

CHAPTER 5

CONCLUSION

This chapter will discuss the conclusion of this research by providing a detailed summary based on the research findings from the previous chapter, which examines how the credibility of social media influencers affects purchase intentions on TikTok live streaming e-commerce. This chapter is going to discuss the managerial implications of these findings, suggesting strategies for e-commerce business. Furthermore, this chapter also discusses the limitations of this research and suggestions for future research

5.1 Conclusion

Based on the findings and analysis of this study, the following conclusions can be drawn:

1. Social media influencers have a significant and positive effect on purchase intention. This means that Social Media Influencers (SMIs) have an important role in influencing consumer's intention to purchase products and services. They are more likely to purchase items endorsed by the influencers they follow on social media. Therefore, hypothesis (H1) SMIs are positively related to consumer purchase intention, is accepted.
2. Social media influencers have a significant and positive effect on credibility. This means that when products and services are being endorsed by Social Media Influencers (SMIs), followers will perceive them as more credible. Therefore, hypothesis (H2) that SMIs are positively related to credibility, is accepted.
3. Credibility has a significant and positive effect on purchase intention. This means that when the influencers are perceived as credible sources, consumers are more likely to buy their recommendations, increasing and influencing consumer purchase intention. Therefore, (H3) the credibility of influencers is linked to consumers' purchase intention, is accepted.
4. Credibility mediates the effect of social media influencers and purchase intention. This means that the positive impact of influencers on purchase intention can be explained by their perceived credibility. When influencers are perceived as credible, consumers' trust in them increases, making the purchase intention of consumers increase. Therefore, (H4) SMIs and consumer purchase intentions are mediated by credibility, which is accepted.

5. Based on the research demographics, it can be concluded that most people watch TikTok live-streaming e-commerce for either less than one hour or one to three hours per day. This indicates that the majority of users engage with live-streaming content on a relatively frequent but moderate basis, which suggests that TikTok live-streaming is becoming a part of their daily routine without consuming excessive time.

5.2 Managerial Implications

1. This research implies that social media influencers have an influence on purchase intention. Therefore, it can be said that businesses should prioritize collaborating with social media influencers, especially influencers who have a high engagement rate. When businesses collaborate with influencers and maintain a good relationship with them, they can effectively enhance consumer interest and boost sales. Furthermore, as a consumer, influencers can introduce consumers to new products and their reviews can also help consumers make a more informed decision.
2. This research implies that social media influencers influence credibility. Therefore, businesses should focus on partnering with influencers who are perceived as credible by their audience. When businesses invest in partnering with social media influencers who have a high reputation for honesty, the overall credibility of the brand itself will increase. Hence, the brand will benefit from the positive perception and increased credibility. Furthermore, from the SMI's perspective, when they consistently promote products and give transparent reviews, their reputation will increase and therefore strengthen their brand as an influencer and can potentially attract more sponsorship in the future.
3. This research implies that credibility has a significant and positive effect on purchase intention. Therefore, businesses should build and maintain the credibility of influencers by ensuring that the marketing messages are authentic and transparent. Businesses should encourage their social media influencers to review honestly and support the brand genuinely. This will strengthen consumer trust which will also increase purchase intentions. Furthermore, this also benefits consumers by ensuring that the recommendations they receive are reliable, which will increase the overall purchase intention and experience.
4. This research implies that credibility mediates the effect of social media influencers and purchase intention. Therefore, businesses should be highly selective when partnering with

social media influencers. Businesses should partner with social media influencers whose reputation is credible; by doing so, businesses can enhance customers' interest in purchasing their products, which will increase overall sales. Furthermore, Social Media Influencers (SMIs), will benefit by getting more followers and opportunities while also building their reputation, and consumers will receive trustworthy recommendations from credible influencers.

5.2 Research Limitations

1. This research combined the Social Media Influencers variable and didn't analyze each aspect of the variable (expertise, trustworthiness, likability, information quality, and entertainment value).
2. This research was conducted using TikTok as the primary platform, focusing specifically on Indonesian subjects. The findings might differ when it is applied to other countries due to cultural and demographic differences.
3. It is important to note that different platforms, such as Shopee Live or Instagram Live, may yield different results. These platforms have different user demographics and engagement patterns, which could influence the findings.

5.2 Suggestions for Future Research

1. For future research, each aspect of the Social Media Influencers can be analyzed (expertise, trustworthiness, likability, information quality, and entertainment value).
2. For future research, it would be beneficial to conduct similar studies using TikTok with subjects from different countries. This would help determine if the findings are consistent across various cultural and demographic contexts.
3. For future research, it is recommended to explore other platforms, such as Shopee Live or Instagram Live, to see if there are different results. Comparing results across different social media platforms could provide a more comprehensive understanding.

REFERENCES

- Ab Hamid, M. R., Sami, W., & Mohmad Sidek, M. H. (2017). Discriminant Validity Assessment: Use of Fornell & Larcker criterion versus HTMT Criterion. *Journal of Physics: Conference Series*, 890(1). <https://doi.org/10.1088/1742-6596/890/1/012163>
- Abbas Naqvi, M. H., Jiang, Y., Miao, M., & Naqvi, M. H. (2020). The effect of social influence, trust, and entertainment value on social media use: Evidence from Pakistan. *Cogent Business and Management*, 7(1). <https://doi.org/10.1080/23311975.2020.1723825>
- Abdullah, M. F., Mohamad Khan, N. R., Ibrahim, M. A., & Putit, L. (2023). Exploring the Influence of Social Media Influencers' (SMIs) Traits on Consumer Purchasing Behavior for Online Products on the TikTok Platform: The Mediating Effect of Trustworthiness. *International Journal of Academic Research in Business and Social Sciences*, 13(11). <https://doi.org/10.6007/ijarbss/v13-i11/19605>
- AlFarraj, O., Alalwan, A. A., Obeidat, Z. M., Baabdullah, A., Aldmour, R., & Al-Haddad, S. (2021). Examining the impact of influencers' credibility dimensions: attractiveness, trustworthiness and expertise on the purchase intention in the aesthetic dermatology industry. *Review of International Business and Strategy*, 31(3), 355–374. <https://doi.org/10.1108/RIBS-07-2020-0089>
- Almahdi, M. H., Alsayed, N., & Alabbas, A. (2022). In Influencers We Trust? A Model of Trust Transfer in Social Media Influencer Marketing. In *Studies in Computational Intelligence* (Vol. 1037, pp. 159–173). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-030-99000-8_9
- Al-Mu'ani, L., Alrwashdeh, M., Ali, H., & Al-Assaf, K. T. (2023). The effect of social media influencers on purchase intention: Examining the mediating role of brand attitude. *International Journal of Data and Network Science*, 7(3), 1217–1226. <https://doi.org/10.5267/j.ijdns.2023.5.003>
- Alotaibi, T. S., Alkhatlan, A. A., & Saad Alzeer, S. (2019). Instagram Shopping in Saudi Arabia: What Influences Consumer Trust and Purchase Decisions? In *IJACSA International Journal of Advanced Computer Science and Applications* (Vol. 10, Issue 11). www.ijacsa.thesai.org
- Ameen, N., Tarhini, A., Shah, M. H., & Nusair, K. (2021). A cross cultural study of gender differences in omnichannel retailing contexts. *Journal of Retailing and Consumer Services*, 58. <https://doi.org/10.1016/j.jretconser.2020.102265>
- Andrade, C. (2021). The Inconvenient Truth About Convenience and Purposive Samples. *Indian Journal of Psychological Medicine*, 43(1), 86–88. <https://doi.org/10.1177/0253717620977000>
- Baron, R. M., & Kenny, D. A. (1986). The Moderator-Mediator Variable Distinction in Social Psychological Research: Conceptual, Strategic, and Statistical Considerations. In *Journal of Personality and Social Psychology* (Vol. 51, Issue 6).

- Bi, N. C., & Zhang, R. (2023). "I will buy what my 'friend' recommends": the effects of parasocial relationships, influencer credibility and self-esteem on purchase intentions. *Journal of Research in Interactive Marketing*, 17(2), 157–175. <https://doi.org/10.1108/JRIM-08-2021-0214>
- Chan, F. (2022). A Study of Social Media Influencers and Impact on Consumer Buying Behaviour in the United Kingdom. In *International Journal of Business & Management Studies* (Vol. 03). www.ijbms.net
- Chan, T. J., Taher, S. S., Ng, M. L., & Haris Fadzilah, A. H. (2024). Perceived Social Media Influencers' Reputation of a Beauty Cosmetics Company: A Perspective of Customers. *Studies in Media and Communication*, 12(2), 130. <https://doi.org/10.11114/smc.v12i2.6663>
- Chin, P. N., Isa, S. M., & Alodin, Y. (2020a). The impact of endorser and brand credibility on consumers' purchase intention: the mediating effect of attitude towards brand and brand credibility. *Journal of Marketing Communications*, 26(8), 896–912. <https://doi.org/10.1080/13527266.2019.1604561>
- Chin, P. N., Isa, S. M., & Alodin, Y. (2020b). The impact of endorser and brand credibility on consumers' purchase intention: the mediating effect of attitude towards brand and brand credibility. *Journal of Marketing Communications*, 26(8), 896–912. <https://doi.org/10.1080/13527266.2019.1604561>
- Creswell, J. W., & Creswell, J. D. (2018). *Research design. Qualitative, Quantitative, and Mixed Method Approaches* (Fifth Edition). SAGE Publications.
- Dadwal, S. S., Jamal, A., Harris, T., Brown, G., & Raudhah, S. (2019). *Technology and Sharing Economy-Based Business Models for Marketing to Connected Consumers* (pp. 62–93). <https://doi.org/10.4018/978-1-7998-0131-3.ch004>
- Djafarova, E., & Trofimenko, O. (2019). 'Instafamous'—credibility and self-presentation of micro-celebrities on social media. *Information Communication and Society*, 22(10), 1432–1446. <https://doi.org/10.1080/1369118X.2018.1438491>
- Erdly, C. (2021, November 20). *TikTok Live Shopping Is Flourishing. Here's How Small Businesses Can Benefit*. Forbes.
- Fairchild, A. J., & McDaniel, H. L. (2017). Best (but oft-forgotten) practices: Mediation analysis. In *American Journal of Clinical Nutrition* (Vol. 105, Issue 6, pp. 1259–1271). American Society for Nutrition. <https://doi.org/10.3945/ajcn.117.152546>
- Festyan, D., Viona, A., Simon, R., & Sundjaja, A. M. (2023). Descriptive Analysis of Impulsive Purchase Intention on Live-Streaming Commerce in Indonesia. *E3S Web of Conferences*, 426. <https://doi.org/10.1051/e3sconf/202342601002>
- Francisco, E., Fardos, N., Bhatt, A., & Bizel, G. (2021). Impact of the COVID-19 Pandemic on Instagram and Influencer Marketing. *International Journal of Marketing Studies*, 13(2), 20. <https://doi.org/10.5539/ijms.v13n2p20>

