BAB V
# PENUTUP

Pada bab ini, peneliti akan memaparkan Kesimpulan dan menyampaikan implikasi manajerialnya. Selain itu, peneliti juga menyertakan saran penelitian yang diperlukan untuk penelitian selanjutnya.

5.1. Kesimpulan

Penelitian yang dilakukan ini memiliki fokus pada *purchase intention* adalah intensi atau niat untuk membeli yang disebabkan oleh 8 variabel lain yaitu *perceived credibility, trust, perceived behavioral control, subjective norms, perceived expertise, perceived congruence, attitude toward the influencer,* dan *brand attitude*. Penelitian ini menguji secara lanjut pengaruh dari seorang *Influencer* yang bernama Ariel Noah atau Nazril Irham terhadap Purchase Intention *brand* Greenlight. Pada penelitian ini telah menemukan hasil analisis dengan alat bantu analisis yaitu SmartPLS 4 dan cara menyebarkan kuisionernya menggunakkan *google form* terhadap 189 responden, yang mempunyai profil sebagai berikut:

1. Penyebaran kuisioner dilakukan pada 189 responden. Namun, terdapat 2 pertanyaan *filter* yang bertujuan untuk mendapatkan responden yang sesuai dengan kriteria yang dibutuhkan oleh peneliti. Sehingga, hanya ada 174 responden yang berhasil untuk menjadi bagian dari sampel penelitian dimana terdapat 15 responden yang gugur di bagian *filter*.

2. Pengisi dari responden ini cenderung imbang jumlahnya antara laki-laki dan Perempuan, yaitu laki-laki sejumlah 85 orang dan Perempuan sejumlah 89 orang.
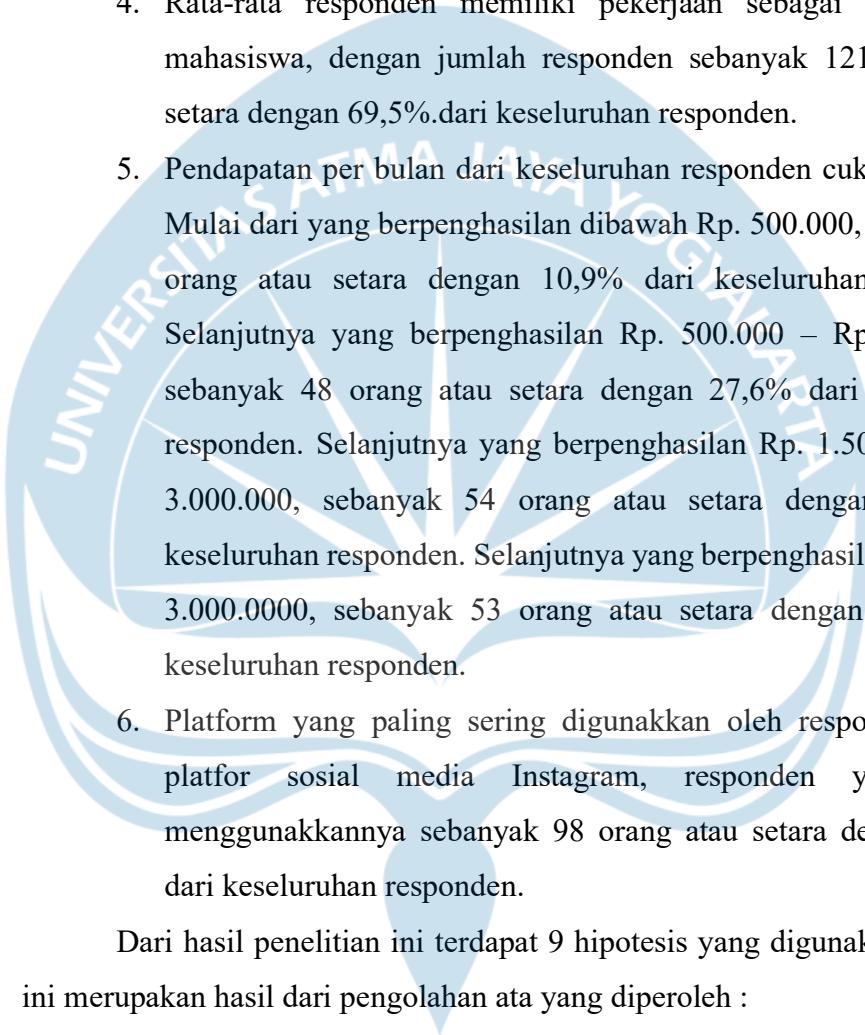
3. Rata-rata responden penelitian ini memiliki rentang umur dari 19-23 tahun (generasi z) sebanyak 121 orang atau 69,5% dari keseluruhan responden.

4. Rata-rata responden memiliki pekerjaan sebagai pelajar atau mahasiswa, dengan jumlah responden sebanyak 121 orang atau setara dengan 69,5%.dari keseluruhan responden.

5. Pendapatan per bulan dari keseluruhan responden cukup beragam. Mulai dari yang berpenghasilan dibawah Rp. 500.000, sebanyak 19 orang atau setara dengan 10,9% dari keseluruhan responden. Selanjutnya yang berpenghasilan Rp. 500.000 – Rp. 1.500.000, sebanyak 48 orang atau setara dengan 27,6% dari keseluruhan responden. Selanjutnya yang berpenghasilan Rp. 1.500.000 – Rp. 3.000.000, sebanyak 54 orang atau setara dengan 31% dari keseluruhan responden. Selanjutnya yang berpenghasilan diatas Rp. 3.000.0000, sebanyak 53 orang atau setara dengan 30,5% dari keseluruhan responden.

6. Platform yang paling sering digunakkan oleh responden adalah platfor sosial media Instagram, responden yang sering menggunakkannya sebanyak 98 orang atau setara dengan 56,3% dari keseluruhan responden.

Dari hasil penelitian ini terdapat 9 hipotesis yang digunakkan, berikut ini merupakan hasil dari pengolahan ata yang diperoleh :

1. Berdasarkan hasil dari pengolahan data yang dilakukan oleh peneliti, menemukan bahwa *perceived credibility* atau suatu dimensi yang dilakukan oleh *influencer* pemasaran yang berkaitan dengan cara audiens memandang kredibilitas dari *influencer,* berpengaruh secara positif dan signifikan terhadap *attitude toward the influencer* atau sebuah sikap dari konsumen dalam menanggapi atau mereaksi

atas segala hal yang dilakukan oleh seorang *influencer* dalam memasarkan produknya (H1 diterima).

2. Berdasarkan hasil dari pengolahan data yang dilakukan oleh peneliti, menemukan bahwa *trust* atau bentuk dari kesediaan satu pihak terhadap pihak lain dalam melakukan hubungan transaksi, yang didasarkan pada keyakinan, tidak berpengaruh terhadap *attitude toward the influencer* atau sebuah sikap dari konsumen dalam menanggapi atau mereaksi atas segala hal yang dilakukan oleh seorang *influencer* dalam memasarkan produknya (H2 ditolak).

3. Berdasarkan hasil dari pengolahan data yang dilakukan oleh peneliti, menemukan bahwa *perceived behavioral control* atau gagasan yang dirasakan tentang kemudahan atau kerumitan dalam perilaku, tidak berpengaruh terhadap *attitude toward the influencer* atau sebuah sikap dari konsumen dalam menanggapi atau mereaksi atas segala hal yang dilakukan oleh seorang *influencer* dalam memasarkan produknya (H3 ditolak).

4. Berdasarkan hasil dari pengolahan data yang dilakukan oleh peneliti, menemukan bahwa *subjective norms* atau sebuah pandangan dari konsumen, mengenai perilaku atau tindakan yang dipengaruhi oleh individu lain, tidak berpengaruh terhadap *attitude toward the influencer* atau sebuah sikap dari konsumen dalam menanggapi atau mereaksi atas segala hal yang dilakukan oleh seorang *influencer* dalam memasarkan produknya (H4 ditolak).

5. Berdasarkan hasil dari pengolahan data yang dilakukan oleh peneliti, menemukan bahwa *perceived expertise* atau suatu konsep yang berhubungan tentang pandangan seseorang dalam suatu bidang atau keahlian, berpengaruh secara positive terhadap *attitude toward the influencer* atau sebuah sikap dari konsumen dalam menanggapi

atau mereaksi atas segala hal yang dilakukan oleh seorang *influencer* dalam memasarkan produknya (H5 diterima).

6. Berdasarkan hasil dari pengolahan data yang dilakukan oleh peneliti, menemukan bahwa *perceived congruence* atau dimensi dari *influencer* yang berhubungan dengan dengan persepsi yang kognisi antara keahlian dari diri sendiri dengan *image* yang dibentuk melalui karakteristiknya, berpengaruh secara positif terhadap *attitude toward the influencer* atau sebuah sikap dari konsumen dalam menanggapi atau mereaksi atas segala hal yang dilakukan oleh seorang *influencer* dalam memasarkan produknya (H6 diterima).

7. Berdasarkan hasil dari pengolahan data yang dilakukan oleh peneliti, menemukan bahwa *attitude toward the influencer* atau sebuah sikap dari konsumen dalam menanggapi atau mereaksi atas segala hal yang dilakukan oleh seorang *influencer* dalam memasarkan produknya, berpengaruh secara positif terhadap *brand attitude* atau sebuah apresiasi secara umum yang di lakukan oleh konsumen terhadap suatu brand, produk, ataupun merek tertentu (H7 diterima).

8. Berdasarkan hasil dari pengolahan data yang dilakukan oleh peneliti, menemukan bahwa *attitude toward the influencer* atau sebuah sikap dari konsumen dalam menanggapi atau mereaksi atas segala hal yang dilakukan oleh seorang *influencer* dalam memasarkan produknya, berpengaruh secara positif terhadap *purchase intention* atau keinginan dari seorang individu untuk memiliki dan melakukan usaha dalam membeli sebuah produk atau merek tertentu (H8 diterima).

9. Berdasarkan hasil dari pengolahan data yang dilakukan oleh peneliti, menemukan bahwa *brand attitude* atau sebuah apresiasi secara umum yang di lakukan oleh konsumen terhadap suatu brand,

produk, ataupun merek tertentu, berpengaruh secara positif terhadap *purchase intention* atau Keinginan dari seorang individu untuk memiliki dan melakukan usaha dalam membeli sebuah produk atau merek tertentu (H9 diterima).

5.2. Implikasi Manajerial

Implikasi Manajerial dari penelitian yang dilakukan ini mengacu pada pengaruh dari seorang *influencer* terhadap Purchase Intention dari brand Greenlight. Diharapkan penelitian ini dapat memberikan manfaat yang lebih terhadap perusahaan Greenlight dan *influencer* Ariel Noah atau Nazril Irham yang mempromosikan produk Greenlight, konsumen, dan brand lain di industri *fashion*.

Perusahaan Greenlight dan *influencer* Ariel Noah harus selalu mengukur secara berkala tingkat kredibilitas sang *influencer* terhadap promosi atau marketing produk perusahaan dan perusahaan harus meningkatkannya secara terus-menerus, dan jika perlu melakukan perubahan strategi pemasaran. Hal tersebut juga bermanfaat untuk para konsumen agar lebih memiliki kepercayaan terhadap brand dan konsumen juga jadi lebih mudah dalam mengakses informasi tentang brand melalui *influencer*. Bagi industry *fashion* dapat melakukan pengukuran secara rutin dan berkala pada *influencer* yang mereka miliki. Perusahaan dapat memberikan sarana dalam meningkatkan keahlian dari seorang *influencer* yang dapat menunjang penjualan produk. Bisa juga perusahaan dan *influencer* menggunakkan jasa agensi dalam meningkatkan kualitas konten laman sosial media mereka. Hal tersebut dilakukan juga untuk memberikan kepercayaan pada konsumen, dan konsumen pun tidak perlu merasa resah dalam memilih produk, konsumen tidak harus memperhatikan detail produk seperti bahan dan pengerjaan, karena produknya sudah pasti berkualitas.

Selanjutnya perusahaan dan *influencer* dapat menyesuaikan dengan trend fashion yang sedang berlangsung tetapi tetap mempertahankan ciri khas yang dimiliki perusahaan, hal ini juga dapat diadopsi oleh brand lain agar tidak dianggap ketinggalan zaman dan mempengaruhi penurunan penjualan. Perusahaan dapat meningkatkan image atau pandangan masyarakat terhadap sang *influencer* dengan cara mensponsori kegiatan sang *influencer* di bidang lain yang positif, karena kebanyakan *fans* dari seorang *influencer* melihat dan mengadaptasi pakaian dari *influencer* idola mereka. Terakhir perusahaan dapat memperbaiki diri dengan melakukan branding yang lebih baik dan lebih menyeluruh kepada seluruh Masyarakat di indonesia dengan menambah *influencer* yang diajak kerja sama dalam memasarkannya.

5.3. Keterbatasan Penelitian

Berdasarkan hasil penelitian yang dilakukan oleh penulis, ada beberapa keterbatasan yang dapat menjadi pertimbangan untuk penelitian selanjutnya. Keterbatasan penelitian adalah sebagai berikut:

1. Penelitian ini tidak menyebutkan bahwa Ariel Noah atau Nazril Irham mempromosikan brand Greenlight pada pertanyaan filter. Sehingga membuat para responden secara paksa dianggap telah mengetahui bahwa Nazril Irham (Ariel Noah) mempromosikan brand Greenlight.

