYA TARIK | KEAHLIAN | KEPERCAYAAN IKLAN | KEPUASAN CITRA | KESAMAAN | NIAT BELI | SELF-BRAND CONNECTION |
| DT1 | 0.711 | | | | | | |
| DT2 | 0.765 | | | | | | |
| DT3 | 0.706 | | | | | | |
| DT4 | 0.709 | | | | | | |
| KC1 | | | | 0.882 | | | |
| KC2 | | | | 0.861 | | | |
| KC3 | | | | 0.782 | | | |
| KC4 | | | | 0.812 | | | |
| KE1 | 0.746 | | | | | | |
| KE2 | 0.788 | | | | | | |
| KE3 | 0.772 | | | | | | |
| KE4 | 0.791 | | | | | | |
| KE5 | 0.713 | | | | | | |
| KI1 | | | 0.714 | | | | |
| KI2 | | | 0.836 | | | | |
| KI3 | | | 0.776 | | | | |
| KS1 | | | | | 0.756 | | |
| KS2 | | | | | 0.885 | | |
| KS3 | | | | | 0.901 | | |
| NB1 | | | | | | 0.815 | |
| NB2 | | | | | | 0.822 | |
| NB3 | | | | | | 0.837 | |
| SBC1 | | | | | | | 0.748 |
| SBC3 | | | | | | | 0.715 |
| SBC4 | | | | | | | 0.776 |
| SBC5 | | | | | | | 0.797 |
| SBC6 | | | | | | | 0.801 |

Hasil *Discriminant Validity*

Discriminant Validity

Fornell-Larcker Criteri...
 Cross Loadings
 Heterotrait-Monotrait R...
 Heterotrait-Monotrait R...
 Copy to Clipboard:

| | DAYA TARIK | KEAHLIAN | KEPERCAYAAN... | KEPUASAN CIT... | KESAMAAN | NIAT BELI | SELF-BRAND C... |
|-----------------|------------|----------|----------------|-----------------|----------|-----------|-----------------|
| DAYA TARIK | 0.723 | | | | | | |
| KEAHLIAN | 0.529 | 0.762 | | | | | |
| KEPERCAYAAN... | 0.356 | 0.556 | 0.777 | | | | |
| KEPUASAN CIT... | 0.442 | 0.752 | 0.598 | 0.835 | | | |
| KESAMAAN | 0.049 | 0.322 | 0.129 | 0.391 | 0.850 | | |
| NIAT BELI | 0.427 | 0.355 | 0.557 | 0.354 | 0.032 | 0.825 | |
| SELF-BRAND C... | 0.356 | 0.709 | 0.624 | 0.771 | 0.522 | 0.311 | 0.768 |

Hasil *Construct dan Validity*

Construct Reliability and Validity

Matrix
 Cronbach's Alpha
 rho_A
 Composite Reliability
 Average Vari

| | Cronbach's Al... | rho_A | Composite Rel... | Average Varian... |
|-----------------|------------------|-------|------------------|-------------------|
| DAYA TARIK | 0.701 | 0.709 | 0.814 | 0.523 |
| KEAHLIAN | 0.820 | 0.822 | 0.874 | 0.581 |
| KEPERCAYAAN... | 0.669 | 0.674 | 0.820 | 0.604 |
| KEPUASAN CIT... | 0.854 | 0.861 | 0.902 | 0.697 |
| KESAMAAN | 0.818 | 0.895 | 0.886 | 0.722 |
| NIAT BELI | 0.765 | 0.766 | 0.864 | 0.680 |
| SELF-BRAND C... | 0.830 | 0.845 | 0.878 | 0.590 |

Hasil R-Square

R Square

| Matrix | R Square | R Square Adjusted |
|-----------------------|----------|-------------------|
| | R Square | R Square Adjus... |
| KEPERCAYAAN IKLAN | 0.316 | 0.304 |
| KEPUASAN CITRA | 0.596 | 0.589 |
| NIAT BELI | 0.317 | 0.305 |
| SELF-BRAND CONNECTION | 0.636 | 0.631 |

Hasil Path Coefficient

Path Coefficients

| Mean, STDEV, T-Values, P-Val... | Confidence Intervals | Confidence Intervals Bias Co... | Samples | Copy to Clipboard: | Excel Format |
|--|----------------------|---------------------------------|-------------------|----------------------|--------------|
| | Original Sampl... | Sample Mean (...) | Standard Devia... | T Statistics (O/... | P Values |
| DAYA TARIK -> KEPERCAYAAN IKLAN | 0.079 | 0.092 | 0.103 | 0.764 | 0.445 |
| DAYA TARIK -> KEPUASAN CITRA | 0.091 | 0.108 | 0.074 | 1.227 | 0.221 |
| KEAHLIAN -> KEPERCAYAAN IKLAN | 0.528 | 0.493 | 0.116 | 4.557 | 0.000 |
| KEAHLIAN -> KEPUASAN CITRA | 0.647 | 0.623 | 0.097 | 6.644 | 0.000 |
| KEPERCAYAAN IKLAN -> NIAT BELI | 0.571 | 0.573 | 0.080 | 7.155 | 0.000 |
| KEPERCAYAAN IKLAN -> SELF-BRAND CONNECTION | 0.254 | 0.255 | 0.059 | 4.297 | 0.000 |
| KEPUASAN CITRA -> NIAT BELI | 0.117 | 0.113 | 0.148 | 0.793 | 0.428 |
| KEPUASAN CITRA -> SELF-BRAND CONNECTION | 0.619 | 0.621 | 0.057 | 10.925 | 0.000 |
| KESAMAAN -> KEPERCAYAAN IKLAN | -0.045 | -0.021 | 0.077 | 0.584 | 0.560 |
| KESAMAAN -> KEPUASAN CITRA | 0.178 | 0.190 | 0.061 | 2.917 | 0.004 |
| SELF-BRAND CONNECTION -> NIAT BELI | -0.135 | -0.138 | 0.133 | 1.019 | 0.309 |

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Influencer marketing: purchase intention and its antecedents

Yi Li and Yangying Peng

School of Economics and Management,
Chongqing University of Posts and Telecommunications, Chongqing, China

Abstract

Purpose – This research explores the path that social media influencers affect target consumers to purchase a certain brand posted in their contents.