- Ghozali. (2021). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25*. Badan Penerbit Universitas Diponegoro.
- Guo, J., Li, Y., Xu, Y., & Zeng, K. (2021). How Live Streaming Features Impact Consumers' Purchase Intention in the Context of Cross-Border E-Commerce? A Research Based on SOR Theory. *Frontiers in Psychology, 12*. <https://doi.org/10.3389/fpsyg.2021.767876>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. In *European Business Review* (Vol. 31, Issue 1, pp. 2–24). Emerald Group Publishing Ltd. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hair, J. F., Tomas, G., Hult, M., Ringle, C. M., & Sarstedt, M. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A workbook*. <https://doi.org/10.1007/978-3-030>
- Hawkins, M. A., & Saleem, F. Z. (2024). Influencer advertising: facilitating poor-fitting influencer posts. *Management Decision, 62*(1), 200–218. <https://doi.org/10.1108/MD-02-2023-0261>
- Hou, F., Guan, Z., Li, B., & Chong, A. Y. L. (2020). Factors influencing people's continuous watching intention and consumption intention in live streaming: Evidence from China. *Internet Research, 30*(1), 141–163. <https://doi.org/10.1108/INTR-04-2018-0177>
- Hu, M., & Chaudhry, S. S. (2020). Enhancing consumer engagement in e-commerce live streaming via relational bonds. *Internet Research, 30*(3), 1019–1041. <https://doi.org/10.1108/INTR-03-2019-0082>
- Hu, S., & Zhu, Z. (2022). Effects of Social Media Usage on Consumers' Purchase Intention in Social Commerce: A Cross-Cultural Empirical Analysis. *Frontiers in Psychology, 13*. <https://doi.org/10.3389/fpsyg.2022.837752>
- Huang, Z., Zhu, Y., Hao, A., & Deng, J. (2023). How social presence influences consumer purchase intention in live video commerce: the mediating role of immersive experience and the moderating role of positive emotions. *Journal of Research in Interactive Marketing, 17*(4), 493–509. <https://doi.org/10.1108/JRIM-01-2022-0009>
- Ingrassia, M., Bellia, C., Giurdanella, C., Columba, P., & Chironi, S. (2022). Digital Influencers, Food and Tourism—A New Model of Open Innovation for Businesses in the Ho.Re.Ca. Sector. *Journal of Open Innovation: Technology, Market, and Complexity, 8*(1). <https://doi.org/10.3390/joitmc8010050>
- Jamil, R. A., Qayyum, U., ul Hassan, S. R., & Khan, T. I. (2023). Impact of social media influencers on consumers' well-being and purchase intention: a TikTok perspective. *European Journal of Management and Business Economics*. <https://doi.org/10.1108/EJMBE-08-2022-0270>
- Jiménez-Castillo, D., & Sánchez-Fernández, R. (2019). The role of digital influencers in brand recommendation: Examining their impact on engagement, expected value and purchase intention. *International Journal of Information Management, 49*, 366–376. <https://doi.org/10.1016/j.ijinfomgt.2019.07.009>

- Jin, S. V., & Muqaddam, A. (2019). Product placement 2.0: “Do Brands Need Influencers, or Do Influencers Need Brands?” *Journal of Brand Management*, 26(5), 522–537. <https://doi.org/10.1057/s41262-019-00151-z>
- Jin, S. V., & Ryu, E. (2020). “I’ll buy what she’s #wearing”: The roles of envy toward and parasocial interaction with influencers in Instagram celebrity-based brand endorsement and social commerce. *Journal of Retailing and Consumer Services*, 55. <https://doi.org/10.1016/j.jretconser.2020.102121>
- Juliana, H. (2023). Pengaruh Siaran Langsung Dan Manfaat Yang Dirasakan Terhadap Niat Beli Melalui Kepercayaan Konsumen Pada Aplikasi Tiktok Shop. *SINOMIKA Journal: Publikasi Ilmiah Bidang Ekonomi Dan Akuntansi*, 1(6), 1517–1538. <https://doi.org/10.54443/sinomika.v1i6.754>
- Kapitan, S., van Esch, P., Soma, V., & Kietzmann, J. (2022). Influencer Marketing and Authenticity in Content Creation. *Australasian Marketing Journal*, 30(4), 342–351. <https://doi.org/10.1177/18393349211011171>
- Kemp, S. (2024, February 21). *Digital 2024: Indonesia*. DataReportal.
- Khan, A., Khan, Z., & Nabi, M. K. (2024). “I think exactly the same”—trust in SMIs and online purchase intention: a moderation mediation analysis using PLS-SEM. *Journal of Advances in Management Research*. <https://doi.org/10.1108/JAMR-03-2023-0087>
- Kim, D. Y., & Kim, H. Y. (2021a). Trust me, trust me not: A nuanced view of influencer marketing on social media. *Journal of Business Research*, 134, 223–232. <https://doi.org/10.1016/j.jbusres.2021.05.024>
- Kim, D. Y., & Kim, H. Y. (2021b). Trust me, trust me not: A nuanced view of influencer marketing on social media. *Journal of Business Research*, 134, 223–232. <https://doi.org/10.1016/j.jbusres.2021.05.024>
- Kim, J. H., & Song, H. (2020). The influence of perceived credibility on purchase intention via competence and authenticity. *International Journal of Hospitality Management*, 90. <https://doi.org/10.1016/j.ijhm.2020.102617>
- Koay, K. Y., Cheung, M. L., Soh, P. C. H., & Teoh, C. W. (2022). Social media influencer marketing: the moderating role of materialism. *European Business Review*, 34(2), 224–243. <https://doi.org/10.1108/EBR-02-2021-0032>
- Kumar, A. (2010). *Celebrity Endorsements and Its Impact on Consumer Buying Behavior (In context to India)* The Executive Business School, Bournemouth University 4243123 MS MMF AMIT KUMAR ii Acknowledgement. <http://ssrn.com/abstract=1802531> <https://ssrn.com/abstract=1802531> Electronic copy available at: <http://ssrn.com/abstract=1802531>

- Lee, J. S., Chang, H., & Zhang, L. (2022). An integrated model of congruence and credibility in celebrity endorsement. *International Journal of Advertising*, 41(7), 1358–1381. <https://doi.org/10.1080/02650487.2021.2020563>
- Lee, S. S., Chen, H., & Lee, Y. H. (2022). How endorser-product congruity and self-expressiveness affect Instagram micro-celebrities' native advertising effectiveness. *Journal of Product and Brand Management*, 31(1), 149–162. <https://doi.org/10.1108/JPBM-02-2020-2757>
- Li, Y., & Peng, Y. (2021). Influencer marketing: purchase intention and its antecedents. *Marketing Intelligence and Planning*, 39(7), 960–978. <https://doi.org/10.1108/MIP-04-2021-0104>
- Lim, X. J., Mohd Radzol, A. R. bt, Cheah, J.-H. (Jacky), & Wong, M. W. (2017). The Impact of Social Media Influencers on Purchase Intention and the Mediation Effect of Customer Attitude. *Asian Journal of Business Research*, 7(2). <https://doi.org/10.14707/ajbr.170035>
- Liu, X., & Zheng, X. (2024). The persuasive power of social media influencers in brand credibility and purchase intention. *Humanities and Social Sciences Communications*, 11(1). <https://doi.org/10.1057/s41599-023-02512-1>
- Lou, C., & Yuan, S. (2019). Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media. *Journal of Interactive Advertising*, 19(1), 58–73. <https://doi.org/10.1080/15252019.2018.1533501>
- Mabkhot, H., Isa, N. M., & Mabkhot, A. (2022). The Influence of the Credibility of Social Media Influencers SMIs on the Consumers' Purchase Intentions: Evidence from Saudi Arabia. *Sustainability (Switzerland)*, 14(19). <https://doi.org/10.3390/su141912323>
- Ming, J., Jianqiu, Z., Bilal, M., Akram, U., & Fan, M. (2021). How social presence influences impulse buying behavior in live streaming commerce? The role of S-O-R theory. *International Journal of Web Information Systems*, 17(4), 300–320. <https://doi.org/10.1108/IJWIS-02-2021-0012>
- Nurhandayani, A., Syarief, R., Syarief, R., & Najib, M. (2019). The Impact of Social Media Influencer and Brand Images to Purchase Intention. *Universitas Brawijaya Journal of Applied Management (JAM)*, 17(4), 650–661. <https://doi.org/10.21776/ub.jam.2019.017.04.09>
- Oh, C., Roumani, Y., Nwankpa, J. K., & Hu, H. F. (2017). Beyond likes and tweets: Consumer engagement behavior and movie box office in social media. *Information and Management*, 54(1), 25–37. <https://doi.org/10.1016/j.im.2016.03.004>
- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 19(3), 39–52. <https://doi.org/10.1080/00913367.1990.10673191>
- Onofrei, G., Filieri, R., & Kennedy, L. (2022). Social media interactions, purchase intention, and behavioural engagement: The mediating role of source and content factors. *Journal of Business Research*, 142, 100–112. <https://doi.org/10.1016/j.jbusres.2021.12.031>