2. Ada salah satu item pertanyaan dalam variabel *perceived behavioral control* kurang relevan dengan objek penelitian sehingga kurang mencerminkan variabel tersebut. Sehingga harus ada 1 indikator yang harus dihapus pada tahap *loading factor* agar dapat melanjutkan pengolahan data.

3. Pada pertanyaan kuisioner bagian variabel *trust* penulis tidak menuliskan bahwa Nazril Irham (Ariel Noah) mempromosikan

brand Greenlight, sehingga dapat menjadi alasan mengapa hipotesis 2 tidak berpengaruh.

5.4. Saran Untuk Penelitian Selanjutnya

Berdasarkan penelitian yang dilakukan beserta keterbatasannya, maka penulis akan memberi saran sebagai berikut:

1. Variabel penelitian ditambah agar penelitian bisa meneliti sampai bagaimana orang akan membeli lagi pada perusahaan yang di teliti dan menjadi pelanggan tetap.

2. Penelitian selanjutnya bisa dilakukan di negara lain yang memiliki budaya *fashion* yang lebih beragam agar dapat menguji variabel dengan maksimal.

3. Penelitian dengan variabel ini bisa dilakukan pada brand *fashion* lain dengan *influencer* yang berbeda walaupun di negara atau di wilayah yang sama dengan penelitian saat ini.

4. Penelitian dengan topik *purchase intention* bisa dilakukan menggunakkan variabel lain selain variabel yang sudah di teliti agar lebih akurat.

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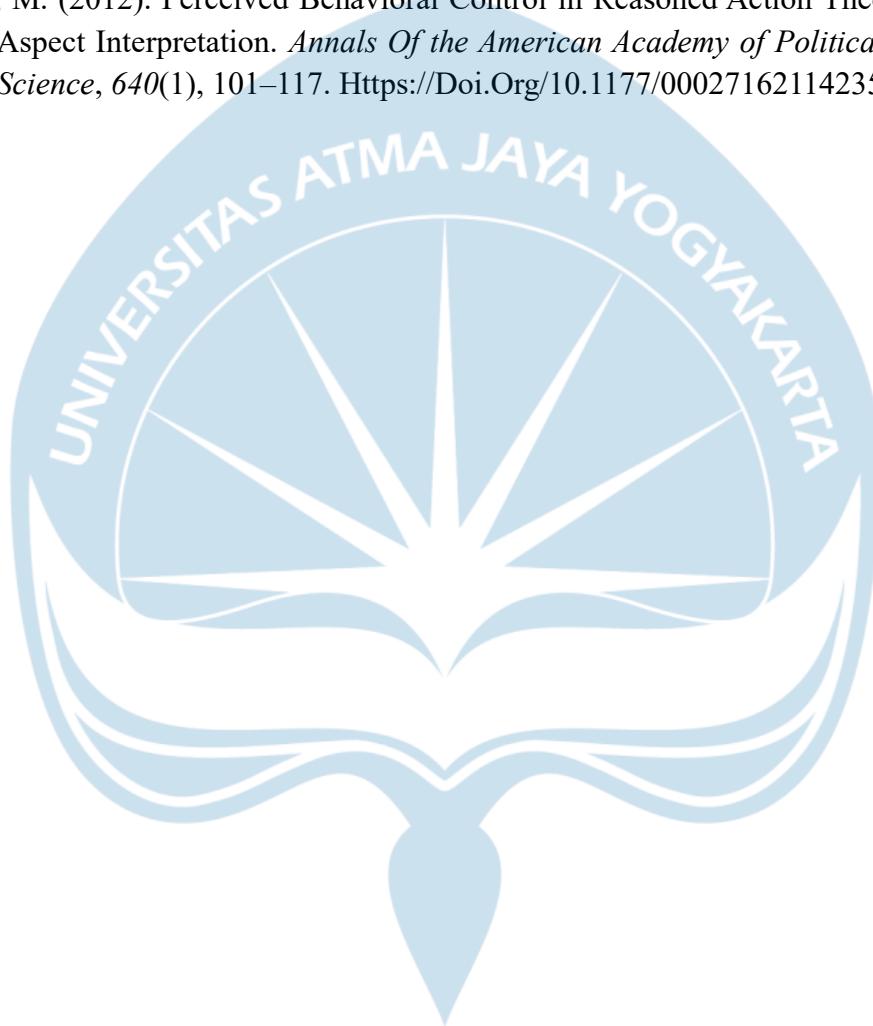
LAMPIRAN

KUESIONER PENELITIAN

Halo semuanya!

Perkenalkan saya Natanael Antoni, Mahasiswa Program Studi Manajemen, Fakultas Bisnis dan Ekonomika, Universitas Atma Jaya Yogyakarta. Saat ini, saya sedang melakukan penelitian skripsi dengan judul "Pengaruh *Influencer* Nazril Irham (Ariel Noah) Terhadap *Purchase Intention Brand* Greenlight "

Pada penelitian ini, saya memerlukan kriteria yang harus dipenuhi, yakni:

1. Mengetahui *influencer* Nazril Irham (Ariel Noah)
2. Mengetahui produk merek Greenlight.

Dengan ini, saya meminta kesediaan Anda agar dapat meluangkan waktu untuk mengisi kuesioner penelitian skripsi saya dengan jujur yang berdasarkan opini pribadi Anda, dari link yang berada di bawah ini:

https://forms.gle/gQ912yFGAJDVzSJm7

Hasil atau data dari pengisian kuesioner ini akan digunakan untuk kepentingan akademik, sehingga akan dijaga kerahasiaannya dan tidak disalahgunakan untuk kepentingan yang lain.

Apabila ada pertanyaa, dapat menghubungi saya melalui:

Email: natanaelantoni7@gmail.com

Terima kasih atas kesediaan Anda untuk mengisi kuesioner ini. Sehat selalu, Tuhan Memberkati!

A. Pertanyaan Filter

1. Apakah Anda mengetahui Nazril Irham (Ariel Noah)?
   a. Ya
   b. Tidak
2. Apakah Anda mengetahui produk merek Greenlight?
   a. Ya
   b. Tidak

B. Butir Pertanyaan

Perceived Credibility					
Pertanyaan	**Alternatif Jawaban**				
	STS	**TS**	**N**	**S**	**SS**
Menurut saya, *influencer* Nazril Irham (Ariel Noah) meyakinkan					
Menurut saya, *influencer* Nazril Irham (Ariel Noah) dapat dipercaya					
Menurut saya, iklan dan *influencer* Nazril Irham (Ariel Noah) adalah referensi yang baik sebelum membeli produk Greenlight					
Menurut saya, membeli produk Greenlight yang diiklankan oleh *influencer* Nazril Irham (Ariel Noah) adalah produk yang bermanfaat					

Trust					
Pertanyaan	**Alternatif Jawaban**				
	STS	**TS**	**N**	**S**	**SS**
Saya bisa mengandalkan informasi dari *influencer* Nazril Irham (Ariel Noah) sebelum memutuskan untuk membeli produk					
Saya percaya bahwa *influencer* Nazril Irham (Ariel Noah) tulus					
Saya percaya bahwa *influencer* Nazril Irham (Ariel Noah) benar-benar menggunakkan produk yang sama dengan yang ia iklankan					

Perceived Behavioral Control					
Pertanyaan	**Alternatif Jawaban**				
	STS	**TS**	**N**	**S**	**SS**
Selain mempertimbangkan pendapat *influencer* Nazril Irham (Ariel Noah), saya juga mempertimbangkan faktor pribadi dan objektif lainnya (contoh: ketersediaan uang, dan waktu) saat membuat keputusan pembelian					
Saya akan tertarik membeli produk hanya jika *influencer* Nazril Irham (Ariel Noah) yang mengiklankan					

produk Greenlight memiliki reputasi yang baik					
Saya yakin jika saya menginginkannya, saya akan membeli produk Greenlight yang di promosikan oleh *influencer* Nazril Irham (Ariel Noah)					

Subjective Norms					
Pertanyaan	**Alternatif Jawaban**				
	STS	**TS**	**N**	**S**	**SS**
Sebelum mempertimbangkan pendapat dari *influencer* Nazril Irham (Ariel Noah), saya akan mempertimbangkan pendapat dari orang di sekitar saya					
Saya memiliki standar penilaian pribadi terhadap *influencer* Nazril Irham (Ariel Noah)					
Saya sangat memperhatikan tingkah laku yang menjadi kebiasaan dari *influencer* Nazril Irham (Ariel Noah)					

Perceived Expertise

Pertanyaan	Alternatif Jawaban				
	STS	TS	N	S	SS
Menurut saya *Influencer* Nazril Irham (Ariel Noah) ahli di bidangnya					
Menurut saya *Influencer* Nazril Irham (Ariel Noah) memiliki pengetahuan yang luas					
Menurut saya *Influencer* Nazril Irham (Ariel Noah) menyediakan refrensi berdasarkan keahliannya					

Perceived Congruence

Pertanyaan	Alternatif Jawaban				
	STS	TS	N	S	SS
Menurut saya, saya memiliki kecocokan dengan *influencer* Nazril Irham (Ariel Noah)					
Saya merasa level kecocokan personaliti saya dan *influencer* Nazril Irham (Ariel Noah) adalah sama atau setara					
Menurut saya, konten dari *influencer* Nazril Irham (Ariel Noah) sesuai dengan kepribadian dan gaya hidup saya					

Attitude Toward the Influencer					
Pertanyaan	**Alternatif Jawaban**				
	STS	**TS**	**N**	**S**	**SS**
Menurut saya, *influencer* Nazril Irham (Ariel Noah) adalah idola atau panutan bagi saya					
Saya percaya *influencer* Nazril Irham (Ariel Noah) menyajikan konten yang menarik					
Influencer Nazril Irham (Ariel Noah) selalu memberikan informasi tentang produk-produk Greenlight terbaru					
Saya menganggap *influencer* Nazril Irham (Ariel Noah) adalah sumber informasi yang bisa diandalkan					

Brand Attitude					
Pertanyaan	**Alternatif Jawaban**				
	STS	**TS**	**N**	**S**	**SS**
Saya percaya pada merek Greenlight yang diiklankan oleh *influencer* Nazril Irham (Ariel Noah)					
Saya dapat dengan mudah mengingat merek dan karakteristik merek Greenlight yang					

dipromosikan oleh *influencer* Nazril Irham (Ariel Noah)				
Saya nyaman menggunakkan produk Greenlight yang dipromosikan oleh *influencer* Nazril Irham (Ariel Noah)				
Saya percaya produk Greenlight yang dipromosikan oleh *influencer* Nazril Irham (Ariel Noah) menarik bagi orang-orang seperti saya				

Purchase Intention					
Pertanyaan	**Alternatif Jawaban**				
	STS	**TS**	**N**	**S**	**SS**
Saya sering berniat untuk membeli produk Greenlight yang diiklankan oleh *influencer* Nazril Irham (Ariel Noah)					
Saya sering merekomendasikan produk Greenlight yang diiklankan oleh *influencer* Nazril Irham (Ariel Noah) kepada orang-orang di sekitar saya					
Jika ada kesempatan saya akan membeli produk Greenlight yang di promosikan oleh *influencer* Nazril Irham (Ariel Noah)					