Design/methodology/approach – Using a sample of 510 Weibo users in China, the conceptual model is tested by structural equation modeling (SEM) in Lisrel 8.8 statistical software.

Findings – This study examined that influencers' source characteristics stimulate consumers' positive attitudes (image satisfaction and/or advertising trust) in turn affect consumers' purchase intention. The expertise, originality and homophily of influencers positively affect two attitudes of consumers. The attractiveness only positively affects image satisfaction, and the interactivity only positively affects advertising trust. Besides that, this study also verified the mediating role of consumers' self-brand connection between the two attitudes and purchase intentions.

Originality/value – By distinguishing two different attitudes of consumers and incorporating consumers' self-brand connection, we proposed a complete theoretical framework for the overall mechanism of influence marketing based on communication–persuasion matrix.

Keywords Social media influencers, Characteristics, Image satisfaction, Advertising trust, Self-brand connection, Purchase intention.

Paper type Research paper

1. Introduction

Social media provides the public with a new platform for real-time online interaction (Alalwan, 2018). People are paying more and more attention on social media platforms to share information or get products and services (Fink *et al.*, 2020). This provides organizations with opportunities to attract customers and establish marketing relationships through social media platforms (Rojas-Gomez *et al.*, 2015). With the rise in popularity of social media, social media influencers (SMIs) have emerged as micro-celebrities (Torres *et al.*, 2019). SMIs amass a large number of followers by posting visually and verbally appealing content on social media sites (Argyris *et al.*, 2021), which gives them social impact similar to that of traditional celebrities. At the same time, SMIs foster intimacy with followers by sharing real-life experiences and commodity preferences and actively participating in interaction. This makes their impact more authentic and effective than that of traditional celebrities (Giakoumaki and Krepapa, 2020). Brand managers pay attention to these SMIs and hope to connect with their followers. By offering remuneration or sponsored products and services, brand managers cooperate with them, especially those who have established a good reputation in brand-related areas (De Veirman *et al.*, 2017). As feedback, SMIs create brand advertising containing personal and situational stories about the brand product to implicitly or explicitly express their opinions to followers on social media platforms (Abidin, 2016). Previous studies have shown that, this type of recommendation is more effective in persuading target consumers compared with traditional celebrity advertising (Collander and Dahlén, 2011).

Influencer marketing refers to a marketing strategy that brand managers invest in selected SMIs to drive consumers' brand awareness and purchase decisions (Lou and Yuan,



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2019). There is both a similarity and difference between influencer marketing and traditional celebrity endorsements (Ki and Kim, 2019; Torres *et al.*, 2019). The similarity is that brand managers want to use the public's existing recognition for endorsers (SMLs or celebrities) to promote brand development (Bergkvist and Zhou, 2016). The difference is in the form and degree of participation in marketing campaigns. In terms of the traditional celebrity endorsement, brand managers prefer to use the celebrity's fame and social status to endorse the brand (Hudders *et al.*, 2020). A celebrity is only an "actor" in ads and follows the established "script" to appear in videos, posters, etc. When consumers find it easy to support decision-making leads, however, this type of advertising becomes less persuasive. In terms of influencer marketing, brand managers value the impact and affinity of SMLs who excel in certain areas of expertise (Khamis *et al.*, 2016). By bringing brand products into their real usage scenarios, SMLs visually demonstrate to target consumers the process of using brand products and even comparison of before and after effects. This recommended way makes target consumers have a strong sense of reality and brand association. Meanwhile, compared with the high costs of signing contracts with one or more well-known celebrity endorsers, brand managers can select SMLs with the more affordable price (Lou and Yuan, 2019).

Despite the rapid growth of influencer marketing, some studies have proposed a complete theoretical framework for the overall mechanism. This study will explore three issues to enrich the influencer marketing research. First, the Source Credibility Model of traditional celebrity was applied to SMLs in the social media context (e.g. attractiveness (Torres *et al.*, 2019; Sakib *et al.*, 2020), expertise (Trivedi and Sama, 2020), credibility (Fink *et al.*, 2020; Argyris *et al.*, 2021), etc.). Other characteristics of influencers have also been considered, such as interaction (Ryu *et al.*, 2021) and prestige (Ki and Kim, 2019). As SMLs are new brand spokespersons in the context of social media, their unique characteristics that are conducive to branding need to be further explored and expanded in order to more fully explain the impact of SMLs on consumers. Second, most SMLs release content, including personal content related to image building and marketing content related to brand promotion. For these two types of content, consumers' perceptions of SMLs' behavior motives are significantly different, which may lead to different attitudes. Some studies have also paid attention to two consumer attitudes in response to this process—namely, attitudes toward SMLs (Ki and Kim, 2019) and attitudes toward advertisements (Torres *et al.*, 2019; Schouten *et al.*, 2020). However, few studies integrate these two types of attitudes and further differentiate between them. Finally, some scholars have begun to research the variables related to consumers' deeper psychological processes when exposed to SMLs. For example, para-social interaction with the SMI (Jiu *et al.*, 2020; Sokolova and Kefa, 2020) and the endorser-brand-product fit (Martínez-López *et al.*, 2020) are keys to understanding SMLs' endorsement effectiveness. Scholars pay no attention to the role of consumers' own concepts in this process. Therefore, this study focuses on consumers' integration of brands into their own self-concepts (self-brand connection).

Based on Source Credibility theory (Ohanian, 1991) and Reference Group theory (Hyman, 1942), this study uses the communication-persuasion matrix to explore the impact of influencers' characteristics on consumers' purchase intentions. The contributions are as follows: first, this study expands the source characteristics of SMLs on the basis of previous studies. This study examines reliability often studied in the past and also adds the unique characteristics in social media contexts, such as the originality, homophily and interaction. The results show that original, homophilic and interactive characteristics are also key factors in determining consumers' attitudes. Secondly, this study differentiates the attitudes (i.e. image satisfaction and advertising trust) of consumers responding to the different content. The results show SMLs' characteristics have different effects on the two attitudes. Thirdly, this study connects the two attitudes of consumers with the brand relationship. We explore the role of self-brand connection of consumers between the two attitudes and purchase

intentions. The results prove the mediating role of consumers' self-brand connection. In the following sections, we review the theoretical background and outline our hypotheses.