- Patmawati, D., & Miswanto, M. (2022). The Effect of Social Media Influencers on Purchase Intention: The Role Brand Awareness as a Mediator. *International Journal of Entrepreneurship and Business Management*, 1(2). <https://doi.org/10.54099/ijebm.v1i2.374>
- Patwa, N., Gupta, M., & Mittal, A. (2024). Modeling the influence of online communities and social commerce. *Global Knowledge, Memory and Communication*. <https://doi.org/10.1108/GKMC-01-2023-0014>
- Peter, M. K., & Dalla Vecchia, M. (2021). The Digital Marketing Toolkit: A Literature Review for the Identification of Digital Marketing Channels and Platforms. In *Studies in Systems, Decision and Control* (Vol. 294, pp. 251–265). Springer. https://doi.org/10.1007/978-3-030-48332-6_17
- Prieto-Egido, I., Sanchez-Chaparro, T., & Urquijo-Reguera, J. (2023). Impacts of information and communication technologies on the SDGs: the case of Mayu Telecomunicaciones in rural areas of Peru. *Information Technology for Development*, 29(1), 103–127. <https://doi.org/10.1080/02681102.2022.2073581>
- Purwaamijaya, B., Wijaya, A., & Shadani, S. (2021, May 19). *Perceptions and Prospective Analysis of Artificial Intelligence and its impact on Human Resources in the Indonesian Industry 4.0*. <https://doi.org/10.4108/eai.14-9-2020.2304637>
- Rasoolimanesh, S. M. (2022). Discriminant validity assessment in PLS-SEM: A comprehensive composite-based approach. In *Data Analysis Perspectives Journal* (Vol. 3, Issue 2). <https://www.scriptwarp.com>,
- Reysen, S. (2005). Construction of a new scale: The Reysen Likability Scale. *Social Behavior and Personality*, 33(2), 201–208. <https://doi.org/10.2224/sbp.2005.33.2.201>
- Saima, & Khan, M. A. (2020). Effect of Social Media Influencer Marketing on Consumers' Purchase Intention and the Mediating Role of Credibility. *Journal of Promotion Management*, 27(4), 503–523. <https://doi.org/10.1080/10496491.2020.1851847>
- Sari, R. I., & Praswati, A. N. (2024). The Influence of Promotion and Influencers' Credibility on Purchase Intention with Brand Image as a Mediation Variable (Study on Shopee Users among Students of Universitas Muhammadiyah Yogyakarta). In *Indonesian Interdisciplinary Journal of Sharia Economics (IIJSE)* (Vol. 7, Issue 2).
- Schouten, A. P., Janssen, L., & Verspaget, M. (2020). Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit. *International Journal of Advertising*, 39(2), 258–281. <https://doi.org/10.1080/02650487.2019.1634898>
- Sekaran, U., & Bougie, R. (2019). *Research methods for business a skill-building approach* (8th E). Wiley.
- Shah, Z., & Wei, L. (2022). Source Credibility and the Information Quality Matter in Public Engagement on Social Networking Sites During the COVID-19 Crisis. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.882705>

- Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, 53. <https://doi.org/10.1016/j.jretconser.2019.01.011>
- Spears, N., & Singh, S. N. (2004). Measuring attitude toward the brand and purchase intentions. *Journal of Current Issues and Research in Advertising*, 26(2), 53–66. <https://doi.org/10.1080/10641734.2004.10505164>
- Stoddard, J. E., Nafees, L., & Cook, C. M. (n.d.). *Social Media Influencer Perceived Source Credibility Scale Validation and Consumer Attitudes Toward the Brand: An Exploratory Study in Urban India*. <https://digitalcommons.georgiasouthern.edu/amtp->
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Taherdoost, H. (2016). Sampling Methods in Research Methodology; How to Choose a Sampling Technique for Research. In *International Journal of Academic Research in Management (IJARM)* (Vol. 5, Issue 2). <https://ssrn.com/abstract=3205035>
- Truijens, F. L., De Smet, M. M., Vandevoorde, M., Desmet, M., & Meganck, R. (2023). What is it like to be the object of research? On meaning making in self-report measurement and validity of data in psychotherapy research. *Methods in Psychology*, 8. <https://doi.org/10.1016/j.metip.2023.100118>
- Tuten, Tracy L, Solomon, & Michael R. (n.d.). *Social Media Marketing*.
- Weismueller, J., Harrigan, P., Wang, S., & Soutar, G. N. (2020). Influencer endorsements: How advertising disclosure and source credibility affect consumer purchase intention on social media. *Australasian Marketing Journal*, 28(4), 160–170. <https://doi.org/10.1016/j.ausmj.2020.03.002>
- Xiao, M., Wang, R., & Chan-Olmsted, S. (2018). Factors affecting YouTube influencer marketing credibility: a heuristic-systematic model. *Journal of Media Business Studies*, 15(3), 188–213. <https://doi.org/10.1080/16522354.2018.1501146>
- Xu, Y., Jiang, W., Li, Y., & Guo, J. (2021). The Influences of Live Streaming Affordance in Cross-Border E-Commerce Platforms. *Journal of Global Information Management*, 30(2), 1–24. <https://doi.org/10.4018/jgim.20220301.oa3>
- Yovita Saputra, F., & Sakti Dewobroto, W. (2022). The Influence of Social Media Influencers on Purchase Intention of Local Personal Care Products. *International Journal of Quantitative Research and Modeling*, 3(1), 13–17. <https://journal.rescollacomm.com/index.php/ijqrm/index>
- Zha, X., Yang, H., Yan, Y., Liu, K., & Huang, C. (2018). Exploring the effect of social media information quality, source credibility and reputation on informational fit-to-task: Moderating role of focused immersion. *Computers in Human Behavior*, 79, 227–237. <https://doi.org/10.1016/j.chb.2017.10.038>

- Zhang, Q., Wang, Y., & Ariffin, S. K. (2024). Consumers purchase intention in livestreaming e-commerce: A consumption value perspective and the role of streamer popularity. *PLoS ONE*, 19(2 February). <https://doi.org/10.1371/journal.pone.0296339>
- Zhao, X., Lynch, J. G., & Chen, Q. (2010). Reconsidering Baron and Kenny: Myths and truths about mediation analysis. *Journal of Consumer Research*, 37(2), 197–206. <https://doi.org/10.1086/651257>
- Zhou, S., Barnes, L., McCormick, H., & Blazquez Cano, M. (2021). Social media influencers' narrative strategies to create eWOM: A theoretical contribution. *International Journal of Information Management*, 59. <https://doi.org/10.1016/j.ijinfomgt.2020.102293>



APPENDIX

Questionnaire

Pengaruh Kredibilitas Influencer Media Sosial Terhadap Minat Beli di Live Streaming TikTok

Kepada responden yang terhormat,

Perkenalkan, saya Timothy Kevin Sunaryo, mahasiswa Universitas Atmajaya Yogyakarta, Program Studi S1 Manajemen Internasional.

Dalam rangka menyelesaikan tugas akhir skripsi sebagai syarat kelulusan, saya sedang mengadakan penelitian dengan topik "Pengaruh Kredibilitas Influencer Media Sosial Terhadap Minat Beli di Live Streaming TikTok.

Pada survey ini, saya memerlukan responden dengan kriteria sebagai berikut:

1. Pernah menonton live streaming TikTok minimal sekali di tahun 2024.
2. Pernah berinteraksi atau menyadari kehadiran influencer media sosial selama live streaming tersebut.

Jika ada pertanyaan mengenai isi dari survey ini maupun penelitian secara keseluruhan, anda bisa menghubungi saya melalui informasi kontak dibawah ini:
087781092929 (Whatsapp)

Terima kasih atas ketersediaan anda dalam mengisi kuesioner ini.
Timothy Kevin Sunaryo

[Login ke Google](#) untuk menyimpan progres. [Pelajari lebih lanjut](#)

Berikutnya

Kosongkan formulir

Konten ini tidak dibuat atau didukung oleh Google. [Laporkan Penyalahgunaan](#) - [Persyaratan Layanan](#) - [Kebijakan Privasi](#)

Google Formulir

Screening Questions 1

Apakah anda pernah menonton live streaming TikTok minimal sekali di tahun 2024? *

- Ya
- Tidak

Kembali

Berikutnya

Kosongkan formulir

Screening Questions 2

Apakah anda pernah berinteraksi atau menyadari kehadiran influencer media sosial selama live streaming tersebut? *

- Ya
- Tidak

Kembali

Berikutnya

Kosongkan formulir

Influencer Sosial Media

Instruksi menjawab:

Sebelum mengisi pertanyaan-pertanyaan berikut, bayangkan seorang influencer TikTok yang kamu sukai dan pernah kamu tonton live streaming-nya.

Keterangan

1 = Sangat tidak setuju

2 = Tidak setuju

3 = Netral

4 = Setuju

5 = Sangat setuju

Saya merasa influencer ini ahli di bidangnya. *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Saya merasa influencer ini berpengalaman. *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Saya merasa influencer ini memiliki pengetahuan yang luas. *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Saya merasa influencer ini berkompeten di bidangnya. *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Saya merasa influencer ini terampil di bidangnya. *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Saya merasa influencer ini berbicara dengan jujur. *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Saya merasa influencer ini adalah orang yang bisa diandalkan. *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Saya merasa influencer ini adalah orang yang tulus. *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Saya merasa influencer ini dapat dipercaya. *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Saya merasa influencer ini adalah orang yang ramah. *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Saya merasa influencer ini adalah orang yang menyenangkan. *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Saya merasa influencer ini adalah pribadi yang hangat. *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Saya merasa influencer ini adalah orang yang mudah didekati. *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

TikTok live streaming menyediakan informasi yang terbaru. *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

TikTok live streaming menyediakan informasi yang akurat. *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

TikTok live streaming menyediakan informasi yang sangat lengkap. *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Menonton live streaming TikTok itu menghibur saya. *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Menonton live streaming di TikTok itu menyenangkan. *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Menurut saya, live streaming TikTok tidak membosankan. *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Pengaruh Kredibilitas Influencer Media Sosial Terhadap Minat Beli di Live Streaming TikTok

[Login ke Google](#) untuk menyimpan progres. [Pelajari lebih lanjut](#)

* Menunjukkan pertanyaan yang wajib diisi

Kredibilitas

Keterangan

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

Informasi yang dibagikan influencer di live streaming TikTok bisa diandalkan. *

1 2 3 4 5

Sangat tidak setuju Sangat setuju

Para influencer di live streaming TikTok biasanya memberikan informasi yang akurat. *

1 2 3 4 5

Sangat tidak setuju Sangat setuju

Informasi yang disampaikan influencer di live streaming TikTok dapat dipercaya. *

1 2 3 4 5

Sangat tidak setuju Sangat setuju

[Kembali](#)

[Berikutnya](#)

[Kosongkan formulir](#)