C. Profil Responden
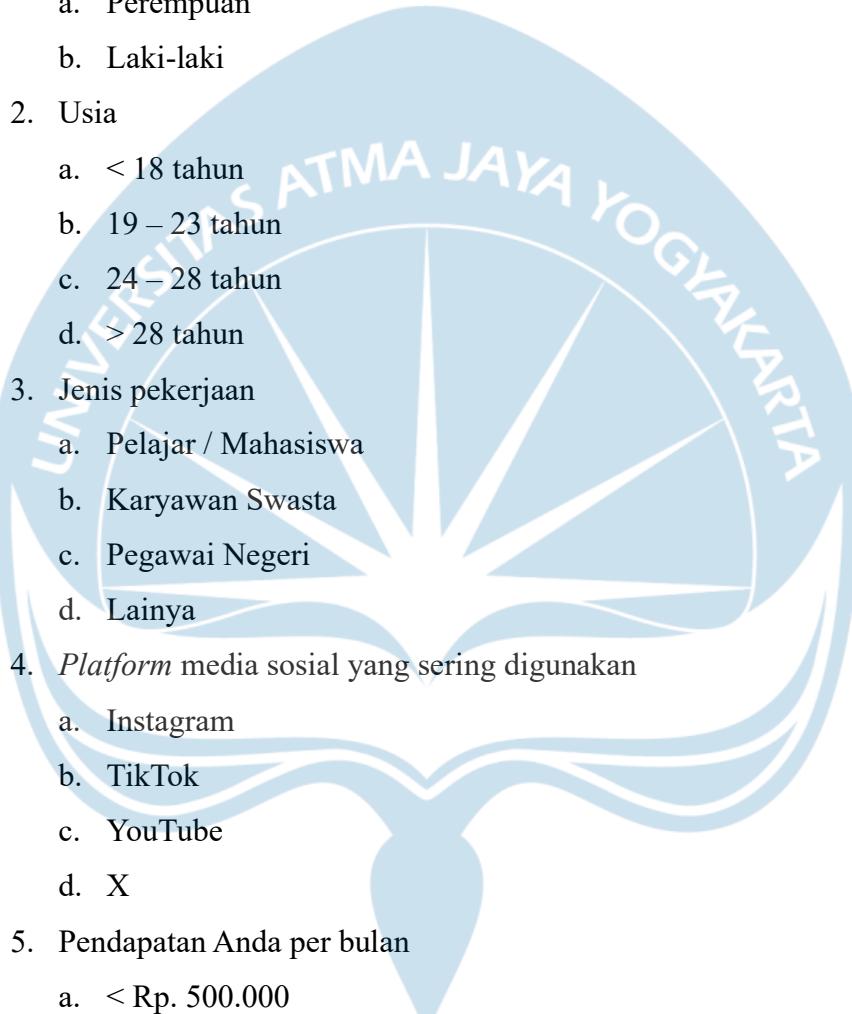
1. Jenis Kelamin
   a. Perempuan
   b. Laki-laki
2. Usia
   a. < 18 tahun
   b. 19 – 23 tahun
   c. 24 – 28 tahun
   d. > 28 tahun
3. Jenis pekerjaan
   a. Pelajar / Mahasiswa
   b. Karyawan Swasta
   c. Pegawai Negeri
   d. Lainya
4. *Platform* media sosial yang sering digunakan
   a. Instagram
   b. TikTok
   c. YouTube
   d. X
5. Pendapatan Anda per bulan
   a. < Rp. 500.000
   b. Rp. 500.001 - Rp.1.500.000
   c. Rp. 1. 500.001 - Rp.3.000.000
   d. > Rp. 3.000.000

DATA PROFIL RESPONDEN

Timestamp	Apakah Anda mengetahui Nazril Irham (Ariel Noah)?	Apakah Anda mengetahui produk merek Greenlight?	Jenis Kelamin	Usia	Jenis Pekerjaan	*Platform* media sosial yang sering digunakan	Pendapatan Anda per bulan
6/6/2024 19:13:09	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	TikTok	Rp. 500.001 - Rp. 1.500.000
6/6/2024 19:17:14	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	TikTok	> Rp. 3.000.000
6/6/2024 19:20:35	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	YouTube	Rp. 1.500.001 - Rp. 3.000.000
6/6/2024 19:28:29	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	> Rp. 3.000.000
6/6/2024 19:30:01	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 1.500.001 - Rp. 3.000.000
6/6/2024 19:32:24	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 500.001 - Rp. 1.500.000
6/6/2024 19:32:31	Ya	Ya	Perempuan	19 - 23 tahun	Karyawan Swasta	Instagram	> Rp. 3.000.000

6/6/2024 19:32:52	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 500.001 - Rp. 1.500.000
6/6/2024 19:34:52	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 1.500.001 - Rp. 3.000.000
6/6/2024 19:36:01	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 1.500.001 - Rp. 3.000.000
6/6/2024 19:39:12	Ya	Ya	Laki-laki	24 - 28 tahun	Pelajar / Mahasiswa	Instagram	< Rp. 500.000
6/6/2024 19:41:55	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 500.001 - Rp. 1.500.000
6/6/2024 19:42:42	Ya	Tidak					
6/6/2024 19:42:44	Ya	Ya	Perempuan	24 - 28 tahun	Pelajar / Mahasiswa	Instagram	Rp. 500.001 - Rp. 1.500.000
6/6/2024 19:47:05	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 1.500.001 - Rp. 3.000.000
6/6/2024 19:53:04	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	< Rp. 500.000

6/6/2024 20:01:43	Ya	Tidak					
6/6/2024 20:16:15	Ya	Ya	Laki-laki	24 - 28 tahun	Pelajar / Mahasiswa	Instagram	< Rp. 500.000
6/6/2024 20:18:27	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 500.001 - Rp. 1.500.000
6/6/2024 20:29:04	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 500.001 - Rp. 1.500.000
6/6/2024 20:52:46	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 1.500.001 - Rp. 3.000.000
6/6/2024 21:05:32	Tidak						
6/6/2024 21:15:57	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 500.001 - Rp. 1.500.000
6/6/2024 21:47:33	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 500.001 - Rp. 1.500.000
6/7/2024 9:00:24	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	TikTok	Rp. 1.500.001 - Rp. 3.000.000

6/7/2024 13:58:01	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 500.001 - Rp. 1.500.000
6/7/2024 14:26:52	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 1.500.001 - Rp. 3.000.000
6/7/2024 15:13:29	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	TikTok	> Rp. 3.000.000
6/8/2024 15:00:28	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	YouTube	Rp. 500.001 - Rp. 1.500.000
6/9/2024 20:45:59	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 500.001 - Rp. 1.500.000
6/11/2024 6:18:51	Ya	Ya	Perempuan	19 - 23 tahun	Karyawan Swasta	Instagram	> Rp. 3.000.000
6/11/2024 23:20:07	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	TikTok	Rp. 1.500.001 - Rp. 3.000.000
6/11/2024 23:26:09	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 1.500.001 - Rp. 3.000.000
6/11/2024 23:41:10	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	< Rp. 500.000

6/11/2024 23:45:15	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	TikTok	< Rp. 500.000
6/11/2024 23:50:20	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	> Rp. 3.000.000
6/12/2024 0:02:49	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	< Rp. 500.000
6/12/2024 2:24:12	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	TikTok	> Rp. 3.000.000
6/12/2024 7:59:07	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	YouTube	< Rp. 500.000
6/12/2024 8:27:12	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	TikTok	< Rp. 500.000
6/12/2024 9:58:01	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 1.500.001 - Rp. 3.000.000
6/12/2024 12:46:57	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	< Rp. 500.000
6/12/2024 14:09:07	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	TikTok	> Rp. 3.000.000

6/12/2024 14:14:05	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	TikTok	Rp. 1.500.001 - Rp. 3.000.000
6/12/2024 14:14:43	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 1.500.001 - Rp. 3.000.000
6/12/2024 14:16:54	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 1.500.001 - Rp. 3.000.000
6/12/2024 14:17:16	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 1.500.001 - Rp. 3.000.000
6/12/2024 14:20:50	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	YouTube	Rp. 1.500.001 - Rp. 3.000.000
6/12/2024 14:23:04	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 1.500.001 - Rp. 3.000.000
6/12/2024 14:24:07	Ya	Tidak					
6/12/2024 14:24:44	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	< Rp. 500.000
6/12/2024 14:28:26	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 500.001 - Rp. 1.500.000

6/12/2024 14:29:45	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 1.500.001 - Rp. 3.000.000
6/12/2024 14:51:20	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 1.500.001 - Rp. 3.000.000
6/12/2024 14:56:08	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 500.001 - Rp. 1.500.000
6/12/2024 14:57:26	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 500.001 - Rp. 1.500.000
6/12/2024 15:06:50	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	X	Rp. 1.500.001 - Rp. 3.000.000
6/12/2024 17:44:58	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	YouTube	Rp. 500.001 - Rp. 1.500.000
6/12/2024 17:48:36	Ya	Ya	Laki-laki	19 - 23 tahun	Karyawan Swasta	X	> Rp. 3.000.000
6/12/2024 18:39:25	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	> Rp. 3.000.000
6/12/2024 21:09:09	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 1.500.001 - Rp. 3.000.000

6/12/2024 21:45:34	Ya	Tidak				
6/12/2024 22:37:00	Ya	Ya	Perempuan	19 - 23 tahun	Karyawan Swasta	Instagram	Rp. 1.500.001 - Rp. 3.000.000
6/13/2024 2:42:10	Ya	Ya	Laki-laki	24 - 28 tahun	Karyawan Swasta	Instagram	Rp. 1.500.001 - Rp. 3.000.000
6/13/2024 4:38:30	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	< Rp. 500.000
6/13/2024 6:33:54	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	TikTok	< Rp. 500.000
6/13/2024 6:48:34	Ya	Ya	Perempuan	19 - 23 tahun	Karyawan Swasta	Instagram	> Rp. 3.000.000
6/13/2024 9:24:51	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	TikTok	> Rp. 3.000.000
6/13/2024 9:41:01	Ya	Tidak				
6/13/2024 11:53:57	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 1.500.001 - Rp. 3.000.000

6/13/2024 11:55:31	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	TikTok	Rp. 500.001 - Rp. 1.500.000
6/13/2024 13:29:52	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 500.001 - Rp. 1.500.000
6/15/2024 11:30:17	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 1.500.001 - Rp. 3.000.000
6/17/2024 11:42:09	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	TikTok	Rp. 500.001 - Rp. 1.500.000
6/17/2024 11:48:30	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	X	Rp. 1.500.001 - Rp. 3.000.000
6/17/2024 11:54:28	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	X	Rp. 500.001 - Rp. 1.500.000
6/17/2024 11:55:52	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	TikTok	Rp. 500.001 - Rp. 1.500.000
6/17/2024 12:15:11	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	TikTok	Rp. 500.001 - Rp. 1.500.000
6/17/2024 20:08:38	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	TikTok	Rp. 1.500.001 - Rp. 3.000.000

6/17/2024 20:10:00	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	YouTube	> Rp. 3.000.000
6/17/2024 20:16:22	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 1.500.001 - Rp. 3.000.000
6/17/2024 20:17:39	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	TikTok	Rp. 500.001 - Rp. 1.500.000
6/17/2024 20:20:06	Ya	Ya	Laki-laki	19 - 23 tahun	Karyawan Swasta	TikTok	Rp. 500.001 - Rp. 1.500.000
6/17/2024 20:29:04	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	TikTok	Rp. 500.001 - Rp. 1.500.000
6/17/2024 20:31:19	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	TikTok	Rp. 500.001 - Rp. 1.500.000
6/17/2024 20:32:00	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 500.001 - Rp. 1.500.000
6/19/2024 11:24:02	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	TikTok	Rp. 1.500.001 - Rp. 3.000.000
6/20/2024 18:36:21	Ya	Ya	Perempuan	< 18 tahun	Pelajar / Mahasiswa	Instagram	< Rp. 500.000

6/20/2024 23:48:19	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 500.001 - Rp. 1.500.000
6/21/2024 1:19:46	Ya	Ya	Laki-laki	19 - 23 tahun	Karyawan Swasta	Instagram	Rp. 1.500.001 - Rp. 3.000.000
6/21/2024 9:05:56	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	TikTok	> Rp. 3.000.000
6/21/2024 9:53:37	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	TikTok	Rp. 1.500.001 - Rp. 3.000.000
6/21/2024 13:19:25	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	> Rp. 3.000.000
6/22/2024 1:22:35	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	TikTok	Rp. 1.500.001 - Rp. 3.000.000
6/22/2024 1:24:41	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	X	Rp. 500.001 - Rp. 1.500.000
6/22/2024 1:27:04	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 1.500.001 - Rp. 3.000.000
6/22/2024 2:30:37	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 1.500.001 - Rp. 3.000.000

6/22/2024 2:38:29	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 500.001 - Rp. 1.500.000
6/22/2024 2:45:05	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 500.001 - Rp. 1.500.000
6/22/2024 16:00:19	Ya	Ya	Perempuan	24 - 28 tahun	Guru	Instagram	Rp. 1.500.001 - Rp. 3.000.000
6/22/2024 18:15:08	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 500.001 - Rp. 1.500.000
6/22/2024 18:17:40	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 500.001 - Rp. 1.500.000
6/22/2024 19:27:36	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	X	Rp. 1.500.001 - Rp. 3.000.000
6/22/2024 23:48:18	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	TikTok	< Rp. 500.000
6/23/2024 7:01:55	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 500.001 - Rp. 1.500.000
6/23/2024 19:49:29	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	TikTok	Rp. 500.001 - Rp. 1.500.000

6/24/2024 0:02:59	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	TikTok	Rp. 1.500.001 - Rp. 3.000.000
6/24/2024 17:16:08	Ya	Ya	Perempuan	19 - 23 tahun	belum bekerja	Instagram	< Rp. 500.000
6/24/2024 18:38:03	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 500.001 - Rp. 1.500.000
6/25/2024 8:08:21	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	TikTok	Rp. 500.001 - Rp. 1.500.000
6/25/2024 8:17:35	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 500.001 - Rp. 1.500.000
6/25/2024 11:13:39	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	TikTok	Rp. 1.500.001 - Rp. 3.000.000
6/25/2024 11:15:36	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	TikTok	Rp. 1.500.001 - Rp. 3.000.000
6/25/2024 11:17:23	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	TikTok	Rp. 500.001 - Rp. 1.500.000
6/25/2024 11:19:53	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	TikTok	Rp. 500.001 - Rp. 1.500.000