2. Theoretical background

2.1 Source characteristics

According to the source credibility model, information sources can influence their persuasive effect on the target consumer through reliability, attractiveness and expertise (Ohanian, 1991). On social media, because target consumers cannot communicate face-to-face with SMIs, they hold contradictory or skeptical beliefs about SMIs' behavioral motives in the early (Lou and Yuan, 2019). Consumers may not trust SMIs until the influence is successfully exerted. Therefore, this study only retains the expertise and attractiveness in the model. The attractiveness refers to the extent to which SMIs attract target consumers visually or aesthetically (Till and Busler, 2000). The expertise refers to the extent to which SMIs can provide correct and effective relevant knowledge or experience to the target consumers (Patzer, 1983).

In view of the particularity of SMIs, this article also includes three types: originality, homophily and interaction. The originality refers to the extent to which SMIs perform certain behaviors to give the target a sense of novelty and difference (Casaló *et al.*, 2018). The homophily denotes the extent to which SMIs are similar with consumers in terms of certain attributes, e.g. age, gender, education, lifestyle, interests (Ruef *et al.*, 2003; Brown *et al.*, 2007). The interaction refers to the extent to which SMIs communicate and exchange information with consumers.

In summary, this study defines the source characteristics of SMIs as five major characteristics: attractiveness, expertise, originality, homophily and interaction. The five characteristics work together to change the attitude of consumers.

2.2 Reference group theory

Hyman first proposed the reference group theory in 1942 (Hyman, 1942). Reference group refers to a person or group of people who have significant influence on individual behavior (Bearden and Etzel, 1982). Informational reference groups refer to consumers facing uncertainty, in that they need to seek information from various sources (Park and Lessig, 1977). The ones most likely to be accepted are those with high reliability, including the persons with specific expertise or important knowledge. SMIs specialize in specific areas and possess relevant expertise knowledge (Khamis *et al.*, 2016). This means that consumers are more likely to accept or trust the opinions of SMIs when searching for information about brands on social media. Therefore, this study believes that reference group theory is applicable to explain that consumers' attitudes toward SMIs affect their self-brand connection.

2.3 Communication-persuasion matrix

McGuire developed the communication-persuasion matrix in 1978. The theory consists of two parts: input communication variables and output mediational steps (namely, the process of being persuaded) (McGuire *et al.*, 2001). In this theory, input communication variables (e.g. source, message, channel, receiver, destination) can improve the effectiveness of persuasion (Chiagouris and Mohr, 2008). On social media, an SMI needs to post contents and communicate with target consumers to make them pay attention to his/her account, believe in his/her opinions and follow him/her to select brands and products. Followers usually actively participate in this process through reposts, comments, or danmu and are persuaded to purchase the brands posted in the process. Therefore, we believe this theory is applicable to our research.

Within the scope of this research, we focus on the source (SMIs) during the communication stage (McGuire *et al.*, 2001). "Output mediational steps" refer to the information processing process of a consumer engaging in decision-making (Chiagouris and Mohr, 2008). In the process, the consumer's attitude may change. We combined the influence framework theory to our model. Influence framework theorizes that the impact of SMIs directly influences a consumer's attitude (Scheer and Stern, 1992). Therefore, this study proposed the output mediational steps into three main steps: Step 1) change the attitude; Step 2) arouse relevant memories; Step 3) make decisions based on relevant memories.

3. Hypotheses

Based on the communication-persuasion matrix, this study explores the impact of SMIs' characteristics on consumers' purchase intentions. The research model is as shown in Figure 1. The hypotheses are explained as follows.

3.1 Consumer attitude

Attitude refers to the general evaluation and response tendency of a consumer to a specific object (Bohner and Dickel, 1997). According to previous literature, when target consumers show two main attitudinal responses, i.e. satisfaction and trust, the influence can work successfully (Scheer and Stern, 1992). In influencer marketing, the contents posted by SMIs mainly include two parts: image building and brand promotion. Therefore, we believe that consumers' image satisfaction with SMIs and advertising trust in branded posts are positively related to the successful implementation of influence. Image satisfaction refers to the overall recognition and positive evaluation of target consumers on the performance of SMIs (Scheer and Stern, 1992). It is consumers' emotional evaluation (Giese and Cote, 2000), which aims to evaluate the pleasure brought about by following SMIs. Image satisfaction is sourced from three dimensions: social presence, interpersonal interactions and enjoyment (Wang *et al.*, 2020). Advertising trust refers to the extent to which target consumers are willing to make purchases by relying and depending on brand advertising content released by SMIs (Doney *et al.*, 1998). Advertising trust is the cognitive belief of consumers and aims to evaluate whether the advertising content is inclined to self-interest or brand managers' interests (Gefen *et al.*, 2003). In influencer marketing context, that advertising trust includes

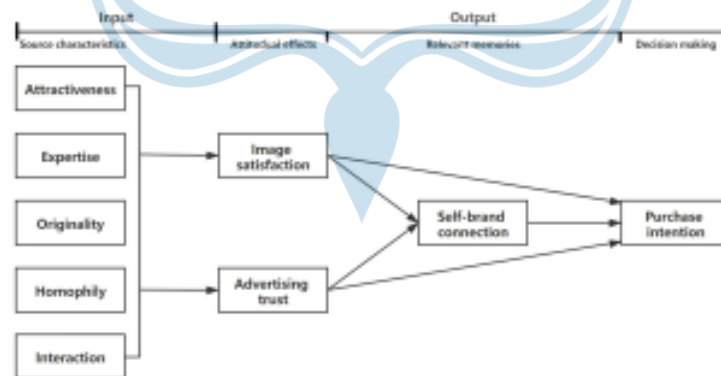


Figure 1. Conceptual framework

three dimensions: product recommendation ability, reliability and low risk (Gefen *et al.*, 2003). This research believes that an SMI's source characteristics may stimulate the image satisfaction and advertising trust of target consumers, thus affecting purchase intentions.