Minat Beli

Keterangan

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

Sebagai seorang konsumen, saya menganggap 'Keténaran' influencer yang saya sukai merupakan hal yang bisa mempengaruhi keputusan pembelian saya terhadap produk atau layanan tertentu *

Sangat tidak setuju 1 2 3 4 5 Sangat setuju

Berita negatif tentang influencer yang saya sukai membuat saya berpikir ulang untuk membeli produk yang mereka promosikan. *

Sangat tidak setuju 1 2 3 4 5 Sangat setuju

Saya cenderung membeli produk atau layanan yang direkomendasikan oleh influencer di live streaming TikTok. *

Sangat tidak setuju 1 2 3 4 5 Sangat setuju

Saya pernah membeli produk dan layanan yang dipromosikan oleh influencer di live streaming TikTok. *

Sangat tidak setuju 1 2 3 4 5 Sangat setuju

Secara keseluruhan, saya puas dengan pengalaman membeli produk atau jasa yang diiklankan oleh influencer di live streaming TikTok. *

Sangat tidak setuju 1 2 3 4 5 Sangat setuju

Kembali

Berikutnya

Kosongkan formulir

Profil Responden

Jenis Kelamin *

- Laki - Laki
 Perempuan

Usia *

- < 18 Tahun
 19 - 24 Tahun
 25 - 30 Tahun
 > 30 Tahun

Pendidikan Terakhir *

- SMA
 Sarjana (S1)
 Magister (S2)
 Doktoral (S3)

Berapa lama anda menghabiskan waktu sehari untuk menonton TikTok live streaming? *

- < 1 Jam
 1 - 3 Jam
 4 - 6 Jam
 > 6 Jam

Kembali

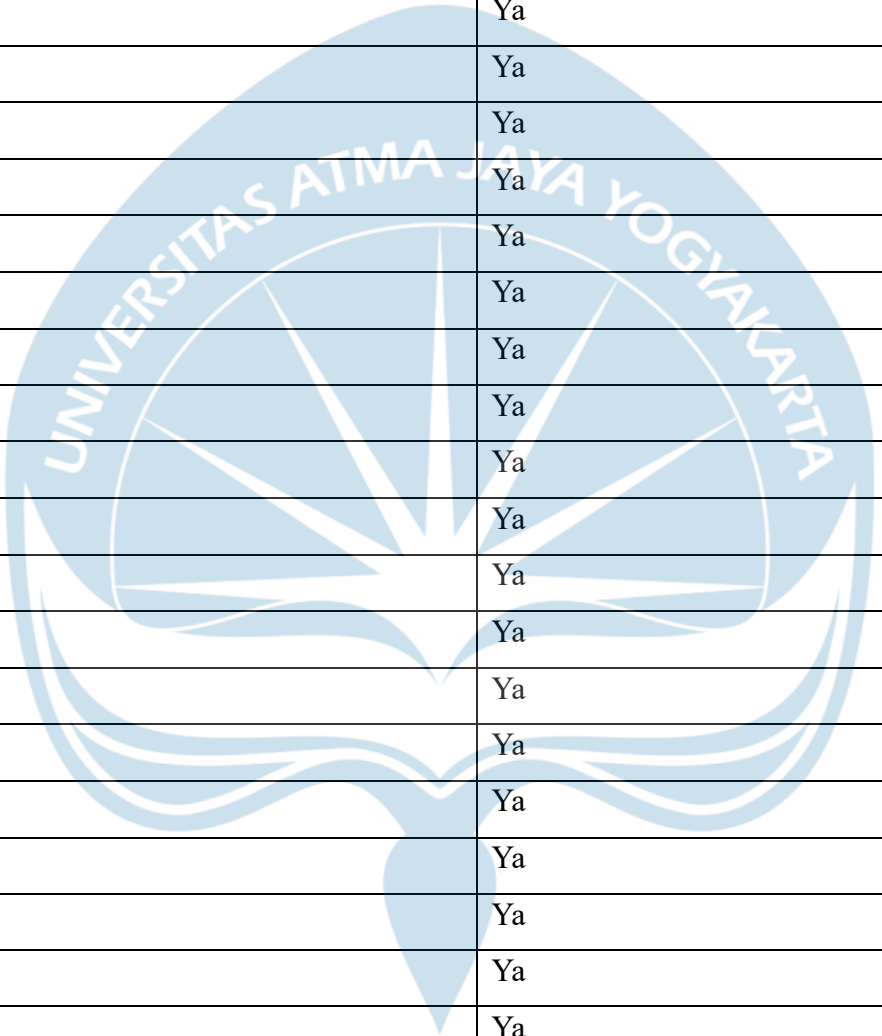
Kirim

Kosongkan formulir

Questionnaire Data

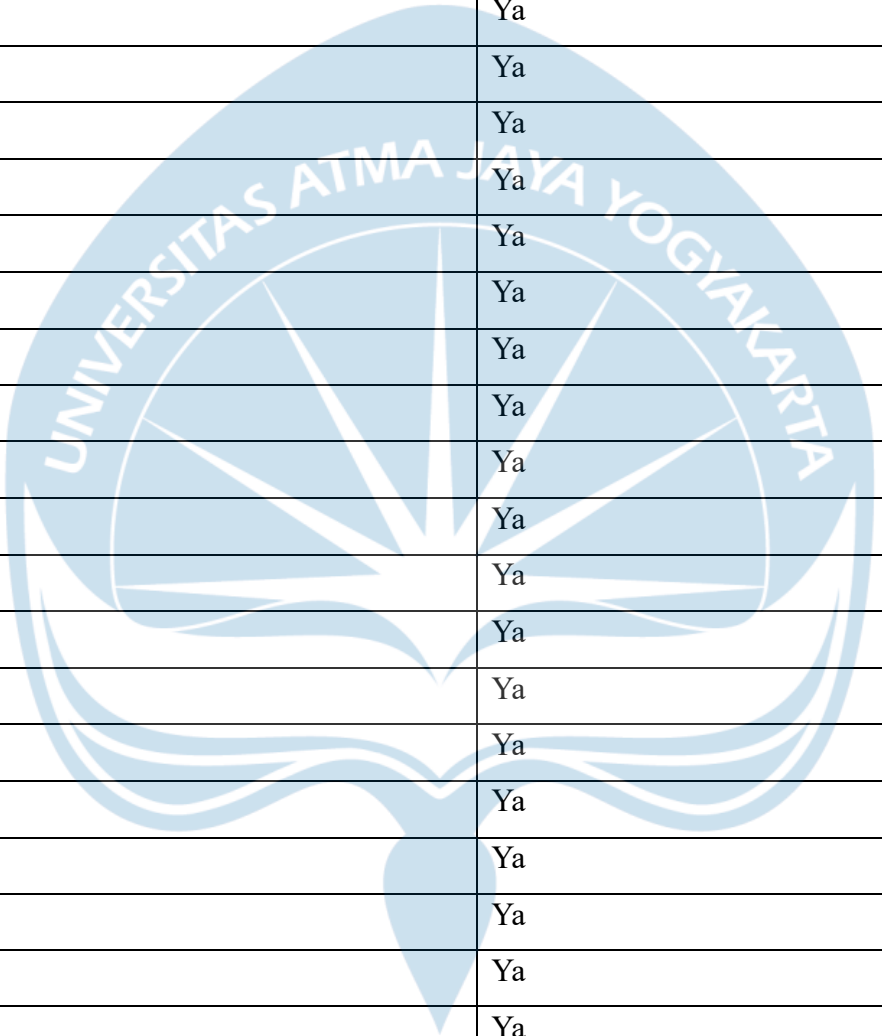
No.	Apakah anda pernah menonton live streaming TikTok minimal sekali di tahun 2024?	Apakah anda pernah berinteraksi atau menyadari kehadiran influencer media sosial selama live streaming tersebut?
1	Ya	Ya
2	Ya	Ya
3	Ya	Ya
4	Ya	Ya
5	Ya	Ya
6	Ya	Ya
7	Tidak	
8	Ya	Ya
9	Ya	Ya
10	Ya	Ya
11	Ya	Ya
12	Ya	Ya
13	Ya	Ya
14	Ya	Ya
15	Ya	Ya
16	Tidak	
17	Ya	Ya
18	Ya	Ya
19	Ya	Ya
20	Ya	Ya
21	Ya	Ya
22	Ya	Ya
23	Ya	Ya
24	Ya	Ya

25	Ya	Ya
26	Ya	Ya
27	Ya	Ya
28	Ya	Ya
29	Ya	Ya
30	Ya	Ya
31	Ya	Ya
32	Ya	Ya
33	Ya	Ya
34	Ya	Ya
35	Ya	Ya
36	Ya	Ya
37	Ya	Ya
38	Ya	Ya
39	Ya	Ya
40	Ya	Ya
41	Ya	Ya
42	Ya	Ya
43	Ya	Ya
44	Ya	Ya
45	Ya	Tidak
46	Ya	Ya
47	Ya	Ya
48	Ya	Ya
49	Ya	Ya
50	Ya	Ya
51	Ya	Ya
52	Ya	Ya
53	Ya	Ya
54	Ya	Ya



55	Ya	Ya
56	Ya	Ya
57	Ya	Ya
58	Ya	Ya
59	Ya	Ya
60	Ya	Ya
61	Ya	Ya
62	Ya	Ya
63	Ya	Ya
64	Ya	Ya
65	Ya	Ya
66	Ya	Ya
67	Ya	Ya
68	Ya	Ya
69	Ya	Ya
70	Ya	Ya
71	Ya	Ya
72	Ya	Ya
73	Ya	Ya
74	Ya	Ya
75	Ya	Ya
76	Ya	Ya
77	Ya	Ya
78	Ya	Ya
79	Ya	Ya
80	Ya	Ya
81	Ya	Ya
82	Ya	Ya
83	Ya	Ya
84	Ya	Ya

85	Ya	Ya
86	Ya	Ya
87	Ya	Tidak
88	Ya	Ya
89	Ya	Ya
90	Ya	Ya
91	Ya	Ya
92	Ya	Ya
93	Ya	Ya
94	Ya	Ya
95	Ya	Ya
96	Ya	Ya
97	Ya	Ya
98	Ya	Ya
99	Ya	Ya
100	Ya	Ya
101	Ya	Ya
102	Ya	Ya
103	Ya	Ya
104	Ya	Ya
105	Ya	Ya
106	Ya	Ya
107	Ya	Ya
108	Ya	Ya
109	Ya	Ya
110	Ya	Ya
111	Ya	Ya
112	Ya	Ya
113	Ya	Ya
114	Ya	Ya