6/25/2024 11:20:53	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	TikTok	Rp. 500.001 - Rp. 1.500.000
6/25/2024 11:24:30	Ya	Ya	Perempuan	19 - 23 tahun	Pelajar / Mahasiswa	TikTok	Rp. 500.001 - Rp. 1.500.000
6/25/2024 11:32:35	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	TikTok	Rp. 1.500.001 - Rp. 3.000.000
6/25/2024 11:36:57	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	YouTube	Rp. 1.500.001 - Rp. 3.000.000
6/25/2024 12:46:21	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	TikTok	Rp. 500.001 - Rp. 1.500.000
6/25/2024 12:48:35	Ya	Ya	Laki-laki	> 28 tahun	Pelajar / Mahasiswa	TikTok	Rp. 1.500.001 - Rp. 3.000.000
6/25/2024 13:14:48	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 1.500.001 - Rp. 3.000.000
6/25/2024 13:18:36	Ya	Ya	Laki-laki	24 - 28 tahun	Karyawan Swasta	TikTok	> Rp. 3.000.000
6/25/2024 13:57:30	Ya	Ya	Laki-laki	19 - 23 tahun	Pelajar / Mahasiswa	Instagram	Rp. 1.500.001 - Rp. 3.000.000

6/25/2024 13:58:51	Ya	Ya	Laki-laki	19 - 23 tahun	Karyawan Swasta	TikTok	Rp. 500.001 - Rp. 1.500.000
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6/25/2024 15:28:46	Ya	Ya	Laki-laki	24 - 28 tahun	Karyawan Swasta	TikTok	> Rp. 3.000.000

6/25/2024 15:30:52	Ya	Ya	Laki-laki	< 18 tahun	Pelajar / Mahasiswa	Instagram	< Rp. 500.000
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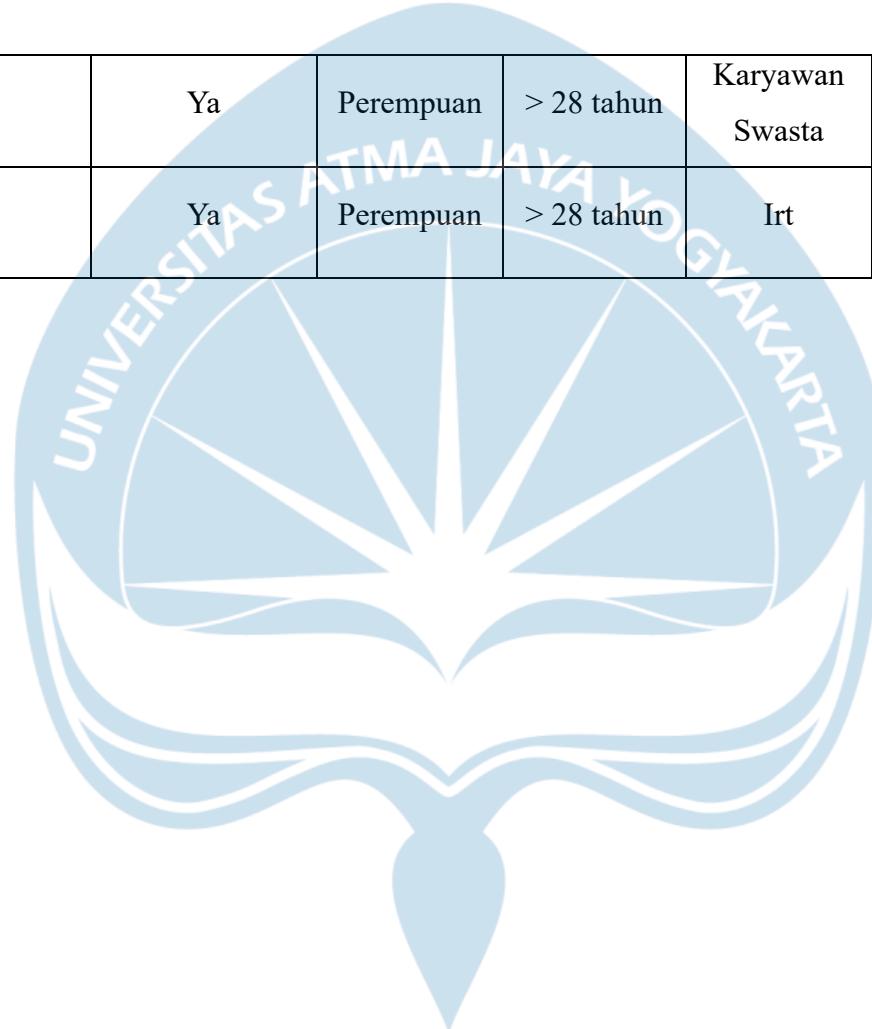
HASIL PENGISIAN KUESONER

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HASIL OLAH DATA SmartPLS 4

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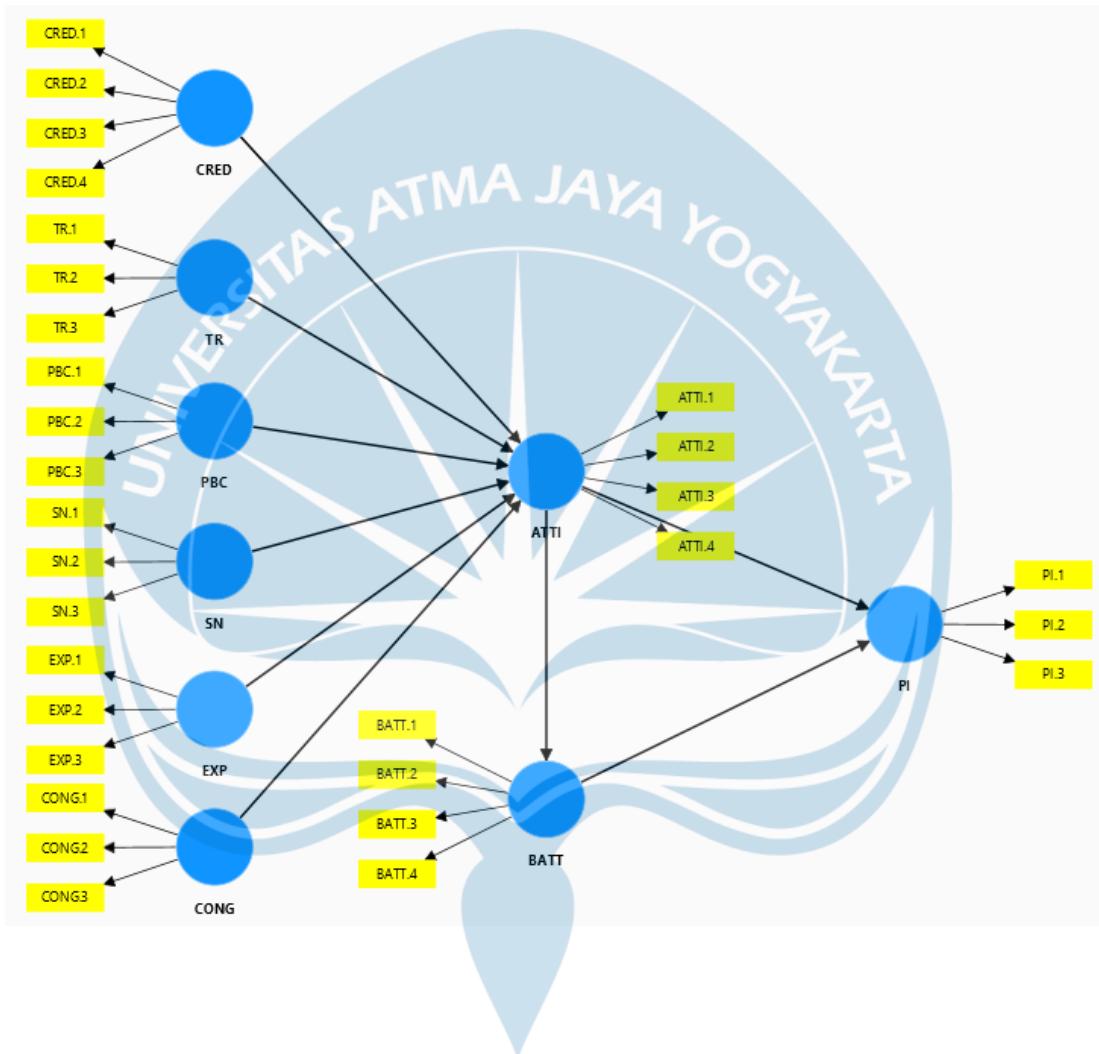
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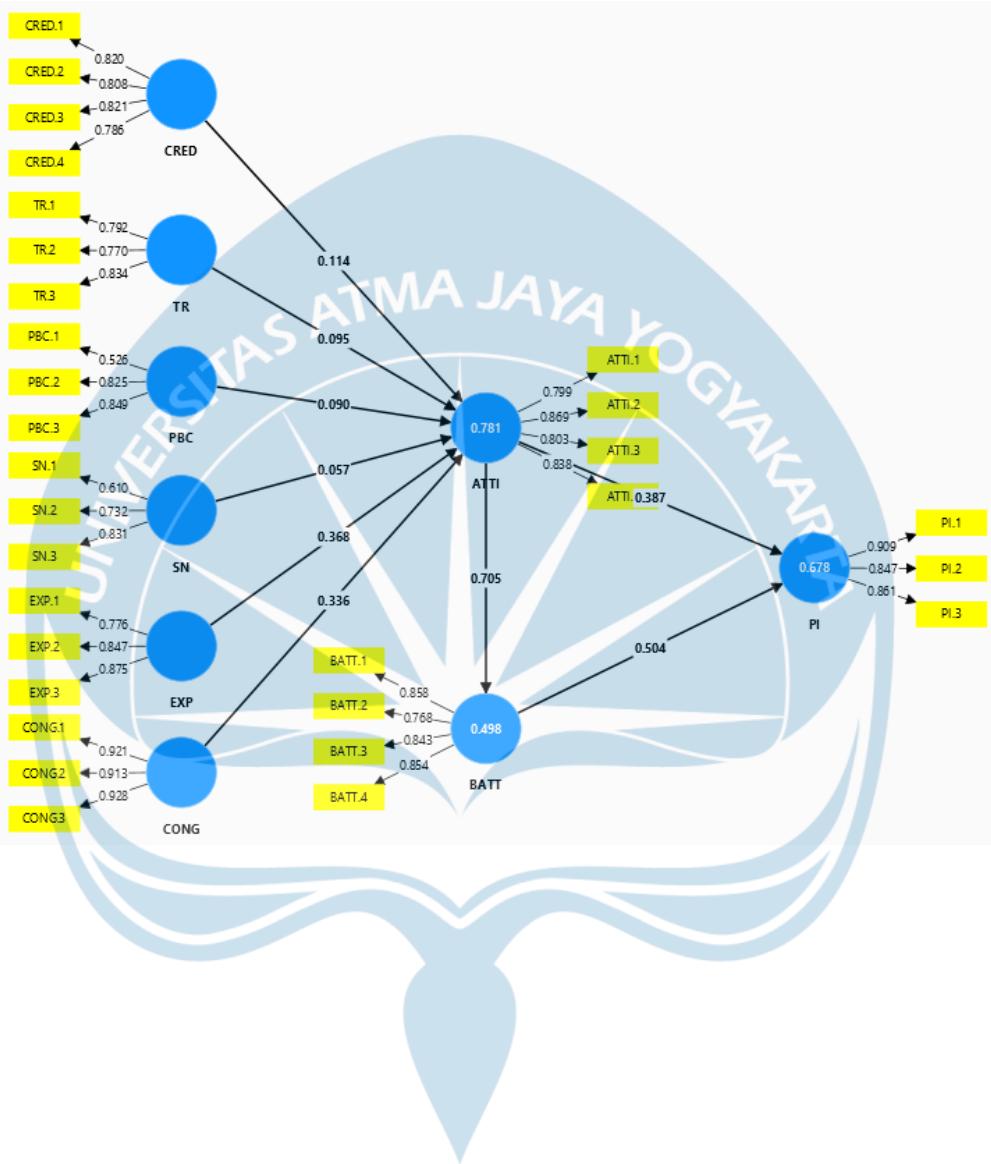
OUTER LOADING (SEBELUM INDIKATOR TIDAK VALID DIHAPUS)