Specifically, the attractiveness mainly derives from such aspects as good appearance and sexy body (Ohanian, 1991). SMIs have strong attractiveness, and consumers will feel the visual enjoyment (Ki and Kim, 2019) and have affection and even attachment toward SMIs (Yoon *et al.*, 2017). This kind of emotion makes interpersonal interactions more enjoyable, and consumers may create satisfied attitude toward the image of SMIs for this. At the same time, attractiveness will increase consumers' attention to brand advertisements and stimulate consumers' curiosity and desire to explore the advertised brand (Gottlieb and Sarel, 1991). Target consumers typically demonstrate a positive emotion toward SMIs and believe in SMIs. Consumers will lower their perceived risk and improve their trust in the advertising content. Therefore, this research believes that:

H1. The attractiveness of SMIs is positively related to consumers' image satisfaction with SMIs.

H2. The attractiveness of SMIs is positively related to consumers' advertising trust in branded posts.

The expertise mainly depends on that SMIs have and provide the knowledge or experience to target consumers (Patzer, 1983). According to the source reliability model, the celebrities with high expertise are more persuasive than those with less expertise (Xiong *et al.*, 2018). SMIs with strong expertise are more likely to post professional and detailed content, which can provide consumers with professional content services and improve their interpersonal communication efficiency. Thereby, consumers may reveal satisfied attitudes toward SMIs. Consumers can easily obtain required information about brand products from the professional interpretation. Further, they can feel SMIs' recommendation ability and thus trust in advertisements. It has been proven in sports marketing that professional athletes typically possess profound knowledge of product-related fields; as such, their endorsements in these related fields are often widely recognized (Arai *et al.*, 2014; Till and Busler, 2000). Therefore, we believe that:

H3. The expertise of SMIs is positively related to consumers' image satisfaction with SMIs;

H4. The expertise of SMIs is positively related to consumers' advertising trust in branded posts.

Regarding the originality, SMIs, as new opinion leaders, are considered to attach greater importance to innovation and pursue novelty (Casaló *et al.*, 2018). Previous studies have shown that, if the product is highly original, it will enhance people's perceived usefulness and intention to discuss and communicate (Mokdovan *et al.*, 2011). Creative and authentic contents can be seen as the way for SMIs to resonate with their targets (Casaló *et al.*, 2018). Consumers obtain the novel content services provided by original SMIs and derive enjoyment, thus feeling satisfaction. Meanwhile, in the Internet era with serious homogenization of information, original content will bring different opinions to consumers, enrich their relevant knowledge and reduce the perceived environmental complexity. Thus, consumers will believe in the ability of SMIs to recommend products and trust in advertisements. Therefore, we believe that:

H5. The originality of SMIs is positively related to consumers' image satisfaction with SMIs.

H6. The originality of SMIs is positively related to consumers' advertising trust in branded posts.

Homophily refers to the similarity of demographic characteristics, lifestyle and interests (Ruef *et al.*, 2003; Brown *et al.*, 2007). Consumers tend to follow people who have similar interests or are in similar situations (Ayeb *et al.*, 2013). Consumers feel attracted, trusted and understood when they feel similar, which enhances their sense of social presence; thus, they can create stronger satisfaction with similar SMIs. On the other hand, the homophily can enhance consumers' sense of involvement in the use of products and reduce the risk of consumers' purchase, thus making consumers' trust in advertisement. Previous studies have shown that homophily is of great significance to the information consumers obtain, the attitudes they form and the interactions they experience (Brown *et al.*, 2007). Therefore, we believe that:

H7. The homophily of SMIs is positively related to consumers' image satisfaction with SMIs.

H8. The homophily of SMIs is positively related to consumers' advertising trust in branded posts.

Regarding interaction, SMIs can have more frequent and deeper interactions with consumers compared with traditional celebrities (Meng and Wei, 2016). SMIs typically respond to consumers in a timely manner, and consumers may think that SMIs not only welcome their comments but also take them seriously. Consumers then feel valued and noticed (Jun and Yi, 2020), which enhances consumers' sense of social presence. Thereby, consumers may feel satisfied with SMI's image. Moreover, consumers have more opportunities to express and convey their product-related information to SMIs, good or bad (Jun and Yi, 2020). SMIs' active interaction can help consumers to have a deeper understanding of product information and ease their doubts. This makes them feel that advertising contents are reliable and trust in advertisements (Coyle Jacques *et al.*, 2012). Therefore, we believe that:

H9. The interaction of SMIs is positively related to consumers' image satisfaction with SMIs;

H10. The interaction of SMIs is positively related to consumers' advertising trust in branded posts.

3.2 Consumer self-brand connection

Self-brand connection refers to the extent to which a consumer incorporates the brand into his/her self-concept (Escalas and Bettman, 2003). It is also perceived as an assumption of an individual regarding a certain brand of his/her choice (Aguirre-Rodríguez *et al.*, 2012). Consumers usually construct their self-concept and personal identity by participating in brand consumption behavior (Richins, 1994). In this process, the consumer incorporates brand associations into himself/herself to connect a brand with self-images in mind (Fournier, 1998). The brand associations mainly include two dimensions: user imagery and psychological benefits (Escalas and Bettman, 2003). The use of a certain brand by the reference group can make consumers associate with the brand in these two aspects and influence consumers' preference in brand selection (Muniz and O'Guinn, 2001). If consumers' satisfaction with SMI is high, they are more likely to connect themselves with SMIs' image. Consumers are willing to obtain image associations from the brand use (situational endorsement activities) of SMIs and actively form self-brand connection. At the same time, in advertising contents, SMIs display the means and processes of a brand product and also display the product's benefits, e.g. beautiful skin, good shape, good appearance. If advertising contents are reliable for consumers, they are more likely to believe that they also can get those benefits through brand products displayed in contents. Consumers can associate those benefits with themselves, thus actively promoting the formation of self-brand connection. Therefore, we believe that:

H11. Image satisfaction is positively related to self-brand connection;