115	Ya	Ya
116	Ya	Ya
117	Ya	Ya
118	Ya	Ya
119	Ya	Ya
120	Ya	Ya
121	Ya	Ya
122	Ya	Ya
123	Ya	Ya
124	Ya	Ya
125	Ya	Ya
126	Ya	Ya
127	Ya	Ya
128	Ya	Ya
129	Ya	Ya
130	Ya	Ya
131	Ya	Ya
132	Ya	Ya
133	Ya	Ya
134	Ya	Ya
135	Ya	Ya
136	Ya	Ya
137	Ya	Ya
138	Ya	Ya
139	Ya	Ya
140	Ya	Ya
141	Ya	Ya
142	Ya	Ya
143	Ya	Ya
144	Ya	Ya

145	Ya	Ya
146	Ya	Ya
147	Ya	Ya
148	Ya	Ya
149	Ya	Ya
150	Ya	Ya
151	Ya	Ya
152	Ya	Ya
153	Ya	Ya
154	Ya	Ya
155	Ya	Ya

S M I1	S M I2	S M I3	S M I4	S M I5	S M I6	S M I7	S M I8	S M I9	S M I10	S M I11	S M I12	S M I13	S M I14	S M I15	S M I16	S M I17	S M I18	S M I19
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	3	3	3	4	3	3	3	3	4	4	4	3	4	4	4	4	3	3
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	3	3	3	3	4	4	4	3	4	3	3	4	4	3
4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4
4	4	4	3	4	4	4	3	3	5	5	4	4	4	5	5	4	4	4
3	3	3	3	4	3	4	3	3	3	4	3	3	3	3	3	3	3	3
5	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	5	4	4

4	4	4	4	4	4	4	3	4	4	5	4	4	4	4	4	5	5	3
3	3	3	3	3	4	4	3	4	4	4	4	4	4	3	3	4	4	4
4	3	3	3	4	3	3	3	3	3	4	4	3	4	3	4	4	3	3
4	3	4	4	4	4	4	4	4	5	4	4	3	4	4	4	5	5	5
4	4	4	4	4	3	5	3	3	4	4	4	3	4	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	4	4	4	5	4	4	4	5	5	5	5	3	4	4	4	5	5	5
4	3	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	3	3	3
4	4	4	4	4	4	4	4	3	4	5	4	3	4	4	4	5	5	5
5	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5	5	5
4	4	4	4	4	3	4	3	4	4	3	3	3	4	4	4	3	3	3
3	3	3	4	3	3	3	3	4	4	4	4	4	4	4	4	4	3	3
4	4	4	4	4	4	4	3	4	4	4	4	3	4	3	4	4	4	4
4	5	5	5	4	4	4	3	3	5	5	5	3	5	4	5	5	4	4
3	3	3	3	4	3	3	3	4	4	4	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	3	4	4	4	3	3	3	3	4	4	3	3	4	4	3	4	4	3
4	5	5	4	5	5	5	4	5	5	4	5	5	5	4	4	5	5	5
4	4	3	3	4	4	4	4	4	4	4	5	4	4	4	4	5	5	5
4	4	5	5	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4
4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4
4	4	5	5	4	4	5	5	4	5	5	5	5	5	5	5	5	5	5
4	4	4	3	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4
4	4	4	4	4	4	4	3	4	4	4	4	4	4	3	4	4	4	4
4	4	4	4	4	4	4	3	3	5	4	4	4	4	3	4	4	4	4
4	5	4	4	4	4	4	3	4	4	4	4	3	4	3	3	4	4	4

4	3	4	3	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	
4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	
4	4	4	4	4	4	4	4	3	4	4	4	4	4	3	3	5	4	4	
4	5	4	4	4	4	4	3	4	4	4	4	4	4	3	3	4	4	4	
4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	4	4	4	4	
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
3	4	4	4	4	4	4	4	3	4	4	4	4	4	3	4	4	4	4	
4	4	4	4	4	4	4	3	4	4	5	4	4	4	5	5	4	4	4	
4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	
4	4	4	3	4	4	5	4	4	5	4	5	4	3	4	5	5	4	4	
4	4	4	4	5	4	5	4	4	4	4	4	4	4	5	4	5	4	4	
4	4	4	3	4	4	5	4	4	5	4	4	4	4	5	4	5	4	4	
4	4	4	4	5	4	4	4	4	5	4	5	4	4	5	5	4	5	4	
4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	
4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	
4	4	4	4	5	4	5	4	5	5	4	4	4	4	5	4	5	3	4	
4	4	4	4	5	4	5	4	4	5	4	4	4	4	5	5	4	4	4	
4	4	4	3	3	4	4	4	4	4	4	4	3	4	4	4	4	4	4	
4	4	4	4	5	4	4	3	3	4	4	4	4	4	4	4	4	4	4	
4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	5	4	4	
4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	
3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	3	4
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	3	4	4	4	4	4	3	3	4	4	4	4
4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	5	4	4	4
4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4

4	5	5	4	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3
4	4	4	4	3	4	4	4	4	4	4	4	4	3	4	4	5	4	4
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
3	3	3	3	3	3	3	3	4	4	4	4	3	3	3	3	3	3	3
3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
3	3	3	3	4	3	3	3	4	4	3	4	3	4	3	3	3	3	3
4	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5
3	3	3	3	3	3	4	3	4	4	3	4	3	3	3	3	3	3	3
3	3	3	3	3	4	4	3	4	4	3	3	4	3	3	3	3	3	3
4	4	3	3	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
3	3	3	3	3	4	4	4	4	4	3	3	4	4	4	4	4	3	3
3	3	3	3	3	3	4	3	4	4	4	4	4	4	4	4	3	4	3
4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4
4	4	3	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4
4	4	3	3	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	3	5
4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	3
4	4	4	4	4	4	4	4	4	4	4	4	4	3	5	5	5	5	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5

5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	4	5	5	5	5
4	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4
5	4	4	5	5	5	5	4	5	5	4	4	5	5	4	4	5	5	4	
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
5	5	5	5	5	3	5	5	5	5	5	5	5	5	5	5	5	5	5	
5	5	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
5	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	
4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	4	4	
3	3	3	3	3	4	4	4	4	4	4	4	4	4	3	4	3	3	3	
4	3	3	3	4	4	4	4	4	4	4	4	4	4	4	3	4	4	3	
3	3	3	3	4	4	4	4	4	4	4	4	4	4	3	3	3	4	3	
4	3	3	3	4	4	4	4	4	4	4	4	4	4	3	4	3	4	3	
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
3	4	3	4	4	4	4	4	4	4	4	4	4	3	4	3	4	3	3	
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
4	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	
3	3	3	3	3	3	3	3	4	4	3	4	4	3	3	3	3	3	3	
4	3	4	3	4	4	4	4	4	4	4	4	4	4	3	3	3	3	4	
4	4	4	4	3	4	4	3	3	4	4	4	4	4	4	5	4	4	3	
4	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	3	4	
4	4	4	4	4	4	4	4	4	5	5	4	5	5	4	5	5	4	4	
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
4	3	3	3	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	
4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	5	4	4	
4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	5	4	4	
4	3	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	3	4	
4	4	3	4	5	4	4	4	4	4	4	4	4	4	4	4	5	4	4	

4	3	4	3	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5
4	3	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	3	4
5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5
4	4	4	4	4	4	4	4	4	5	5	5	4	4	5	4	5	4	4
4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4
4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4
4	4	3	3	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4
4	4	4	4	5	4	5	4	5	5	5	5	5	5	5	4	4	5	5
5	5	5	5	5	3	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	4	4
5	5	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	4	4	4	4	4	4	5	5	5	5	5	4	4	4	4	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	5	4	5	5	5	5	4	4	4	5	4	4	5
3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5
5	4	4	4	4	5	5	4	4	5	5	4	4	4	5	4	5	4	4
4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4
5	4	4	4	4	5	4	5	5	3	5	5	5	5	4	4	4	5	4
5	5	5	5	5	5	5	5	4	4	5	5	4	5	5	4	5	4	4
3	3	3	3	3	3	4	3	4	4	3	5	3	3	3	3	3	3	3

CR1	CR2	CR3	PI1	PI2	PI3	PI4	PI5
4	4	4	4	4	4	4	4
3	3	3	4	3	3	4	4
4	4	3	4	4	4	4	4
4	4	4	4	4	3	3	3
4	4	3	4	4	3	3	4
3	4	4	3	3	3	3	3
3	3	3	4	5	4	5	4
4	4	4	4	4	4	4	4
4	5	5	5	4	3	5	5
3	3	3	4	3	3	4	4
3	3	3	4	4	4	4	3
4	4	3	4	4	4	5	5
3	4	3	4	3	4	4	3
4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4
3	3	3	4	3	3	3	3
5	5	5	5	5	5	5	5
5	5	5	3	3	3	4	4
4	4	4	5	4	4	5	5
5	4	5	5	5	5	5	5
4	5	4	5	5	5	5	5
4	4	3	4	3	3	3	4
3	3	4	5	5	4	4	4
4	3	4	4	4	4	4	4
3	4	4	5	3	3	4	4
3	3	3	4	3	3	3	4
4	4	4	4	4	4	4	4

3	3	3	4	3	3	4	4
4	4	5	4	5	4	4	5
5	5	4	5	4	4	5	5
4	4	4	4	4	3	4	4
4	4	4	4	4	4	4	4
5	5	5	5	4	4	5	5
4	4	4	4	4	4	4	4
4	3	3	4	4	4	4	4
4	4	3	4	5	4	4	5
4	4	4	4	4	3	4	4
4	3	4	4	4	3	4	4
4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4
4	4	3	4	4	3	4	4
4	4	4	4	3	3	3	3
4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4
4	4	4	4	4	3	4	4
4	4	5	4	4	4	4	4
5	4	4	4	4	4	4	4
5	5	5	4	4	4	4	4
4	4	5	4	5	4	4	3
5	4	4	4	5	4	5	4
5	5	5	4	4	4	4	4
4	4	5	5	5	4	5	5
4	5	5	4	4	4	4	4
5	5	4	4	4	3	4	4
5	5	5	4	4	3	3	3