Outer loadings - Matrix

	ATTI	BATT	CONG	CRED	EXP	PBC	PI	SN	TR
ATTL1	0.799								
ATTL2	0.869								
ATTL3	0.803								
ATTL4	0.838								
BATT.1		0.858							
BATT.2		0.768							
BATT.3		0.843							
BATT.4		0.854							
CONG.1			0.921						
CONG.2			0.913						
CONG.3			0.928						
CRED.1				0.820					
CRED.2				0.808					
CRED.3				0.821					
CRED.4				0.786					
EXP.1					0.776				
EXP.2					0.847				
EXP.3					0.875				
PBC.1						0.526			
PBC.2						0.825			
PBC.3						0.849			
PI.1							0.909		
PI.2							0.847		
PI.3							0.861		
SN.1								0.610	
SN.2								0.732	
SN.3								0.831	
TR.1									0.792
TR.2									0.770
TR.3									0.834
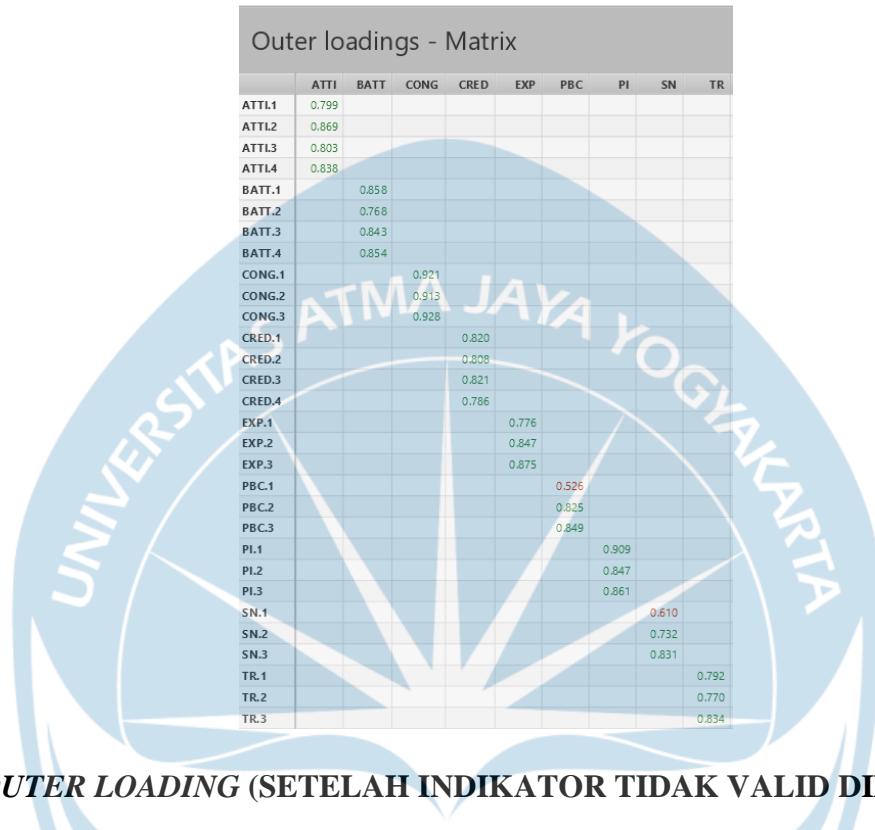
OUTER LOADING (SETELAH INDIKATOR TIDAK VALID DIHAPUS)

Outer loadings - Matrix

	ATTI	BATT	CONG	CRED	EXP	PBC	PI	SN	TR
ATTL1	0.799								
ATTL2	0.869								
ATTL3	0.803								
ATTL4	0.837								
BATT.1		0.858							
BATT.2		0.768							
BATT.3		0.843							
BATT.4		0.854							
CONG.1			0.921						
CONG.2			0.913						
CONG.3			0.928						
CRED.1				0.820					
CRED.2				0.808					
CRED.3				0.821					
CRED.4				0.786					
EXP.1					0.776				
EXP.2					0.847				
EXP.3					0.875				
PBC.2						0.873			
PBC.3						0.874			
PI.1							0.909		
PI.2							0.847		
PI.3							0.861		
SN.2								0.773	
SN.3								0.897	
TR.1									0.792
TR.2									0.771
TR.3									0.834
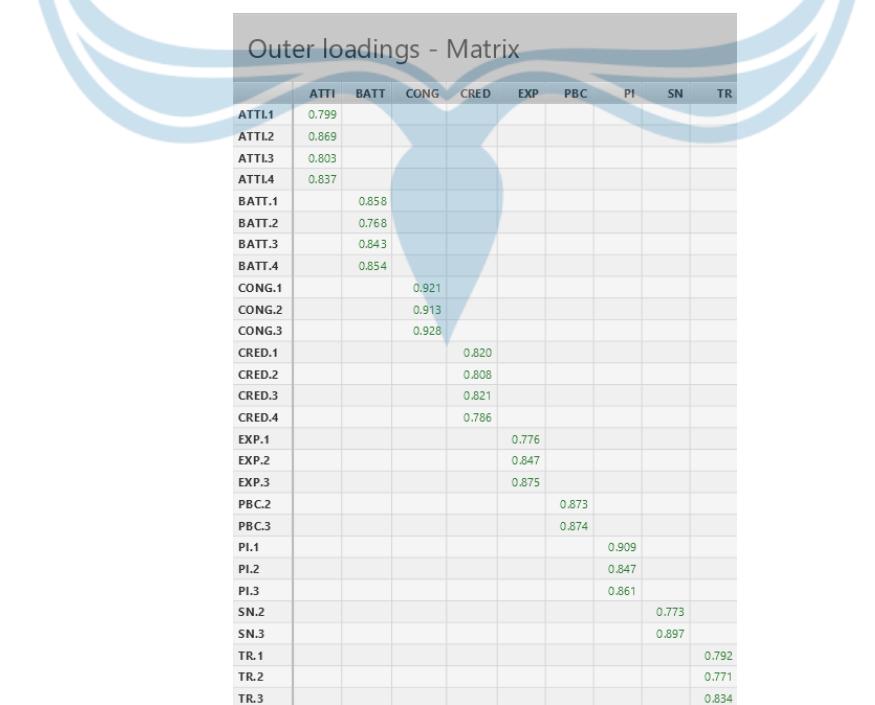
CONSTRUCT VALIDITY AND RELIABILITY

Construct reliability and validity - Overview | Copy to Excel/Word

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
ATTI	0.846	0.848	0.897	0.685
BATT	0.851	0.857	0.899	0.692
CONG	0.910	0.913	0.943	0.847
CRED	0.824	0.824	0.883	0.654
EXP	0.780	0.788	0.872	0.695
PBC	0.689	0.689	0.866	0.763
PI	0.843	0.848	0.905	0.761
SN	0.586	0.636	0.824	0.702
TR	0.716	0.717	0.841	0.638

DISCRIMINANT VALIDITY FORNELL-LARCKER

Discriminant validity - Fornell-Larcker criterion

	ATTI	BATT	CONG	CRED	EXP	PBC	PI	SN	TR
ATTI	0.828								
BATT	0.705	0.832							
CONG	0.746	0.658	0.921						
CRED	0.654	0.522	0.492	0.809					
EXP	0.788	0.618	0.568	0.629	0.834				
PBC	0.652	0.562	0.613	0.516	0.592	0.874			
PI	0.742	0.777	0.761	0.531	0.642	0.597	0.873		
SN	0.583	0.502	0.556	0.449	0.514	0.453	0.509	0.838	
TR	0.746	0.656	0.636	0.680	0.726	0.667	0.592	0.503	0.799

DISCRIMINANT VALIDITY – CROSS LOADINGS

Discriminant validity - Cross loadings

	ATTI	BATT	CONG	CRED	EXP	PBC	PI	SN	TR
ATTI.1	0.799	0.524	0.700	0.462	0.590	0.581	0.642	0.457	0.575
ATTI.2	0.869	0.621	0.647	0.569	0.698	0.488	0.615	0.500	0.655
ATTI.3	0.803	0.588	0.588	0.492	0.604	0.588	0.597	0.478	0.605
ATTI.4	0.837	0.600	0.534	0.637	0.714	0.505	0.605	0.496	0.633
BATT.1	0.654	0.858	0.600	0.506	0.541	0.524	0.653	0.438	0.634
BATT.2	0.488	0.768	0.491	0.390	0.507	0.465	0.575	0.365	0.533
BATT.3	0.555	0.843	0.556	0.412	0.501	0.433	0.696	0.406	0.518
BATT.4	0.636	0.854	0.535	0.425	0.509	0.449	0.655	0.454	0.499
CONG.1	0.696	0.617	0.921	0.489	0.565	0.546	0.721	0.526	0.598
CONG.2	0.641	0.588	0.913	0.400	0.454	0.549	0.678	0.498	0.534
CONG.3	0.718	0.610	0.928	0.467	0.544	0.596	0.700	0.510	0.621
CRED.1	0.536	0.401	0.401	0.820	0.561	0.433	0.437	0.324	0.563
CRED.2	0.548	0.390	0.373	0.808	0.495	0.453	0.381	0.361	0.618
CRED.3	0.505	0.464	0.368	0.821	0.513	0.446	0.445	0.384	0.532
CRED.4	0.524	0.439	0.451	0.786	0.463	0.336	0.458	0.386	0.481
EXP.1	0.598	0.509	0.416	0.478	0.776	0.468	0.483	0.369	0.594
EXP.2	0.660	0.487	0.507	0.538	0.847	0.503	0.526	0.485	0.604
EXP.3	0.708	0.550	0.494	0.553	0.875	0.509	0.593	0.429	0.619
PBC.2	0.568	0.404	0.564	0.414	0.443	0.873	0.511	0.367	0.565
PBC.3	0.570	0.577	0.507	0.486	0.591	0.874	0.532	0.425	0.600
PI.1	0.709	0.711	0.715	0.532	0.598	0.556	0.909	0.483	0.591
PI.2	0.612	0.614	0.674	0.393	0.553	0.490	0.847	0.457	0.468
PI.3	0.617	0.704	0.602	0.457	0.529	0.515	0.861	0.393	0.484
SN.2	0.393	0.294	0.287	0.335	0.387	0.320	0.270	0.773	0.327
SN.3	0.564	0.515	0.598	0.411	0.469	0.428	0.542	0.897	0.494
TR.1	0.575	0.515	0.574	0.561	0.574	0.512	0.540	0.371	0.792
TR.2	0.599	0.517	0.499	0.531	0.572	0.532	0.463	0.348	0.771
TR.3	0.613	0.540	0.455	0.538	0.593	0.552	0.420	0.483	0.834

NILAI *ADJUSTED R-SQUARE*

R-square - Overview		
	R-square	**R-square adjusted**
ATTI	0.781	0.773
BATT	0.498	0.495
PI	0.678	0.675

NILAI *F-SQUARE*

f-square - Matrix									
	ATTI	BATT	CONG	CRED	EXP	PBC	PI	SN	TR
ATTI		0.991					0.234		
BATT							0.397		
CONG	0.231								
CRED	0.032								
EXP	0.262								
PBC	0.009								
PI									
SN	0.015								
TR	0.015								

PATH COEFFICIENT

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
ATTI -> BATT	0.705	0.709	0.057	12.435	0.000
ATTI -> PI	0.387	0.398	0.082	4.725	0.000
BATT -> PI	0.504	0.493	0.089	5.690	0.000
CONG -> ATTI	0.327	0.323	0.067	4.870	0.000
CRED -> ATTI	0.120	0.117	0.054	2.218	0.027
EXP -> ATTI	0.377	0.374	0.070	5.371	0.000
PBC -> ATTI	0.065	0.068	0.063	1.019	0.308
SN -> ATTI	0.073	0.077	0.049	1.507	0.132
TR -> ATTI	0.104	0.105	0.085	1.218	0.223
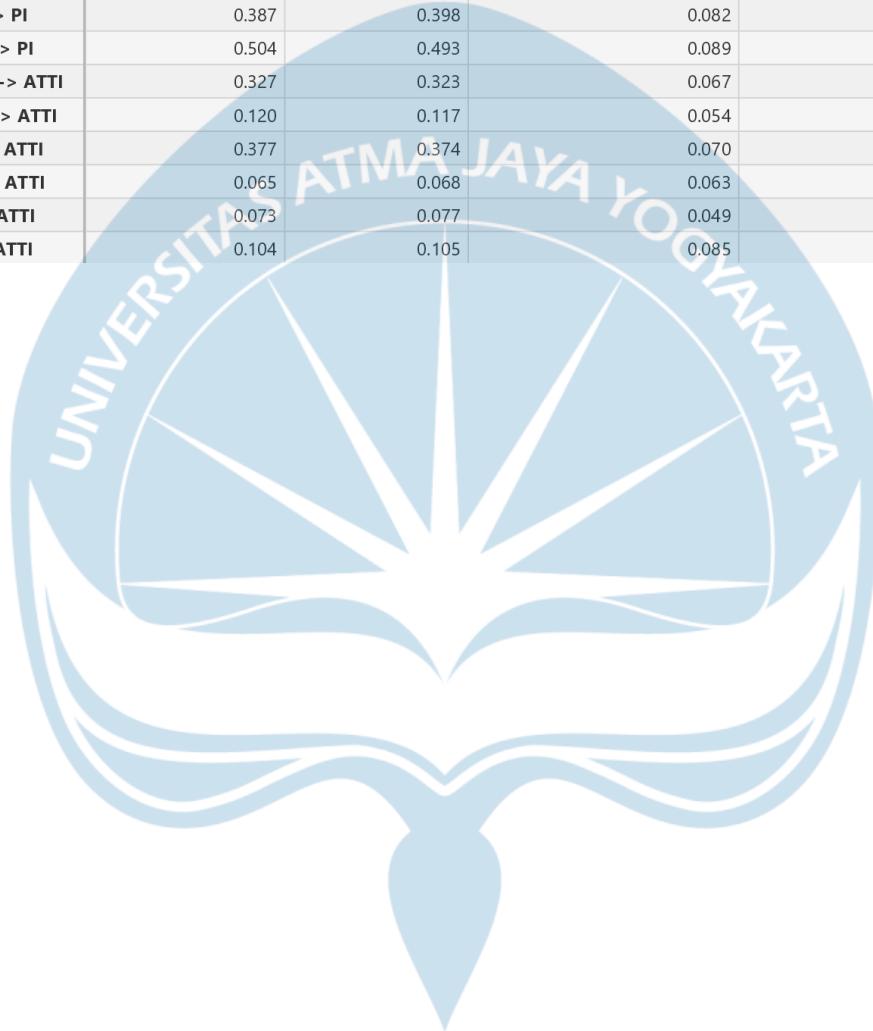
Path coefficients - Mean, STDEV, T values, p values

How fashion influencers contribute to consumers' purchase intention

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Influencers and consumers' purchase intention

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Abstract

Purpose – This study examines the impact of attitudes toward fashion influencers (FIs) on brand attitude and consumer purchase intention. It also aims to identify factors affecting consumers' attitudes toward FIs.