3.3 Purchase intention

Purchase intention refers to the intention of consumers to consciously plan or strive to purchase brand products (Spears and Singh, 2004). According to TPB, behavioral intentions can be predicted from attitudes (Alhabash *et al.*, 2015). Image satisfaction with SMI indicates the target consumers' strong evaluation on social presence, interpersonal interactions and degree of pleasure (Dabholkar *et al.*, 2009). Further, Chen *et al.* (2015) examined the significant influence of social presence and perceived pleasure on consumers' purchase intention on social media sites. Therefore, this study believes that, if consumers have a positive evaluation on the image satisfaction of SMIs, they may generate purchase intentions for the brand. Regarding advertising trust, trust plays a key role in creating expected results. Advertising trust can reduce consumers' perceived complexity and perceived risk in purchase decision-making and increase the perceived certainty of expected results, thus positively influencing their purchase intention (Gefen *et al.*, 2003). According to Chang (2014), trust significantly influences the purchase intention of customers in the hotel industry. Therefore, this study believes that consumers' advertising trust may stimulate consumers to purchase intentions. Regarding self-brand connection, a consumer's self-brand connection directly meets his/her self-definition needs. After consumers connect a brand with themselves, they will have a strong interest in the brand and even form brand loyalty (van der Westhuizen, 2018) and brand attachment (Panigyrakis *et al.*, 2020). If consumers believe that a brand product can provide them with emotional value or practical value, they are likely to have a strong intention to purchase the brand product to obtain the benefits from that brand. Gaustad *et al.* (2018) proved that self-brand connection will encourage purchase intention. Therefore, we believe that

H13. Image satisfaction is positively related to purchase intention;

H14. Advertising trust is positively related to purchase intention; and

H15. Consumer self-brand connection is positively related to purchase intention.

4. Method

We adopted a quantitative survey research method to test our conceptual model and the hypotheses proposed; we also describe our data collection in detail in the following sections.

4.1 Participants, procedures

Weibo is the most popular social media platform in China, providing functions equivalent to Twitter. The data were collected from Weibo users via an online questionnaire. At the beginning of the questionnaire, we briefly introduced the concept of SMI and informed participants that the questionnaire would use the more general term "Weibo blogger" instead of "SMI". (In China, "SMI" and "Weibo blogger" are equivalent concepts, but social media users use the latter term more frequently.) In addition, two items were designed to select social media (Weibo) users, including, "Have you followed a Weibo blogger on Weibo?" "Please name a Weibo blogger that you have been following frequently."

We collected data through Wenjuanxing (<https://www.wjx.cn/>), a professional online survey company that provides services similar to Amazon Mechanical Turk for sampling. Wenjuanxing randomly selected 3036 people through the computer for questionnaires (via e-mail and in-station push), resulting in a 20.13% ($n = 611$) sample return. After eliminating returned questionnaires with abnormal or incorrect information (e.g. logical errors, answer

irregularities, attention test question errors), we obtained 510 valid questionnaires (an 83.47% effective rate). The sample characteristics are shown in Table 1. All participants followed more than a SMI on the Weibo platform. 363 respondents (71.2%) were female and 147 respondents (28.8%) were male, a gender sample ratio consistent with Torres *et al.* (2019) and Wang *et al.* (2020). The majority of respondents were aged 21–30 years (61.4%) and had an enterprise employee occupation (63.1%).

4.2 Measures

The scales used in the questionnaire were adapted from previous studies. Since the survey took place in China, we hired a marketing expert to translate the scales from English to Chinese. A second English expert applied back-translation techniques to ensure linguistic equivalence. Then, we made appropriate modifications based on the Weibo usage scenario. Seven graduate students in related research fields were invited to conduct a questionnaire pre-test and propose improvements, which we implemented.

The questionnaire consisted of two sections: scales to measure key constructs of the study and questions related to respondents' demographic characteristics. In the first section, all items were measured using a seven-point Likert scale (1 = "strongly disagree" to 7 = "strongly agree"). "Attractiveness" and "expertise" were measured using scales that were adapted from Ohanian (1990), "originality" – from Moldovan *et al.* (2011) and Cesakó *et al.* (2018), "homophily" – from Ayeh *et al.* (2017), "interaction" – from Xiao *et al.* (2018), "image satisfaction" – from Chen *et al.* (2017), "advertising trust" – from Chaudhuri and Holbrook (2001), "self-brand connection" – from Escalas and Bettman (2003), and "purchase intention" – from Stubb and Collander (2019). We included age and income as control variables. Referring to previous research related to influencer marketing, we add age as a control variable. Besides, considering that income may have an impact on consumers' purchase intention, we also use income as a control variable.

5. Results

5.1 Measurement reliability and validity

We use SPSS23.0 to calculate the Cronbach's α of nine factors. The results in Table 2 show that the reliability of eight factors is higher than 0.7, and one factor (expertise) is higher than 0.65. This means that the measurements had good internal consistency reliability.

| Characteristics | Freq | Percent (%) | Characteristics | Freq | Percent |
|-------------------------------|------|-------------|------------------------|------|---------|
| <i>Gender</i> | | | <i>Education</i> | | |
| Female | 363 | 71.2 | Below high school | 7 | 1.4 |
| Male | 147 | 28.8 | Junior college | 47 | 9.2 |
| <i>Age</i> | | | Bachelor | 409 | 80.2 |
| ≤20 | 58 | 11.4 | Master and above | 47 | 9.2 |
| 21–30 | 313 | 61.4 | <i>Job</i> | | |
| 31–40 | 122 | 23.9 | Student | 114 | 22.4 |
| ≥41 | 17 | 3.3 | Enterprise employee | 322 | 63.1 |
| <i>Income (RMB per month)</i> | | | Institutional employee | 44 | 8.6 |
| ≤3000 | 117 | 22.9 | Others | 30 | 5.9 |
| 3001–9000 | 247 | 48.5 | | | |
| 9001–15,000 | 117 | 22.9 | | | |
| ≥15,001 | 29 | 5.7 | | | |

Table 1.
Demographic of respondents (N = 510)