4	4	5	5	5	5	5	5
4	4	4	4	3	3	4	4
4	4	5	4	3	3	3	4
4	5	5	5	5	5	5	4
3	3	4	4	4	3	3	4
5	5	4	4	4	4	4	4
4	5	4	4	4	4	4	4
4	4	5	4	3	3	4	4
4	5	5	4	5	5	4	5
4	4	5	4	4	4	4	3
3	3	3	3	3	3	3	3
4	4	5	4	5	4	4	4
4	4	3	4	4	4	4	4
3	3	3	3	3	3	3	3
3	3	3	3	3	3	3	3
4	5	4	4	4	4	4	3
3	3	4	3	3	3	3	3
4	4	4	4	4	4	4	4
5	5	4	4	4	4	4	4
4	4	4	3	4	4	4	4
5	5	3	4	4	4	4	4
4	4	4	4	4	3	4	4
5	5	5	4	4	3	3	4
5	5	5	4	4	4	4	4
5	4	5	5	4	4	4	4
5	5	5	4	4	3	4	4
4	4	4	4	4	3	4	4
4	4	4	4	4	3	3	4
4	5	4	5	4	4	4	4

5	5	4	5	4	4	5	5
5	5	4	5	4	4	5	5
5	5	4	4	4	4	5	5
5	5	4	4	4	4	4	4
4	4	5	4	3	3	4	4
5	4	5	4	5	4	4	4
4	5	5	4	5	4	4	4
5	4	4	4	5	4	4	4
5	5	5	4	4	4	5	5
4	4	5	5	4	4	5	5
5	5	5	5	4	4	5	5
4	4	4	4	5	4	4	5
4	4	5	5	5	4	4	3
5	4	5	4	5	4	4	4
4	5	4	5	5	5	5	4
4	4	5	5	4	4	5	4
4	5	5	5	4	4	5	4
4	5	5	4	4	4	4	4
4	5	4	5	5	4	5	5
5	5	5	4	5	5	5	5
5	5	4	5	5	4	4	5
5	5	3	5	5	4	4	5
4	4	5	4	4	4	4	4
4	4	5	3	4	4	4	4
5	4	5	3	5	4	4	4
5	4	4	3	5	4	4	4
4	4	4	3	4	4	4	4
5	5	5	4	4	4	4	4
5	4	4	3	5	4	4	4
5	5	4	3	4	4	4	4

5	4	5	4	5	5	5	4
5	4	4	4	4	4	4	4
4	4	5	5	4	4	5	4
5	4	5	5	5	5	5	5
4	5	5	4	4	3	3	4
4	5	5	5	4	4	5	4
4	5	5	4	4	3	3	4
4	5	5	5	5	5	5	5
4	5	5	4	4	3	3	4
4	4	4	4	4	3	3	4
5	4	4	4	4	4	4	4
5	4	4	5	5	4	5	4
4	4	4	5	5	4	5	5
5	4	4	5	5	4	4	5
5	5	5	4	4	4	4	4
5	5	5	4	3	3	3	3
5	3	3	5	5	5	5	5
4	4	5	5	5	4	4	5
4	4	5	5	5	4	4	5
4	5	4	5	4	4	5	4
4	5	4	5	5	4	5	4
4	4	5	5	5	4	5	5
4	4	4	5	5	4	4	5
5	5	4	5	5	4	4	5
5	5	4	5	4	4	5	5
5	5	4	5	5	4	4	5
5	5	5	4	4	4	5	5
5	4	5	4	5	4	4	4
4	4	4	5	5	4	4	5
5	5	4	4	5	4	4	4

4	5	4	5	4	4	5	4
4	5	5	4	4	4	4	4
4	5	4	5	4	4	4	3
5	4	5	5	4	4	5	4
4	4	4	5	5	4	4	5
4	4	3	5	5	4	4	4

Jenis Kelamin	Usia	Pendidikan Terakhir	Berapa lama anda menghabiskan waktu sehari untuk menonton TikTok live streaming?
Perempuan	19 - 24 Tahun	SMA	1 - 3 Jam
Laki - Laki	19 - 24 Tahun	SMA	< 1 Jam
Laki - Laki	25 - 30 Tahun	Sarjana (S1)	< 1 Jam
Laki - Laki	19 - 24 Tahun	Sarjana (S1)	1 - 3 Jam
Perempuan	19 - 24 Tahun	SMA	1 - 3 Jam
Perempuan	< 18 Tahun	SMA	1 - 3 Jam
Laki - Laki	19 - 24 Tahun	SMA	1 - 3 Jam
Perempuan	19 - 24 Tahun	Sarjana (S1)	< 1 Jam
Perempuan	< 18 Tahun	SMA	1 - 3 Jam
Perempuan	19 - 24 Tahun	Sarjana (S1)	1 - 3 Jam

Perempuan	19 - 24 Tahun	Sarjana (S1)	1 - 3 Jam
Laki - Laki	< 18 Tahun	SMA	1 - 3 Jam
Perempuan	19 - 24 Tahun	Sarjana (S1)	< 1 Jam
Laki - Laki	19 - 24 Tahun	Sarjana (S1)	1 - 3 Jam
Perempuan	25 - 30 Tahun	Sarjana (S1)	1 - 3 Jam
Laki - Laki	19 - 24 Tahun	SMA	1 - 3 Jam
Laki - Laki	19 - 24 Tahun	SMA	1 - 3 Jam
Laki - Laki	19 - 24 Tahun	Sarjana (S1)	1 - 3 Jam
Perempuan	19 - 24 Tahun	SMA	1 - 3 Jam
Perempuan	19 - 24 Tahun	Sarjana (S1)	< 1 Jam
Perempuan	19 - 24 Tahun	Sarjana (S1)	1 - 3 Jam
Perempuan	19 - 24 Tahun	Sarjana (S1)	1 - 3 Jam
Laki - Laki	19 - 24 Tahun	Sarjana (S1)	1 - 3 Jam
Perempuan	< 18 Tahun	SMA	1 - 3 Jam
Perempuan	19 - 24 Tahun	Sarjana (S1)	1 - 3 Jam

Perempuan	19 - 24 Tahun	Sarjana (S1)	1 - 3 Jam
Laki - Laki	< 18 Tahun	SMA	< 1 Jam
Perempuan	19 - 24 Tahun	Sarjana (S1)	< 1 Jam
Laki - Laki	19 - 24 Tahun	Sarjana (S1)	1 - 3 Jam
Laki - Laki	19 - 24 Tahun	Sarjana (S1)	< 1 Jam
Laki - Laki	19 - 24 Tahun	SMA	1 - 3 Jam
Perempuan	19 - 24 Tahun	SMA	< 1 Jam
Perempuan	19 - 24 Tahun	SMA	1 - 3 Jam
Perempuan	19 - 24 Tahun	SMA	< 1 Jam
Laki - Laki	19 - 24 Tahun	Sarjana (S1)	1 - 3 Jam
Perempuan	19 - 24 Tahun	Sarjana (S1)	< 1 Jam
Laki - Laki	19 - 24 Tahun	Sarjana (S1)	1 - 3 Jam
Laki - Laki	< 18 Tahun	SMA	< 1 Jam
Laki - Laki	19 - 24 Tahun	Sarjana (S1)	< 1 Jam
Laki - Laki	< 18 Tahun	SMA	1 - 3 Jam
Perempuan	19 - 24 Tahun	Sarjana (S1)	1 - 3 Jam

Laki - Laki	< 18 Tahun	SMA	1 - 3 Jam
Laki - Laki	< 18 Tahun	SMA	< 1 Jam
Perempuan	19 - 24 Tahun	Sarjana (S1)	1 - 3 Jam
Perempuan	19 - 24 Tahun	Sarjana (S1)	1 - 3 Jam
Perempuan	19 - 24 Tahun	Sarjana (S1)	1 - 3 Jam
Laki - Laki	< 18 Tahun	SMA	4 - 6 Jam
Laki - Laki	< 18 Tahun	SMA	< 1 Jam
Perempuan	19 - 24 Tahun	Sarjana (S1)	1 - 3 Jam
Laki - Laki	< 18 Tahun	SMA	< 1 Jam
Laki - Laki	19 - 24 Tahun	Sarjana (S1)	1 - 3 Jam
Perempuan	19 - 24 Tahun	SMA	1 - 3 Jam
Perempuan	< 18 Tahun	SMA	1 - 3 Jam
Laki - Laki	< 18 Tahun	SMA	1 - 3 Jam
Perempuan	19 - 24 Tahun	Sarjana (S1)	1 - 3 Jam
Laki - Laki	< 18 Tahun	SMA	< 1 Jam
Perempuan	19 - 24 Tahun	Sarjana (S1)	< 1 Jam
Laki - Laki	< 18 Tahun	SMA	1 - 3 Jam
Perempuan	19 - 24 Tahun	Sarjana (S1)	1 - 3 Jam

Perempuan	19 - 24 Tahun	SMA	< 1 Jam
Laki - Laki	19 - 24 Tahun	SMA	1 - 3 Jam
Perempuan	19 - 24 Tahun	Sarjana (S1)	< 1 Jam
Perempuan	19 - 24 Tahun	Sarjana (S1)	< 1 Jam
Laki - Laki	19 - 24 Tahun	SMA	< 1 Jam
Laki - Laki	19 - 24 Tahun	SMA	1 - 3 Jam
Laki - Laki	19 - 24 Tahun	SMA	1 - 3 Jam
Laki - Laki	19 - 24 Tahun	SMA	1 - 3 Jam
Perempuan	< 18 Tahun	SMA	< 1 Jam
Laki - Laki	< 18 Tahun	SMA	< 1 Jam
Laki - Laki	< 18 Tahun	SMA	< 1 Jam
Perempuan	< 18 Tahun	Sarjana (S1)	< 1 Jam
Perempuan	19 - 24 Tahun	Sarjana (S1)	< 1 Jam
Perempuan	19 - 24 Tahun	Sarjana (S1)	< 1 Jam
Laki - Laki	19 - 24 Tahun	SMA	1 - 3 Jam
Perempuan	19 - 24 Tahun	SMA	< 1 Jam