Design/methodology/approach – To achieve this goal, the authors propose a conceptual model that combines the theory of planned behavior (TPB) and theoretical outcomes of prior literature related to influencer marketing. Based on data collected from 610 Moroccan respondents, the authors empirically test the conceptual model using a partial least squares (PLS) estimation.

Findings – This study illustrates that attitudes toward FIs positively impact brand attitude and consumer purchase intention. The authors also demonstrate that perceived credibility, trust, perceived behavioral control, perceived subjective norms, perceived expertise and perceived congruence positively impact attitudes toward FIs.

Practical implications – The study findings help marketers and advertisers in the fashion industry to understand how influencer marketing contributes to consumer purchase intention. They also allow marketers to understand factors explaining attitudes toward FIs and therefore better select influencers capable of creating purchase intentions among existing and potential customers.

Originality/value – The present paper bridges a gap pertaining to antecedents and factors that impact attitudes toward FIs and consumer purchase intention. To the authors' knowledge, this study is the first of its kind to investigate the impact of attitudes toward influencers on both brand attitude and purchase intention in the fashion industry.

Keywords Fashion influencers, Attitudes toward the influencer, Brand attitude, Influencer marketing, Purchase intention, Social media

Paper type Research paper

1. Introduction

As a channel offering unlimited access to a huge amount of information from all over the world, social media became part of its users' daily routine (Pentina *et al.*, 2018). The growing numbers of social media users shaped marketing trends and strategies, and marketers started perceiving social media platforms as key channels to communicate and interact with customers (Bianchi *et al.*, 2017). Few years ago, companies used to take advantage of the fame and social status of celebrities to promote their brands, but advancements in social media platforms led to an upward recognition of influencers (Xu (Rinka) and Pratt, 2018). Referred to sometimes as opinion leaders, social media influencers regularly share their daily life activities, skills, opinions and recommendations based on previous experience or expertise (Freberg *et al.*, 2011). The unprecedented growth in the number of social media influencers' followers steered the emergence of influencer marketing as a rapidly growing marketing orientation in many industries. Fashion is one of the industries in which influencer marketing has been widely considered in recent years.

With the progressively increasing demands in the fashion industry, shoppers are becoming more fashion-sensitive and purchasing behaviors are highly influenced by fashion trends (Lang and Armstrong, 2018). Such trends are most commonly led by fashion influencers (FIs) or leaders (Park and Kim, 2016). FIs are personalities with large number of followers on social media who generate fashion content and have the power to persuade followers' opinion and purchase behavior. They are considered as new players in the fashion industry as they attract consumers with strong interest in stylish fashion items (Park and

Kim, 2016). Though, so far, there is a lack of literature tackling the relationships between fashion leadership and consumer's purchase intention (Lang and Armstrong, 2018).

This study aims to bridge this gap in literature by examining factors affecting attitudes toward FIs and their impact on brand attitude and purchase intention. De Veirman *et al.* (2017) suggest that a key struggle for marketers is to identify influencers that will better suit their advertising campaign; such influencers should possess powerful convincing skills in order to persuade followers. Different assessment indicators have been used to evaluate influencers in prior literature, namely number of followers, number of likes, number of comments, credibility, expertise, congruence to the brand or to potential customers (Choi and Rifon, 2012; Freberg *et al.*, 2011; Jabr and Zheng, 2017; Lee and Koo, 2012). Nevertheless, research about influencers and purchase intention in the fashion industry, mainly in emerging countries, is still limited. The motive of this study is a twofold. First, we aim to identify the main factors affecting consumers' attitudes toward influencers. Then, we examine the impact of attitudes toward FIs on brand attitude and purchase intention. To do so, we developed a model that combines Ajzen's (1991) theory of planned behavior (TPB) with other theoretical outcomes revealed in prior literature. We came out with the following research questions (RQs):

RQ1. What are the key factors that influence consumers' attitudes toward fashion influencers?

RQ2. Do consumers' attitudes toward fashion influencers impact brand attitude?

RQ3. Do attitudes toward fashion influencers impact consumers' purchase intention?

RQ4. Does brand attitude impact fashion consumers' purchase intention?

This research has two main practical contributions. Firstly, it will be a guideline for marketers and advertisers in the fashion industry to understand the factors to be considered in selecting suitable influencers. Secondly, it provides valuable insights on how influencer marketing contributes to consumer purchase intention, namely in the fashion industry where empirical research is relatively scarce. This article is organized as follows: Section 2 covers the theoretical background, that is, the concept of influencer marketing and purchase intention, and theoretical foundation; Section 3 describes the conceptual model. Then Section 4 consists of the methods used in the research. Data analysis and discussion are present in Sections 5 and 6, respectively. Section 7 concludes this paper.

2. Theoretical background
2.1 The concept of influencer marketing
The emergence and growing popularity of social media led to the advent of new marketing approaches, namely influencer marketing (Li *et al.*, 2012). Consumers have always valued others' opinions, yet the upward use of social media platforms has empowered ordinary clients to share their opinions and experiences with their peers. Influencer marketing is different from traditional word-of-mouth marketing as it allows marketers to gain more control and insights over marketing outcomes. Marketers can have access to the number of views, likes, comments, influencers' posts and feedbacks related to their products and services (De Veirman *et al.*, 2017). In their latest report, TapInfluence (2019) stresses that influencer marketing can create 11 times more return on investment compared to other traditional advertising channels. In the context of fashion industries, fashion consumers, mainly generations *Y* and *Z*, may well be more impacted by influencers as they tend to consider them as assistants and even friends (Pate and Adams, 2013). This can be corroborated by the common belief within younger generations that even individuals like themselves can be fashion leaders (Palfrey and Gasser, 2013).

2.2 The concept of purchase intention

Purchase intention refers to the likelihood that a consumer plans or is willing to buy a certain brand in the future (Huang *et al.*, 2011). The TPB suggests that an increase in intention reflects an increase in the chance of executing the behavior. In the context of influencer marketing, prior literature suggests that consumers' attitudes toward a specific brand directly impact their purchasing intention (Pradhana *et al.*, 2016). Erkan and Evans (2018) suggest that E-word of mouth (E-WOM) is more effective when made by recognized personalities and has a powerful impact on online consumers' purchase intention. Measurements such as brand attitude, brand image, quality, knowledge about the brand, attributes and brand loyalty have all been revealed to have a strong influence on purchase intention in previous literature (Tariq *et al.*, 2013). Kudeshia and Kumar (2017) stress that the quantity of E-WOM can also influence the purchase intention of consumers. Lee *et al.* (2011) reveal that a stronger perceived credibility of online reviews leads to a higher purchase intention. In view of the aforementioned, purchase intention is widely considered by marketers as a key determinant of purchase decision (Raza *et al.*, 2014).

2.3 Theoretical foundation: the theory of planned behavior (TBP)

Developed by Ajzen (2011), the TPB is an extension of the theory of reasoned action (Ajzen and Fishbein, 1980). It has been among the first influential theories to use individuals' beliefs to predict human behavior (Hegner *et al.*, 2017). According to the TPB, attitude, subjective norms and behavioral control influence an individual's intention to perform a particular behavior. Intention is a key construct in the theory as a mediating variable between consumers' personal dynamics and behavior; it is claimed to be the predecessor to behavior. According to the TPB, intention is a direct function of attitudes, subjective norm and control toward the behavior (Ajzen, 2011).

Subjective norms reflect an individual's perception of common social pressure. If an individual perceives that others approve (or disapprove) a certain behavior, he/she will be more (or less) likely to intend to display the behavior. Attitudes toward the behavior refer to an individual's favorable or unfavorable assessments of a particular behavior. The theory suggests that the more positive are attitudes toward a certain behavior, the stronger is the individual's intention to execute it (Armitage and Conner, 2001). Behavioral control factors refer to the perceived influence of specific factors to facilitate or prevent a specific behavior. Relatively, Ajzen (2011) acknowledges that emotions result from beliefs and affect intentions and behavior. One of the main criticisms of the TPB is that the theory is purely rational, since it disregards two dimensions that seriously alter human judgments and behavior: the affective and cognitive factors (Hegner *et al.*, 2017). Accordingly, integrating other variables along with the determinants outlined by the TPB in one model constitutes an interesting research outlet for fashion researchers, academicians and advertisers.

3. Conceptual framework: model and hypothesis

3.1 The conceptual model

The proposed conceptual model, as illustrated in Figure 1, is largely based on the TPB (Ajzen, 1991); other relevant constructs were sourced from prior literature (Choi and Rifon, 2012; Goldsmith *et al.*, 2000; Jabr and Zheng, 2017; Lee and Koo, 2012; Martins *et al.*, 2017). The aim of this research is to determine the factors affecting consumers' attitudes toward FIs. It subsequently examines how the latter stimulates consumers' attitudes toward brands and purchase intention.

Based on Ajzen's (2011) TPB, perceived behavioral control, subjective norms and attitude have been put forward. We added influencers' perceived credibility, trust, perceived expertise

Figure 1.
Conceptual model
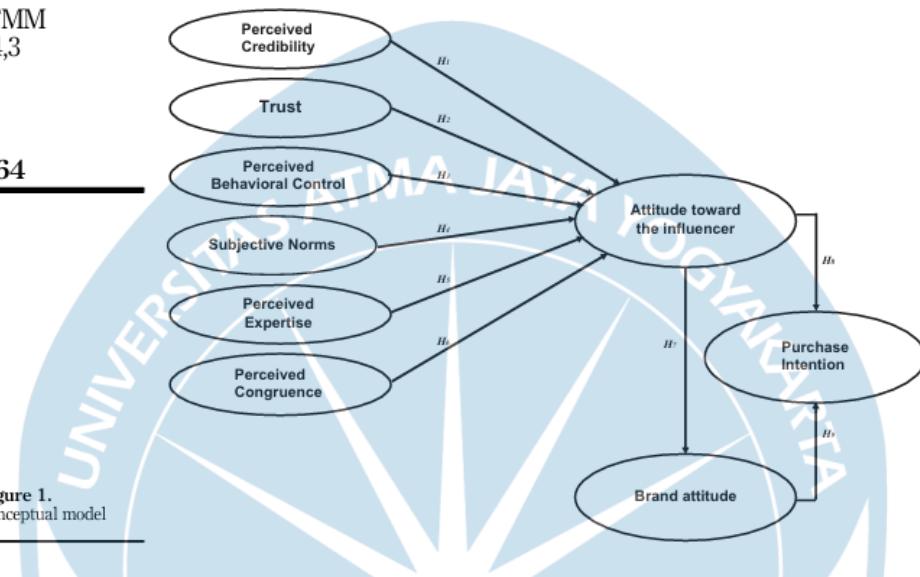
and perceived congruence as suggested by Martins *et al.* (2017) ; Goldsmith *et al.* (2000); and Choi and Rifon (2012). Customers' attitude toward influencers has been shown to be directly impacted by the influencers' perceived credibility, trust, expertise and congruence (Bergkvist *et al.*, 2016), while purchase intention has been proved to be influenced by customer's attitude, as suggested by the TPB. All constructs are further discussed in the succeeding sections.

3.2 Hypotheses

Previous studies suggest that perceived credibility is one of the most important keys when people select/follow influencers (Nam and Dân, 2018). Lagner and Eisend (2011) confirm that, though attractiveness might lead to immediate effectiveness, a celebrity's perceived credibility would have a much longer effect on the consumer's behavior toward a brand. Recommendations and E-WOM build upon trustworthiness and credibility, then influencers have to be perceived as credible in order to persuade their followers (Kim *et al.*, 2018). Consequently, an FI who is perceived as credible is more likely to influence the follower's attitude and purchasing intention. Hence:

H1. Perceived credibility is positively associated with the consumers' attitude toward the influencer.

Perceived credibility outlines whether a person recognizes a claim as true, honest and unbiased (Hass, 1981). Trust relies on how a person behaves to accomplish an uncertain objective (Giffin, 1967). In our research context, trust is defined as the degree to which customers trust influencers, both in what they say and in what they do. Creating trust with customers is crucial for a successful marketing in the current digital world (Jabr and Zheng, 2017). Past research reveals a positive relationship between trust and attitude (Macintosh and Lockshin, 1997; Ohanian, 1990; Suh and Han, 2002). In an online marketing context, a

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consumer trusting an influencer is more likely to trust the influencer's recommendations, and both his attitude toward the product and buying behavior can change consequently (Hsu *et al.*, 2013). Accordingly, an FI who is recognized as a highly trustworthy person has more chances to impact the follower's attitudes, choices and purchasing intention. Accordingly:

> *H2.* Trust is positively associated with the consumers' attitude toward the influencer.