MIP
39,7

968

| Construct with measurement items | Factor loadings |
|--|-----------------|
| <i>Attractiveness</i> ($\alpha = 0.78$; CR = 0.73) | |
| A1: Attractive | 0.64 |
| A2: Beautiful | 0.79 |
| A3: Elegant | 0.70 |
| A4: Sexy | 0.67 |
| <i>Expertise</i> ($\alpha = 0.67$; CR = 0.73) | |
| E1: Expertise in product recommendation | 0.67 |
| E2: Experienced in product recommendation | 0.52 |
| E3: Knowledgeable in product recommendation | 0.57 |
| E4: Qualified to make product recommendations | 0.53 |
| E5: Skilled in product recommendation | 0.42 |
| <i>Originality</i> ($\alpha = 0.71$; CR = 0.81) | |
| O1: Original | 0.73 |
| O2: Novel | 0.76 |
| <i>Homophily</i> ($\alpha = 0.74$; CR = 0.81) | |
| H1: Blogger have a lot in common with me | 0.78 |
| H2: Similar to my values | 0.71 |
| H3: Similar to my image | 0.64 |
| <i>Interaction</i> ($\alpha = 0.87$; CR = 0.79) | |
| I1: Reply to my message quickly | 0.83 |
| I2: Contact this blogger easily | 0.84 |
| I3: Feedback my comments and suggestions quickly | 0.82 |
| <i>Image satisfaction</i> ($\alpha = 0.71$; CR = 0.68) | |
| IS1: I Was pleased to receive information about this blogger | 0.67 |
| IS2: I Was pleased to view information about this blogger | 0.62 |
| IS3: I Was pleased to collect information about this blogger | 0.57 |
| IS4: I like this blogger's content better compared to other bloggers | 0.57 |
| IS5: I Was pleased to interact with the blogger | 0.53 |
| <i>Advertising trust</i> ($\alpha = 0.79$; CR = 0.87) | |
| AT1: I trust the advertisement | 0.82 |
| AT2: The advertising content provides real information about the product | 0.75 |
| AT3: The advertising content is fact | 0.76 |
| AT4: I got a lot of information from the advertising content | 0.51 |
| <i>Self-brand connection</i> ($\alpha = 0.81$; CR = 0.75) | |
| SC1: I feel a personal connection to those brands posted in content | 0.56 |
| SC2: Those brands posted in content could help me become the person I want to be | 0.66 |
| SC3: Those brands posted in content reflects who I am | 0.73 |
| SC4: I can identify with those brands posted in content | 0.63 |
| SC5: I consider those brands posted in content reflect who I consider myself to be | 0.63 |
| SC6: Those brands posted in content suits me well | 0.64 |
| <i>Purchase Intention</i> ($\alpha = 0.73$; CR = 0.80) | |
| PI1: I Will buy those brands in the future | 0.64 |
| PI2: I really want to buy those brands | 0.76 |
| PI3: It is very likely that I will buy those brands | 0.53 |
| PI4: If I have extra money, I will buy those brands | 0.60 |

Table 2.
Results of reliability
and validity analysis

Note(s): All loadings are significant at confidence level $p < 0.001$.

LISREL8.80 were used to analyze confirmatory factor analysis (CFA) on the above nine factors and test the convergent validity and discriminant validity. The fitting index of the CFA model is $\chi^2 = 1237.13$, $df = 558$, $\chi^2/df = 2.217$, CFI = 0.963, IFI = 0.963, RMSEA = 0.0489 and NNFI = 0.958. The overall fit indices of the measurement model were acceptable, indicating that the model had satisfactory properties. The result of CFA is shown in Table 2. The standardized factor loading of all items was between 0.418 and 0.832, and all reach a high level of significance ($p < 0.001$), showing good convergent validity (Fornell and Larcker, 1981). The square roots of AVE values are shown on the diagonal in Table 3. The square root of AVE of each construct is higher than the correlation among the corresponding constructs, showing that the measurements had good discriminant validity (Pauraj *et al.*, 2008).

In addition, this research examines common method variance (CMV) because single-source data were used. Harman's one-factor test was conducted with an unrotated factor solution. The test revealed an explained variance of 24.5%, which is well below the threshold of 50% (Podsakoff *et al.*, 2003). We also use CFA to run Harman's single factor. "Method biases are assumed to be substantial if the hypothesized model fits the data" (Malhotra *et al.*, 2006). Our single factor model showed a poor data fit ($\chi^2 = 3398.8$, $df = 594$, $\chi^2/df = 5.72$, RMSEA = 0.140, NFI = 0.508, CFI = 0.553, IFI = 0.556, GFI = 0.684, AGFI = 0.646), which confirms no serious common method bias in this study.

5.2 Hypothesis testing

Then, our research used Lisrel 8.8 software to analyze the sample data using the structural equation modeling method to obtain the estimated the model's path coefficient and its hypothesis test results (see Table 4). The model fits well: $\chi^2 = 1542.34$, $df = 628$, $\chi^2/df = 2.46$, RMSEA = 0.0535, NFI = 0.920, NNFI = 0.945, CFI = 0.951, IFI = 0.951, CFI = 0.953 and RFI = 0.910, indicating that the model is acceptable.

The results of the SEM are reported in Table 4. Attractiveness has a significant positive effect on consumers' image satisfaction (H1: $\beta = 0.116$, $p < 0.05$), but the impact on advertising trust is not significant (H2: $\beta = 0.042$, $p > 0.05$). Thus, H1 is supported, and H2 is not supported. Expertise (H3: $\beta = 0.272$, $p < 0.001$; H4: $\beta = 0.177$, $p < 0.001$), originality (H5: $\beta = 0.153$, $p < 0.05$; H6: $\beta = 0.107$, $p < 0.05$), homophily (H7: $\beta = 0.288$, $p < 0.001$; H8: $\beta = 0.096$, $p < 0.01$) have significant positive effect on consumers' image satisfaction and advertising trust. Hence, H3–H8 are all supported. The impact of interaction on consumers' image satisfaction is not significant (H9: $\beta = -0.006$, $p > 0.05$), but has a significant positive effect on advertising trust (H10: $\beta = 0.079$, $p < 0.001$). Thus, H9 is supported, and H10 is not supported. Image satisfaction (H11: $\beta = 0.453$, $p < 0.001$) and advertising trust (H12: $\beta = 0.434$, $p < 0.001$) have significant influence on consumers' self-brand connection. Image satisfaction (H13: $\beta = 0.463$, $p < 0.001$), advertising trust (H14: $\beta = 0.214$, $p < 0.05$), self-brand connection (H15: $\beta = 0.167$, $p < 0.05$) have significant impact on consumer purchase intention, and H13–H15 were supported. The results of this article are shown in Figure 2.