Laki - Laki	19 - 24 Tahun	SMA	1 - 3 Jam
Perempuan	19 - 24 Tahun	SMA	< 1 Jam
Laki - Laki	19 - 24 Tahun	Sarjana (S1)	< 1 Jam
Perempuan	19 - 24 Tahun	Sarjana (S1)	1 - 3 Jam
Perempuan	19 - 24 Tahun	SMA	< 1 Jam
Laki - Laki	19 - 24 Tahun	SMA	< 1 Jam
Perempuan	19 - 24 Tahun	Sarjana (S1)	1 - 3 Jam
Laki - Laki	19 - 24 Tahun	SMA	< 1 Jam
Laki - Laki	19 - 24 Tahun	SMA	< 1 Jam
Perempuan	19 - 24 Tahun	SMA	< 1 Jam
Laki - Laki	19 - 24 Tahun	SMA	1 - 3 Jam
Laki - Laki	19 - 24 Tahun	SMA	< 1 Jam
Perempuan	19 - 24 Tahun	SMA	1 - 3 Jam
Perempuan	19 - 24 Tahun	SMA	< 1 Jam

Laki - Laki	19 - 24 Tahun	SMA	1 - 3 Jam
Laki - Laki	19 - 24 Tahun	SMA	< 1 Jam
Laki - Laki	19 - 24 Tahun	SMA	1 - 3 Jam
Perempuan	19 - 24 Tahun	Sarjana (S1)	1 - 3 Jam
Perempuan	19 - 24 Tahun	SMA	1 - 3 Jam
Laki - Laki	19 - 24 Tahun	SMA	< 1 Jam
Laki - Laki	19 - 24 Tahun	SMA	< 1 Jam
Laki - Laki	19 - 24 Tahun	Sarjana (S1)	< 1 Jam
Perempuan	19 - 24 Tahun	Sarjana (S1)	< 1 Jam
Perempuan	19 - 24 Tahun	SMA	< 1 Jam
Laki - Laki	19 - 24 Tahun	SMA	1 - 3 Jam
Laki - Laki	19 - 24 Tahun	SMA	< 1 Jam
Perempuan	19 - 24 Tahun	SMA	1 - 3 Jam
Laki - Laki	19 - 24 Tahun	SMA	< 1 Jam
Perempuan	19 - 24 Tahun	SMA	1 - 3 Jam

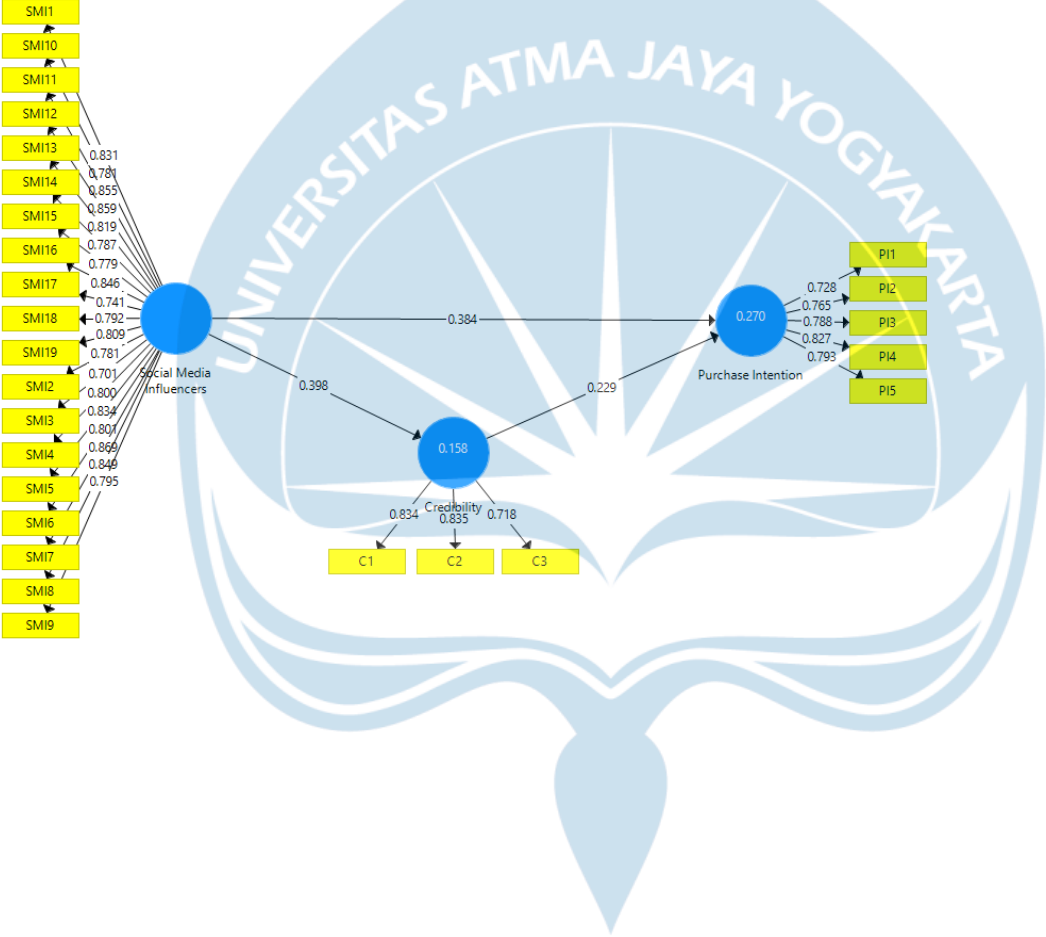
Perempuan	19 - 24 Tahun	SMA	1 - 3 Jam
Perempuan	19 - 24 Tahun	SMA	1 - 3 Jam
Perempuan	19 - 24 Tahun	SMA	1 - 3 Jam
Perempuan	19 - 24 Tahun	SMA	< 1 Jam
Laki - Laki	19 - 24 Tahun	SMA	< 1 Jam
Laki - Laki	19 - 24 Tahun	SMA	< 1 Jam
Laki - Laki	19 - 24 Tahun	SMA	1 - 3 Jam
Laki - Laki	19 - 24 Tahun	Sarjana (S1)	< 1 Jam
Laki - Laki	19 - 24 Tahun	SMA	< 1 Jam
Perempuan	19 - 24 Tahun	SMA	< 1 Jam
Perempuan	< 18 Tahun	SMA	< 1 Jam
Laki - Laki	19 - 24 Tahun	SMA	< 1 Jam
Laki - Laki	19 - 24 Tahun	SMA	1 - 3 Jam
Perempuan	19 - 24 Tahun	SMA	< 1 Jam
Laki - Laki	19 - 24 Tahun	SMA	1 - 3 Jam

Perempuan	19 - 24 Tahun	SMA	< 1 Jam
Perempuan	19 - 24 Tahun	SMA	1 - 3 Jam
Laki - Laki	19 - 24 Tahun	SMA	< 1 Jam
Laki - Laki	19 - 24 Tahun	SMA	< 1 Jam
Laki - Laki	19 - 24 Tahun	SMA	1 - 3 Jam
Laki - Laki	19 - 24 Tahun	SMA	< 1 Jam
Perempuan	19 - 24 Tahun	Sarjana (S1)	1 - 3 Jam
Laki - Laki	19 - 24 Tahun	Sarjana (S1)	< 1 Jam
Laki - Laki	19 - 24 Tahun	SMA	< 1 Jam
Perempuan	19 - 24 Tahun	SMA	1 - 3 Jam
Laki - Laki	19 - 24 Tahun	SMA	< 1 Jam
Laki - Laki	19 - 24 Tahun	SMA	< 1 Jam
Perempuan	19 - 24 Tahun	Sarjana (S1)	< 1 Jam
Perempuan	19 - 24 Tahun	SMA	< 1 Jam
Perempuan	< 18 Tahun	SMA	1 - 3 Jam

Perempuan	19 - 24 Tahun	Sarjana (S1)	< 1 Jam
Laki - Laki	19 - 24 Tahun	SMA	< 1 Jam
Perempuan	19 - 24 Tahun	SMA	1 - 3 Jam
Perempuan	19 - 24 Tahun	SMA	1 - 3 Jam
Laki - Laki	19 - 24 Tahun	SMA	< 1 Jam
Perempuan	19 - 24 Tahun	SMA	< 1 Jam
Laki - Laki	19 - 24 Tahun	SMA	< 1 Jam
Perempuan	19 - 24 Tahun	SMA	1 - 3 Jam
Laki - Laki	19 - 24 Tahun	SMA	< 1 Jam
Perempuan	19 - 24 Tahun	SMA	< 1 Jam
Perempuan	19 - 24 Tahun	SMA	1 - 3 Jam
Laki - Laki	19 - 24 Tahun	SMA	1 - 3 Jam
Laki - Laki	19 - 24 Tahun	SMA	< 1 Jam
Laki - Laki	19 - 24 Tahun	SMA	1 - 3 Jam
Perempuan	19 - 24 Tahun	Sarjana (S1)	< 1 Jam