Perceived behavioral control has been introduced as a key component of the TPB. It indicates "people's perception of the degree to which they are capable of, or have control over, performing a given behavior" (Fishbein and Ajzen, 2010). Prior literature defined perceived behavioral control as conceptually the same as self-efficacy, which is "a judgment of one's ability to organize and execute given types of performances" (Bandura, 1997). Al-Debei *et al.* (2013) demonstrate that customers are more likely to perform a specific behavior if they have control over it. As of the TPB, perceived behavioral control has a direct positive impact on both attitude and intention. Building on the aforementioned, we developed the following hypothesis:

> *H3.* Perceived behavioral control is positively associated with the consumers' attitude toward the influencer.

Subjective norms are defined as the social pressure that individuals face when behaving in a certain way (Rhodes and Courneya, 2003). That is, they are more likely to behave in a certain way as they face pressure from surroundings or other people they know. Hegner, Fenko and Teravest (2017) define subjective norms as the desire to act in a way that pleases others and is then internally controlled. It is mainly about a person's perception of others' opinions, namely friends and relatives, about whether he or she should engage in the behavior. According to the TPB, intention is a function of attitudes toward the behavior, subjective norms and perceived behavioral control (Ajzen, 2011). Subjective norms are expected to be positively related to attitudes toward FIs. Consequently:

> *H4.* Perceived subjective norms are positively associated with the consumers' attitude toward the influencer.

Perceived expertise is another key contributing factor to consumers' attitudes toward influencers and to purchase intention. Consumers are more likely to take content and recommendations conveyed by influencers perceived as experts in their field (Yadav *et al.*, 2013). An expert is generally perceived as highly qualified and therefore more likely to make assessments that are accurate and valid. Many studies reveal that expert influencers can significantly impact consumers' attitudes toward a particular brand (Hayes And Carr, 2015; Bergkvist *et al.*, 2016). An influencer's perceived expertise increases the level of trust among customers and consequently influences their attitudes toward the influencer and their purchase intention (Smith *et al.*, 2005). Then:

> *H5.* Perceived influencer's expertise is positively associated with the consumers' attitude toward the influencer.

Garretson and Niedrich (2004) define congruence as the extent to which motivations are corresponding to each other. Motivations' congruence can facilitate creating impressions and has emotional impact on consumers' responses (Hosany and Martin, 2012). Comparable effects could be predictable in the context of influencer marketing. Strengthening the congruence of influencers to potential customers could lead to higher purchase intention and better attitudes toward the influencer. Xu (Rinka) and Pratt (2018) reveal that consumers tend to follow influencers as they have shared personality traits, matching lifestyle or similar preferences. Higher degree of congruence between influencers and potential customers reflects positive attitudes toward influencers and results in an increased purchase intentions (Choi and Rifon, 2012). Thus:

H6. Consumer's perceived congruence with the influencer is positively associated with the consumers' attitude toward the influencer.

Attitude refers to the extent to which an individual approves or not a behavior before achieving it (Al-Debei *et al.*, 2013). It reflects people's favorable or unfavorable evaluations of engaging in a particular behavior. That is, individuals are more likely to embrace a behavior for which their attitudes were favorable (Armitage and Conner, 2001). Prior literature reveals a positive association between attitude toward celebrities and attitude toward the brand (Amos *et al.*, 2008; Silvera and Austad, 2004). Reed *et al.* (2012) suggest that consumers use brands to transfer their identity to others, and likewise, they evaluate others based on their consumption behavior. The images conveyed by brands are therefore of high importance. Hence:

H7. Consumers' attitude toward the influencer is positively associated with the consumers' brand attitude.

Earlier literature suggests that consumers' attitudes toward brands have a significant impact on purchase intentions (Mackenzie and Spreng, 1992). The elaboration likelihood model (ELM), developed by Petty and Cacioppo (1986), introduces brand purchase intention as a direct function of attitudes toward the brand. Subsequent research related to advertising effectiveness confirms the brand attitude as a predictor of purchase intention (MacKenzie *et al.*, 2006). Accordingly, the TPB suggests that an individual's behavioral intention is influenced by his or her attitude toward the behavior. A positive attitude toward a brand results not only in continuous preference toward those brands but also in a positive impact on purchase intention (Huang *et al.*, 2011). Thus:

H8. Consumers' brand attitude is positively associated with the consumers' purchase intention.

Cooke and Sheeran (2004) stress that the relationship between consumer attitudes and intentions is usually more consistent when consumers are highly involved. Using well-liked influencers results in positive attitudes toward the brand and therefore to higher purchase intention. Further research conceives attitude toward the influencer as a direct predictor to purchase intention (Bergkvist *et al.*, 2016). In the same line, the TPB considers purchase intention as a direct outcome of attitude (Ajzen, 2011). Hence:

H9. Consumers' attitude toward the influencer is positively associated with the consumers' purchase intention.

4. Methods
4.1 Measurement
All constructs were adopted, with some modifications, from prior literature (see Appendix). All the questionnaire scales and items were presented in French, as it is widely used among Moroccans (Benzakour, 2007). We also adopted the back-translation method (Brislin, 1986) to translate the items from English to French.

To measure the different variables of the research, respondents were asked to evaluate each proposed statement using a five-point scale ranging from 1 (strongly disagree) to 5 (strongly agree). All constructs and related items are included in the Appendix. Demographic questions relating to age, gender, education, income and job were included at the end of the questionnaire.

4.2 Sample and data collection
As of January 2019, official statistics from NapoleonCat (2019) convey that the number of Facebook users in Morocco exceeds 17,440,000 (47.6%) while Instagram users were estimated to 4,425,000 (12.1% of the Moroccan population). These increasing numbers of social media users stimulated the selection of a sample of Moroccan customers, as a proxy for developing countries, in order to test the proposed model. In February 2019, the questionnaire was pretested through 12 individuals with different backgrounds and language skills to make sure that the questions were clear and effective. Respondents of the pilot test were asked to provide feedback and suggestions when instructions or questions were not clear. The data collected from the pilot study was not included in the analysis.

For the practicality of this study, we adopted a nonprobability sampling method, combining self-selecting and snowball sampling. The questionnaire was issued on Facebook as a voluntary selection method where individuals express their desire to take part of the study (Saunders *et al.*, 2012). It was also shared through email where contacts were asked to complete the questionnaire and share it with other parties. This online administration of the questionnaire was considered appropriate in this study since the target comprises generations *Y* and *Z*, recognized as digital natives (Magno, 2017).

Our sample comprised Moroccans with knowledge about FIs, the reason why a filtering question was placed at the beginning of the questionnaire to exclude respondents with no familiarity with FIs. Throughout a four months' period (February through May 2019), a total of 723 respondents successfully completed the questionnaire. About 610 valid responses were maintained (84.37%), while 113 responses were rejected for the lack of knowledge about FIs, age constraints (only Y and Z generations were targeted) or for missing answers. The valid responses were analyzed to assess reliability, validity and appropriateness for hypotheses testing. The final sample comprised 249 (41%) male respondents and 361 (59%) female. About 517 (84.75%) respondents are aged under 30 years old, 93 (15.25%) respondents aged between 31 and 40 years old (Table 1).

5. Results
Structured equation modeling (SEM), based on a confirmatory factor analysis, has been carried out to test causal relationships and assess the measurement model. SEM is an advanced statistical technique using a combination of statistical data and qualitative causal assumptions (Henseler *et al.*, 2009).

The proposed conceptual model of this research is considered to be complex, so we opted for the use of partial least squares (PLS) as the most appropriate method for similar models. The next subsection examines the measurement model in order to assess indicator reliability, construct reliability, convergent validity and discriminant validity. Then, the subsequent subsection tests the structural model using SmartPLS 3.0 Software.

5.1 Measurement model
As illustrated in Table 2, we tested for indicator reliability. Our results suggest that all items have loadings above 0.7 approving that the indicator reliability is accomplished (Hair *et al.*, 2010). To examine the construct's reliability, we used composite reliability (CR); results in Table 2 show that all constructs have CR > 0.7, confirming that the construct reliability was achieved (Hair *et al.*, 2010).

Next, the convergent validity was assessed using the average variance extracted (AVE); for all the constructs, the AVE is above 0.5, guaranteeing the achievement of convergent validity for our measurement model (see Hair *et al.*, 2010 and Henseler *et al.*, 2009).

The discriminant validity was tested using two criteria. First, we used the Fornell and Larcker (1981), which stresses that the root square of AVE for each latent variable should be

Measure	Item	N	Percentage (%)	Measure	Item	N	Percentage (%)
Gender	Male	249	40.82	Job	Employee	190	31.15
	Female	361	59.18		Looking for a job	10	1.64
Age	18–25	371	60.82		Manager	22	3.61
	26–30	146	23.93		Self-employed	37	6.07
	31–40	93	15.25		Student	351	57.54
City of origin	Casablanca	190	31.15	Income	Less than 1,000 MAD	130	21.31
	Rabat	187	30.66		1,001–2,500 MAD	109	17.87
	Fez	51	8.36		2,501–5,000 MAD	99	16.23
	Meknes	31	5.08		5,001–10,000 MAD	109	17.87
	Tangier	19	3.11		10,001–15,000 MAD	78	12.79
	Marrakech	18	2.95		More than 15,000 MAD	70	11.48
	Other	114	18.69		N/A	15	2.46
Education	High school	34	5.57				
	Undergraduate	279	45.74	Fashion influencer familiarity	Yes	610	100.00
	Mater	234	38.36		No	0	0.00
	Doctorate	13	2.13	Fashion influencer fellowship	Yes	502	82.30
	Other	50	8.20		No	108	17.70

Table 1.
Survey respondent profile ($n = 610$)

greater than the correlation with any other latent variable. As can be seen in Table 3, this is achieved for all latent variables. The second criterion used is the indicators' cross-loadings, Chin (1998) conveys that the loading of each indicator has to be greater than all of its cross-loadings to be valid. As shown in Table 4, this was analyzed and all constructs have loadings with higher values than their cross-loadings (Hair *et al.*, 2010). The assessment of the construct reliability, convergent validity and indicator reliability provides satisfactory results, confirming that the constructs can be used to test the proposed conceptual model.

5.2 Structural model

As the measurement model was proved to be valid, it is possible to test the structural model. This article used a bootstrapping of 500 resamples to estimate the statistical significance of path coefficients (Hair *et al.*, 2010). Chin (1998) reveals that the key criterion for assessing the structural model is the coefficient of determination (R-square) of the endogenous latent variables. The latter has to be higher than 0.33 for a model to be moderately specified. R-square of the model's exogenous latent variables is shown in Figure 2.

As demonstrated in Table 5, results show that 60.1% of the variation in the attitude toward the influencer can be explained by the exogenous variables illustrated in the conceptual model. Hypotheses H1 of perceived credibility ($\hat{\beta} = 0.265$; $p < 0.01$), H2 of trust ($\hat{\beta} = 0.183$; $p < 0.01$), H3 of perceived behavioral control ($\hat{\beta} = 0.143$; $p < 0.01$), H4 of

Constructs	Items	Loadings	AVE	CR	Constructs	Items	Loadings	AVE	CR
Brand attitude	ATTBR1	1.000	1.000	1.000	Perceived expertise	EXP1	0.88	0.803	0.925
Attitude toward the influencer	ATTIN1	0.747	0.586	0.849		EXP2	0.908		
	ATTIN2	0.843				EXP3	0.901		
	ATTIN3	0.714			Perceived behavioral control	PBC 1	0.731	0.625	0.768
	ATTIN4	0.753				PBC 2	0.846		
Perceived congruence	CONG1	0.889	0.8	0.923	Subjective norms	SUBN	1.000	1.000	1.000
	CONG2	0.927			Purchase intention	PIN1	0.919	0.864	0.927
	CONG3	0.866				PIN2	0.94		
Perceived credibility	CRED1	0.813	0.656	0.884	Trust	TR1	0.839	0.678	0.863
	CRED2	0.797				TR2	0.843		
	CRED3	0.788				TR3	0.788		
	CRED4	0.839							

Table 2.
Factor loadings, composite reliabilities and average variance extracted ($n = 610$)

subjective norms ($\hat{\beta} = 0.091$; $p < 0.01$), H5 of perceived expertise ($\hat{\beta} = 0.248$; $p < 0.01$) and H6 of perceived congruence ($\hat{\beta} = 0.145$; $p < 0.01$) are all statistically significant and explain the variation of attitude toward the influencer.

The conceptual model explains 41.3% of the variation in the attitude toward the brand (moderate). Hypothesis H7 of attitude toward the influencer ($\hat{\beta} = 0.642$; $p < 0.01$) is also statistically significant and explains the variation in the attitude toward the brand (Table 5).