6. Discussion

Based on the Communication–Persuasion Matrix, Source Credibility Theory and Reference Groups Theory, we researched the mechanism through which SMIs affect consumers' purchase intention. By examining influencer marketing from a holistic perspective, we considered the impact of source characteristics on consumers' image satisfaction and advertising in trust, thus affecting consumers' purchase intention. In addition, we also tested the mediating role of consumers' self-brand connection on attitude and purchase intention. The results are discussed as follows.

Table 3.
Correlations between
latent constructs

| Construct | Mean | SD | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
|-----------|------|------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| 1.PT | 5.72 | 0.98 | 0.68 ^{***} | | | | | | | | |
| 2.SC | 4.96 | 1.22 | 0.45 ^{**} | 0.64 ^{***} | | | | | | | |
| 3.IS | 5.45 | 1.15 | 0.35 ^{**} | 0.51 ^{***} | 0.39 ^{***} | | | | | | |
| 4.AT | 5.14 | 1.11 | 0.45 ^{**} | 0.49 ^{***} | 0.44 ^{***} | 0.72 ^{***} | | | | | |
| 5.A | 4.89 | 1.44 | 0.21 ^{**} | 0.29 ^{**} | 0.34 ^{***} | 0.24 ^{**} | 0.70 ^{***} | | | | |
| 6.E | 5.82 | 0.94 | 0.45 ^{**} | 0.28 ^{**} | 0.33 ^{***} | 0.34 ^{***} | 0.21 ^{**} | 0.55 ^{***} | | | |
| 7.O | 5.45 | 1.06 | 0.30 ^{**} | 0.34 ^{***} | 0.41 ^{***} | 0.24 ^{**} | 0.20 ^{**} | 0.18 ^{**} | 0.37 ^{***} | | |
| 8.H | 4.54 | 1.37 | 0.28 ^{**} | 0.30 ^{**} | 0.47 ^{***} | 0.38 ^{***} | 0.29 ^{**} | 0.18 ^{**} | 0.23 ^{***} | 0.55 ^{***} | |
| 9.I | 4.15 | 1.45 | 0.13 [*] | 0.34 ^{***} | 0.31 ^{***} | 0.33 ^{***} | 0.17 ^{**} | 0.41 ^{***} | 0.23 ^{***} | 0.11 [*] | 0.49 ^{***} |

Note: (a) CR, composite reliability; (b) the diagonal elements are the square root of AVE; ^{*} $p < 0.05$
^{**} $p < 0.01$; ^{***} $p < 0.001$

| Path | Standardized coefficient | t-value | Support |
|--|--------------------------|---------|---------|
| Attractiveness → Image satisfaction | 0.12 [*] | 2.35 | Yes |
| Attractiveness → Advertising trust | 0.04 | 1.13 | No |
| Expertise → Image satisfaction | 0.27 ^{***} | 4.08 | Yes |
| Expertise → Advertising trust | 0.18 ^{***} | 3.32 | Yes |
| Originality → Image satisfaction | 0.15 ^{***} | 2.50 | Yes |
| Originality → Advertising trust | 0.11 ^{***} | 2.26 | Yes |
| Homophily → Image satisfaction | 0.29 ^{***} | 6.11 | Yes |
| Homophily → Advertising trust | 0.10 ^{***} | 2.78 | Yes |
| Interaction → Image satisfaction | -0.01 | -0.21 | No |
| Interaction → Advertising trust | 0.08 ^{***} | 3.33 | Yes |
| Image satisfaction → Self-brand connection | 0.45 ^{***} | 6.37 | Yes |
| Advertising trust → Self-brand connection | 0.43 ^{***} | 4.35 | Yes |
| Image satisfaction → Purchase intention | 0.46 ^{***} | 6.09 | Yes |
| Advertising trust → Purchase intention | 0.21 [*] | 2.55 | Yes |
| Self-brand connection → Purchase intention | 0.17 [*] | 2.26 | Yes |

Note(s): *p < 0.05; **p < 0.01; ***p < 0.001

Table 4. Hypotheses testing results

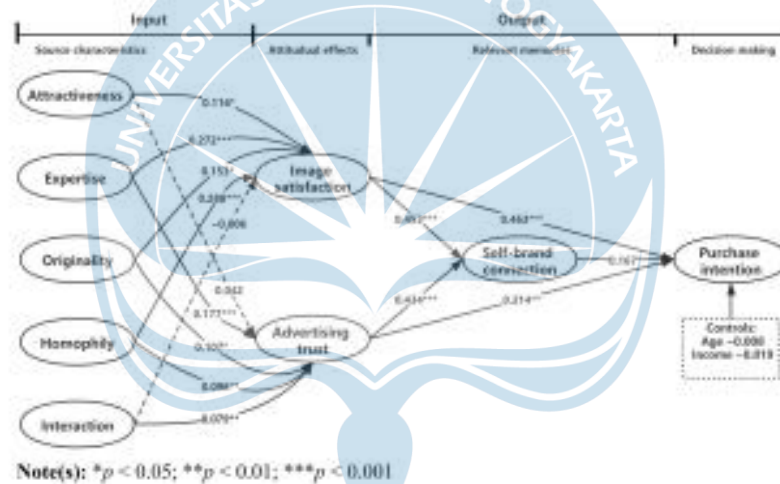


Figure 2. Hypotheses testing results

First, we examine the role of source characteristics. In terms of image satisfaction with SMIs, attractiveness, expertise, originality and homophily exerted the strongest positive influence on consumers' image satisfaction, while interaction had no significant influence. A possible reason is that, due to time and energy constraints, SMIs can only interact with a small number of consumers with high frequency. As a result, the interaction may not promote consumers' satisfaction for those who cannot get a reply in a timely manner. In terms of advertising in trust, expertise, originality, homophily and interaction had significant positive influence on advertising trust, while attractiveness had no influence. A possible reason is that the effect of attractiveness is related to product type: only when a product is intended to enhance attractiveness can an attractive endorser bring about a better advertising effect (Kahle and Homer, 1985). Since this study did not differentiate among product types, SMI attractiveness

did not appear to influence consumer advertising trust. Secondly, consumers' image satisfaction and advertising trust of SMI posts are important prerequisites for self-brand connection and purchase intention. Thirdly, consumers' self-brand connection is likely to enhance their purchase intention.

6.1 Theoretical implications

Firstly, we applied the Communication-Persuasion Matrix to influencer marketing scenarios rather than the Meaning Transfer Theory (Torres *et al.*, 2019) or Para-social Interaction Theory (Sakib *et al.*, 2020), and we proposed an effective framework for understanding the impact of SMIs on consumer purchase intention. On the one hand, for communication input variables, this research extended the source characteristic model of SMIs. Based on the reliability characteristics that have been studied in the past (Breves *et al.*, 2019; Sakib *et al.*, 2020; Trivedi and Sama, 2020; Schouten *et al.*, 2020), our research demonstrated that in addition to SMIs' attractiveness and expertise, originality, homophily and interaction are also important stimuli for consumer purchase intention. On the other hand, for the persuasion output stage, only a few studies explained the specific stage changes when consumers were exposed to SMIs (Ki and Kim, 2019; Lou and Yuan, 2019). Combining the Influence Framework with Communication-Persuasion Matrix, we proposed three important steps in the context of influencer marketing: (1) SMIs' positive characteristics change consumers' attitudes, (2) SMIs and advertising content evoke relevant memories and deepen the brand relationship and (3) consumers thereby generate purchase intention.

Secondly, this research combined affective and cognitive evaluation to explore consumers' different attitudinal responses. Most existing influencer marketing research has focused on attitudes towards SMIs (Ki and Kim, 2019), advertising (Schouten *et al.*, 2020; Torres *et al.*, 2019) or brands (De Veirman *et al.*, 2017; Jiv and Muqaddam, 2019), lacking integration and further differentiation of them. This study divided consumer attitudes into two categories (image satisfaction and advertising trust) and proved that both have a positive impact on purchase intention. The study also proved that SMIs' source characteristics have different effects on the two consumer attitudes: attractiveness had a positive effect on image satisfaction, but no significant effect on advertising trust, while interaction had a positive effect on advertising trust, but no significant impact on image satisfaction.

Thirdly, this study enriched the perspective of relationship research in influencer marketing. Past research has focused on the relationship between SMIs and consumers, such as SMI-consumer congruence (Xu and Pratt, 2018; Ki and Kim, 2019; Kim and Kim, 2020), and the relationship between SMIs and brands, such as SMI-brand congruence (Breves *et al.*, 2019; Martínez-López *et al.*, 2020). The connection between consumers and brands had not been thoroughly explored. This study proved that consumers' self-brand connection was an important intermediary response that linked positive attitudes with purchase intention. Consumers' positive attitudes had positive impact on self-brand connection (image satisfaction and advertising trust), which in turn led to purchase intention.

6.2 Practical implications

SMIs must actively manage their image, because its source characteristics will affect consumer satisfaction and trust. In the content they released, SMIs should pay attention to the attractiveness of the image, the professionalism of the display, the originality of the content, the needs of consumers and the active interaction with consumers. This research confirmed that both consumers' satisfaction with SMIs and advertising trust can promote marketing activity effectiveness. SMIs should try to explore the balance between personal content related to image building and marketing content related to brand promotion: too much advertising leads to a decrease in consumers' perceptions of SMIs' self-image, which may lead to target consumer loss.

For brand managers, this study verified the role of SMIs in brand marketing. Followers' trust in SMI brand content plays an important role in brand relationships and purchase intention. Therefore, brand managers can also consider increasing investment in influencer marketing. Specifically, brands can choose SMIs by evaluating consumers' perceptions of SMIs' attractiveness, expertise, originality, homophily and interaction, rather than merely objective data such as the number of fans or engagement indicators. This study also emphasized the importance of target consumers' self-brand connection throughout the marketing process. In cooperation with SMIs, brands should choose SMIs that match the brand concept and require them to use real display methods and scenarios to highlight products or services. This helps consumers easily establish brand associations and promotes the formation of consumer-brand relationships.

For social media platforms, this study provided a reference for SMIs' management. According to the five main source characteristics of SMIs, social media companies can improve the quality of SMIs on their platforms and guide and restraint SMIs' behavior, thereby increasing the stickiness of social media users to the platforms. At the same time, companies can also invest in potential SMIs with vision and strategy, so as to achieve sustainable development of influencer marketing.

6.3 Social implications

For the public, they may reduce prejudice against SMIs and actively build trust in SMIs, if SMIs further improve the content quality according to the direction provided by this paper. At the same time, brands can use SMIs' social impact to further implement social responsibilities. In brand advertising, SMIs can convey the positive social concepts emphasized by the brand, such as healthy living, resource conservation and environmental protection, which can improve quality of life.

6.4 Limitations and future directions

The limitations of this study are as follows: First, this article only explored the influence of the source in the five major elements of communication on the purchase intention of the target consumers. We have not yet explored the remaining four types of elements (i.e. message, channel, receiver or destination). Future studies can explore the other four types of elements in influencer marketing. Second, only Weibo users are sampled for this study; thus, the external validity of the results is influenced to some extent. In future studies, users on other platforms (such as Tik Tok and Taobao Live Streaming) in China and even users in other cultures can be further studied. Third, this study only explored the purchase intention of users but has not yet studied the transformation of consumer intention into actual purchase behavior. In future research, we can study SMIs' real ability to drive merchandise sales.

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Further reading

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Corresponding author

Yangying Peng can be contacted at: penggy314@163.com



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