Finally, the research model explains 40.6% of variation in purchase intention (moderate). Hypotheses H8 of attitude toward the influencer ($\hat{\beta} = 0.288$; $p < 0.01$) and H9 of attitude toward the brand ($\hat{\beta} = 0.412$; $p < 0.01$) are statistically significant and therefore justify the variation in the purchase intention (Table 5). In summary, a total of nine hypotheses in the model have been strongly supported, which confirms that the conceptual model, proposed in the present paper, can explain the impact of influencers on customers' purchase intention in the fashion industry.

To test for predictive relevance, the Q-square or cross-validated redundancy (CV-Red) was calculated for the three endogenous latent variables of our research model. According to Fornell and Cha (1994), a CV-Red value greater than 0 implies that there is predictive relevance. As illustrated in Table 6, the CV-Red values of attitude toward the influencer, brand attitude and purchase intention are respectively 0.326, 0.403 and 0.333. All Q-square values are greater than zero, which supports the claim that this study model has adequate ability to predict.

Finally, the goodness of fit (GoF) test indicates whether the model is large enough to be considered as having sufficient global PLS model validity (Wetzels *et al.*, 2009). Our model's calculated GoF value (0.607) exceeds the cutoff value of 0.36 and allows us to conclude that our study has a sufficient global PLS model validity (GoF calculations are available from the authors upon request).

6. Discussion
6.1 Theoretical implications
This research has three theoretical implications. First, consumers' attitudes toward FIs are positively influenced by perceived credibility, trust, perceived behavioral control, subjective norms, perceived expertise and perceived congruence, which is consistent with previous

	Brand attitude	Attitude toward the influencer	Perceived congruence	Perceived credibility	Perceived expertise	Perceived behavioral control	Purchase intention	Subjective norms	Trust
Brand attitude	*1.000*								
Attitude toward the influencer	0.642	*0.766*							
Perceived congruence	0.262	0.345	*0.894*						
Perceived credibility	0.633	0.664	0.279	*0.810*					
Perceived expertise	0.529	0.620	0.184	0.560	*0.896*				
Perceived behavioral control	0.448	0.502	0.098	0.401	0.491	*0.791*			
Purchase intention	0.597	0.553	0.351	0.572	0.436	0.356	*0.929*		
Subjective norms	0.250	0.390	0.077	0.318	0.366	0.535	0.152	*1.000*	
Trust	0.581	0.617	0.319	0.726	0.505	0.365	0.588	0.193	*0.824*

Note(s): Italic represent the root squares of AVE for each latent variable, and are greater than the correlation with any other latent variable

Table 3.
AVE and correlations

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	Brand attitude	Attitude toward the influencer	Perceived congruence	Perceived credibility	Perceived expertise	Perceived behavioral control	Purchase intention	Subjective norms	Trust
ATTBR1	1.000	0.642	0.262	0.633	0.529	0.448	0.597	0.250	0.581
ATTIN1	0.582	0.747	0.265	0.588	0.471	0.348	0.524	0.095	0.599
ATTIN2	0.536	0.843	0.286	0.551	0.538	0.393	0.426	0.354	0.490
ATTIN3	0.419	0.714	0.232	0.429	0.420	0.408	0.380	0.418	0.373
ATTIN4	0.397	0.753	0.270	0.437	0.459	0.398	0.336	0.376	0.391
CONG1	0.225	0.295	0.889	0.231	0.126	0.104	0.304	0.104	0.271
CONG2	0.236	0.349	0.927	0.276	0.201	0.076	0.332	0.068	0.299
CONG3	0.245	0.274	0.866	0.239	0.160	0.085	0.306	0.034	0.286
CRED1	0.529	0.559	0.187	0.813	0.474	0.338	0.393	0.294	0.542
CRED2	0.467	0.514	0.278	0.797	0.430	0.222	0.479	0.188	0.628
CRED3	0.501	0.498	0.263	0.788	0.417	0.332	0.501	0.276	0.586
CRED4	0.547	0.575	0.187	0.839	0.487	0.400	0.486	0.270	0.599
EXP1	0.429	0.496	0.083	0.441	0.880	0.423	0.335	0.278	0.411
EXP2	0.490	0.594	0.174	0.518	0.908	0.450	0.395	0.387	0.444
EXP3	0.498	0.568	0.226	0.539	0.907	0.444	0.436	0.310	0.499
PBC 1	0.273	0.345	−0.030	0.226	0.348	0.731	0.082	0.554	0.136
PBC 2	0.422	0.441	0.162	0.393	0.424	0.846	0.441	0.326	0.412
PIN1	0.506	0.484	0.310	0.528	0.385	0.295	0.919	0.116	0.553
PIN2	0.599	0.540	0.341	0.536	0.423	0.363	0.940	0.164	0.542
SUBN	0.250	0.390	0.077	0.318	0.366	0.535	0.152	1.000	0.193
TR1	0.509	0.567	0.275	0.619	0.435	0.344	0.503	0.201	0.839
TR2	0.469	0.475	0.293	0.638	0.400	0.259	0.478	0.080	0.843
TR3	0.453	0.474	0.219	0.532	0.410	0.292	0.469	0.188	0.788

Note(s): Italic represent the constructs loadings, and are higher than their cross loadings

Table 4.
Cross-loadings

Figure 2.
Structural model
results

Hypothesis	Independent variables → Dependent variable	Std. beta	Std. error	T-value	p-value	Decision
H1	Perceived credibility → Attitude toward the influencer	0.265***	0.039	6.760	0.000	Supported
H2	Trust → Attitude toward the influencer	0.183***	0.035	5.166	0.000	Supported
H3	Perceived behavioral control → Attitude toward the influencer	0.143***	0.033	4.355	0.000	Supported
H4	Subjective norms → Attitude toward the influencer	0.091**	0.032	2.886	0.004	Supported
H5	Perceived expertise → Attitude toward the influencer	0.248***	0.035	7.102	0.000	Supported
H6	Perceived congruence → Attitude toward the influencer	0.145***	0.031	4.744	0.000	Supported
H7	Attitude toward the influencer → Brand attitude	0.642***	0.022	28.633	0.000	Supported
H8	Attitude toward the Influencer → Purchase intention	0.288***	0.040	7.124	0.000	Supported
H9	Brand attitude → Purchase intention	0.412***	0.041	9.986	0.000	Supported

Table 5.
Path coefficients of the
research hypotheses

Note(s): **, *** indicate significance at the 1%, 0.1% levels

findings (Ajzen, 2011; Choi and Rifon, 2012; Jabr and Zheng, 2017). Perceived credibility was the strongest factor affecting attitudes toward the influencer, followed by expertise and trust, while subjective norms had the weakest impact on consumers' attitudes toward FIs. These results illustrate that an influencer who is perceived as credible is more likely to influence the follower's attitudes and purchase intention as suggested by prior literature (Kim *et al.*, 2018). Second, it has been demonstrated through this study that a high percentage of the variation in the brand attitude can be explained by attitudes toward FIs. This suggests that consumers are more likely to appreciate or recommend a brand that has been recommended by well-liked influencers. Last, our results convey that the variation in purchase intention can be explained by both attitudes toward FIs and attitudes toward the brand. This implies that FIs do not only influence consumers' attitudes toward a certain brand but also create purchase intentions. These theoretical implications lead us to conclude that influencer marketing is a good alternative for fashion companies aiming to increase awareness about their offerings, boost market share of their products and create purchase intention among existing and potential customers.

6.2 Practical implications
The results of the present research allow us to draw two main practical implications. First, perceived credibility, expertise and trust have been shown to be perceived by customers as the most important factors when following FIs. Congruence to influencers, perceived behavioral control and subjective norms also impact consumers' attitudes toward FIs, to a lesser extent. Fashion marketers and advertisers may consider these concerns when adopting influencer marketing. Second, attitudes toward FIs have been demonstrated to have a significant impact on attitudes toward brands and on purchase intention. This leads us to suggest that influencer marketing should be well recognized by fashion marketers as an efficient strategy to enhance E-WOM related to their products and correspondingly create purchase intentions among customers.

6.3 Limitations and future research
Despite the interesting theoretical and practical implication of this study, it is still subject to some limitations. First, the data used was collected using convenience snowball sampling. The use of nonprobability sampling can be criticized, yet adopting a probability sampling method was impractical in our framework. Second, the study was conducted with consumers of only one developing country. In order to overcome social, cultural and economic disparities, similar studies are to be conducted in other contexts for comparison of outcomes. Finally, it would be interesting to conduct a qualitative study to assess the impact of FIs on consumers'

	SSO	SSE	Q^2
Brand attitude	610.000	363.980	0.403
Attitude toward the influencer	2440.000	1644.345	0.326
Perceived congruence	1830.000	1830.000	
Perceived credibility	2440.000	2440.000	
Perceived expertise	1830.000	1830.000	
Perceived behavioral control	1220.000	1220.000	
Purchase intention	1220.000	813.934	0.333
Subjective norms	610.000	610.000	
Trust	1830.000	1830.000	

Note(s): $Q^2 = (1 - SSE/SSO)$

Table 6.
Q-square or cross-validated redundancy (CV-Red) of the endogenous latent variables

purchase intention in future research. Qualitative research tolerates more probing, and therefore different outcomes might be accomplished.

7. Conclusions

The contribution of this research was to identify the main factors affecting consumers' selection of FIs and assess the impact of consumers' attitudes toward influencers on attitudes toward recommended brands and on purchase intention. To this end, we developed a model based on an extension of the TBP to influencer marketing. Other variables were borrowed from prior literature to construct our conceptual model. Our research presents a novel framework for identifying the key factors impacting FIs' fellowships and consumer purchase intentions. Based on a sample of 610 Moroccan respondents, we empirically confirmed that consumers' attitudes toward influencers are significantly biased by perceived credibility, trust, perceived expertise, perceived congruence, perceived behavioral control and subjective norms, as was suggested in previous studies. Perceived credibility was demonstrated to be the major factor persuading attitudes toward the influencer, followed by expertise and trust, while subjective norms had the weakest impact on consumers' attitudes toward the FI. Our results reveal that FIs perceived as credible and trustworthy are more likely to influence followers' attitudes and purchase intention. It has been illustrated that a large share of the variation in the attitude toward the brand comes from attitudes toward FIs. This implies that consumers are more likely to appreciate or recommend a brand that has been recommended by popular influencers. Finally, our results suggest that attitudes toward FIs and toward the brand have a significant impact on consumers' purchase intention. This research adds to the body of the literature by understanding consumers' perceptions of FIs and their impact on purchase intentions and behaviors. The findings are of significant relevance to the ongoing debate concerning influencer marketing and how influencers shape perception of brands through their endorsements.

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Appendix

Variables	Items	Measurement items	Sources
Perceived credibility	CRED 1	I do believe that fashion influencers I follow are convincing	Liu *et al.* (2012); Martins *et al.* (2017); Yang *et al.* (2013)
	CRED 2	I do believe that fashion influencers I follow are credible	
	CRED 3	I do believe that fashion influencers advertising is a good reference for purchasing products	
	CRED 4	I find purchasing product/service advertised by fashion Influencers I follow to be worthwhile	
Trust	TR 1	I do believe that I can depend on fashion influencers I follow to make purchasing decisions	Lu *et al.* (2014); Ohanian (1990)
	TR 2	I do believe that fashion influencers I follow are sincere	
	TR 3	I do believe that fashion influencers I follow use the same products they advertise	
Perceived behavioral control	PBC 1	In addition to fashion influencers, I do take other personal and objective factors into consideration when making my purchasing decision	Ajzen (2011); Fishbein and Ajzen (2010)
	PBC 2	I will buy a product only if the social media influencer referring to it has a good reputation	
Subjective norms	SUBN	I do take into consideration my surroundings' opinions before referring to fashion influencers	Ajzen (2011)
Perceived expertise	EXP 1	The fashion influencers I am following are experts in their field	Bergkvist *et al.* (2016); Ohanian (1990)
	EXP 2	The fashion influencers I am following have great knowledge	
	EXP 3	The fashion influencers I am following provide references based on their expertise	
Perceived congruence	CONG 1	How do you perceive the compatibility between you and your preferred fashion influencers	Xu (Rinka) and Pratt (2018)
	CONG 2	How do you perceive the level of match between your personality and your preferred fashion influencers	
	CONG 3	How do you assess the relevance of your preferred fashion influencers' publications with regard your personal beliefs and life mode	
Attitude toward the influencer	ATTIN 1	I do believe that fashion influencers serve as fashion models for me	Ajzen (2011); Casaló *et al.* (2018)
	ATTIN 2	I do believe that fashion influencers present interesting content	
	ATTIN 3	I do believe that fashion influencers provide new deals about different products and services	
	ATTIN 4	I do consider fashion influencers as a reliable source of information and discovery	
Brand attitude	ATTBR 1	I do trust brands advertised by fashion influencers I follow	Ajzen (2011); Bergkvist *et al.* (2016)
Purchase intention	PIN 1	I most frequently have intentions to purchase products advertised by the fashion influencers I follow	Ajzen (2011); Hsu and Lin (2015); Kumar *et al.* (2009); Martins *et al.* (2017)
	PIN 2	I generally recommend products and/or services advertised by the fashion influencers I follow	

Table A1.
Main survey variables, items, measures, and sources

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