Laki - Laki	19 - 24 Tahun	SMA	1 - 3 Jam
Perempuan	19 - 24 Tahun	SMA	1 - 3 Jam

Data Analysis Results



Outer Loadings

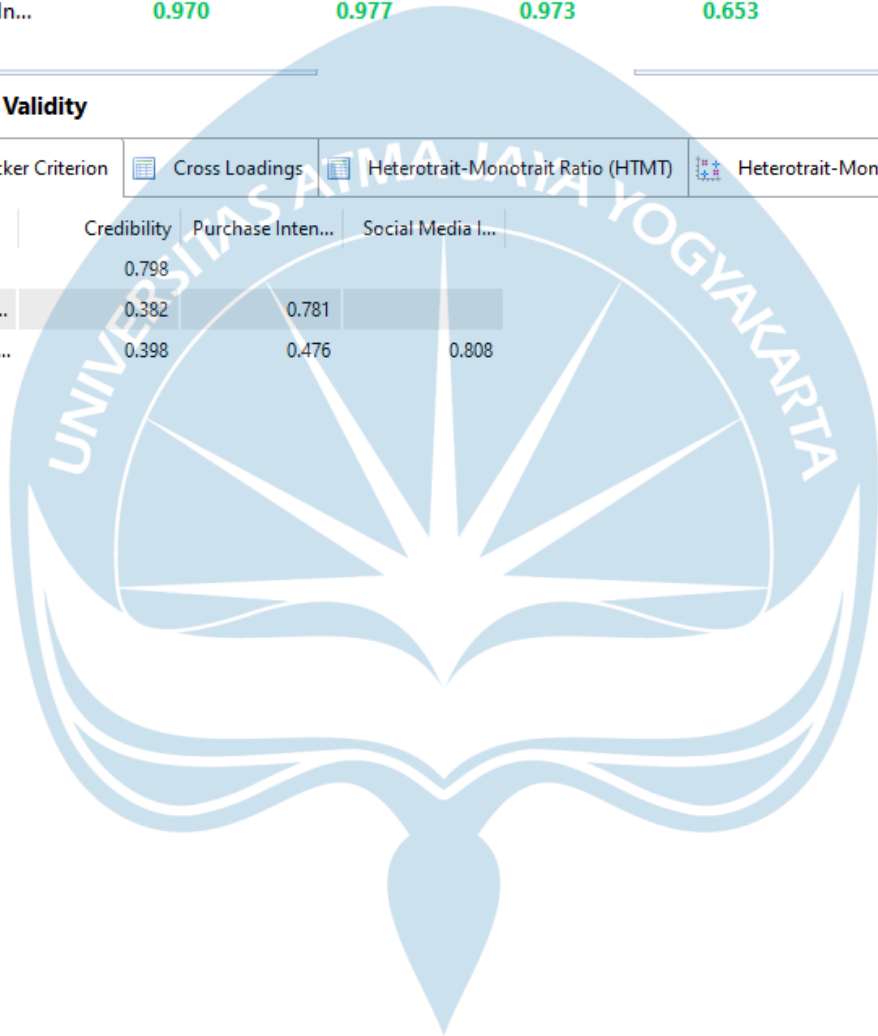
	Credibility	Purchase Inten...	Social Media I...
C1	0.834		
C2	0.835		
C3	0.718		
PI1		0.728	
PI2		0.765	
PI3		0.788	
PI4		0.827	
PI5		0.793	
SMI1			0.831
SMI10			0.781
SMI11			0.855
SMI12			0.859
SMI13			0.819
SMI14			0.787
SMI15			0.779
SMI16			0.846
SMI17			0.741
SMI18			0.792
SMI19			0.809
SMI2			0.781
SMI3			0.701
SMI4			0.800
SMI5			0.834
SMI6			0.801
SMI7			0.869
SMI8			0.849
SMI9			0.795

Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
	Cronbach's Al...	rho_A	Composite Rel...	Average Varian...
Credibility	0.713	0.725	0.839	0.636
Purchase Inten...	0.839	0.843	0.886	0.609
Social Media In...	0.970	0.977	0.973	0.653

Discriminant Validity

Fornell-Larcker Criterion	Cross Loadings	Heterotrait-Monotrait Ratio (HTMT)	Heterotrait-Monotrait Ratio (HTMT)
	Credibility	Purchase Inten...	Social Media I...
Credibility	0.798		
Purchase Inten...	0.382	0.781	
Social Media In...	0.398	0.476	0.808



Discriminant Validity

	Fornell-Larcker Criterion	Cross Loadings	Heterotrait-Monotrait Ratio
	Credibility	Purchase Inten...	Social Media I...
C1	0.834	0.369	0.329
C2	0.835	0.300	0.307
C3	0.718	0.231	0.317
PI1	0.205	0.728	0.391
PI2	0.320	0.765	0.364
PI3	0.337	0.788	0.285
PI4	0.312	0.827	0.369
PI5	0.313	0.793	0.432
SMI1	0.299	0.331	0.831
SMI10	0.303	0.380	0.781
SMI11	0.243	0.421	0.855
SMI12	0.378	0.499	0.859
SMI13	0.431	0.502	0.819
SMI14	0.232	0.361	0.787
SMI15	0.386	0.316	0.779
SMI16	0.321	0.332	0.846
SMI17	0.267	0.339	0.741
SMI18	0.217	0.332	0.792
SMI19	0.244	0.357	0.809
SMI2	0.205	0.234	0.781
SMI3	0.178	0.208	0.701
SMI4	0.219	0.329	0.800
SMI5	0.248	0.379	0.834
SMI6	0.371	0.391	0.801
SMI7	0.401	0.440	0.869
SMI8	0.453	0.460	0.849
SMI9	0.422	0.437	0.795

R Square

Matrix	R Square	R Square Adjusted
	R Square	R Square Adjusted
Credibility	0.158	0.153
Purchase Inten...	0.270	0.260

f Square

Matrix	f Square
	Credibility Purchase Inten... Social Media I...
Credibility	0.060
Purchase Inten...	
Social Media In...	0.188 0.170

Path Coefficients

	Mean, STDEV, T-Values, P-Values	Confidence Intervals	Confidence Intervals Bias Corrected	Samples	
	Original Sampl...	Sample Mean (...)	Standard Devia...	T Statistics (O/...	P Values
Credibility -> P...	0.229	0.235	0.094	2.440	0.016
Social Media In...	0.398	0.407	0.062	6.390	0.000
Social Media In...	0.384	0.390	0.073	5.273	0.000

Article

The Influence of the Credibility of Social Media Influencers SMIs on the Consumers' Purchase Intentions: Evidence from Saudi Arabia

Hashed Mabkhot ^{1,*} , Normalisa Md Isa ²  and Ammar Mabkhot ^{2,*}

¹ Department of Management, College of Business Administration, King Faisal University, Al-Ahsa 31982, Saudi Arabia

² Department of Marketing, School of Business Management, University Utara Malaysia, Sintok 06010, Malaysia

* Correspondence: hmabkhot@kfu.edu.sa (H.M.); ammar.mabkhot@gmail.com (A.M.)

Abstract In recent years, influencers on social media platforms have received substantial attention during the COVID-19 pandemic. Influencers impact consumer purchase intentions, and credibility plays a mediating role in the link between these variables. A survey was conducted in the Eastern Region of Saudi Arabia with 312 respondents, and partial least squares (PLS-SEM) were used for data analysis. The findings indicate that a significant link was identified between SMIs and purchase intentions, and credibility was determined to play a mediating role between these variables. Furthermore, the findings contribute to understanding customer behavior. The paper discusses the implications and opportunities for the future research.

Keywords: credibility; social media influencers; consumers' purchase intentions; COVID-19 pandemic



Citation: Mabkhot, H.; Isa, N.M.; Mabkhot, A. The Influence of the Credibility of Social Media Influencers SMIs on the Consumers' Purchase Intentions: Evidence from Saudi Arabia. *Sustainability* 2022, 14, 12323. <https://doi.org/10.3390/su141912323>

Academic Editor: Jun (Justin) Li

Received: 7 August 2022

Accepted: 23 September 2022

Published: 28 September 2022

Publisher's Note: MDPI stays neutral with regard to jurisdictional claims in published maps and institutional affiliations.



Copyright © 2022 by the authors. Licensee MDPI, Basel, Switzerland. This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

1. Introduction

Recently, the world has become increasingly digitalized, which has affected marketing and businesses; as a result, companies are racing to develop their digital systems to remain competitive and survive [1]. The market has been highly distorted due to the effects of the COVID-19 pandemic, and many companies have been affected. Many of them have suffered because of their limited ability to adapt to unexpected challenges in the marketplace. Somehow, several of them used strategies that are compatible with the new changes in the world. The pandemic further accelerated that change, and it impacted businesses marketing practices [2].

During the COVID-19 quarantine, businesses all over the world experienced fast and dramatic changes as a result of the virus and its effects. Because of the lockdown at home, more people started spending time on internet networks, especially social media. The pandemic sparked a meteoric rise of online purchases. Indeed, the business market had to accelerate its digitalization to make online purchasing easier. In general, the crises that occurred because of COVID-19 have quickened the evolutionary process of online shopping and digital marketing [3]. In recent decades, this change and the role of social media marketing have been observed to be effective because everyone owns a phone or laptop and has access to the internet; this means that they can frequently access the social media platforms that they like, and social media websites have worked hard to be crucial marketing platforms. Social media platforms have been effective platforms for brand owners to use in their advertising campaigns to increase the value of their brands [4].

Social media has its own significance in this digital era: it is the most popular mode of communication in the world. It has made it easier for people to share their thoughts and for brands to reach their customers. It works the same everywhere, including in Saudi Arabia. Saudi Arabia has a huge number of social media users; today, more than 90% of

the people in Saudi Arabia use social networks [5]. There are many social networking platforms in Saudi Arabia, but their user populations vary considerably. Everyone has their own preferences when it comes to social networks. People who like Facebook might not be interested in Twitter, Snapchat, or Instagram, and vice versa. In addition, there may be people who are active on more than five platforms, or just WhatsApp. There are a total of 17.9 million active users of social media in Saudi Arabia, and they spend up to 3.5 h on it each day. It has been found that, compared to the global average 2.45 h per day, 59% of Saudi social media users research brands using social media. In Bahrain, Oman, and Saudi Arabia, top TikTok influencers maintained the highest engagement rates between February and August 2020, with an average fan base growth of 65%. The average time spent on Snapchat during the Holy Month was 77 min per day among those in the United Arab Emirates (UAE), Saudi Arabia, and Kuwait. Over 50% of Snapchat Discover users have increased their consumption of content in the past year [5]. Thus, Snapchat is an important market in the Saudi region. A survey in Saudi Arabia, the UAE, and Egypt, indicates that certain businesses have become digitally oriented as a result of lockdowns and that small companies are promoting their products and services through social media [6].

Following COVID-19, social media usage exploded in Saudi Arabia. During COVID-19, social networks empowered people stay in touch with their family and friends and also to view shopping sites and buy and sell goods and services over the internet [7]. Recently, especially during the COVID-19 pandemic, online advertising emerged as a new trend on social media platforms. This advertising involves several strategies, including the use of influencers to advertise company brands through the influencers' own social media accounts. This is advantageous because these influencers have a huge number of followers, sometimes millions of them. An influencer's main task is to take advantage of this by promoting a particular brand or service [8].

SIMs are people with a strong social media presence and the ability to influence their followers' purchasing decisions [9]. Usually, influencers are celebrities with large social followings who endorse particular brands or products on their social media channels. They are one of the most powerful marketing channels [10]. SIMs are becoming more and more important on social media. With so much competition, businesses need to find new ways to stand out and show their value to potential customers. One way they can do this is by partnering with SIMs who have large followings on platforms such as YouTube, Snapchat, or Instagram. Doing this gives businesses the opportunity to connect with new audiences through influencer-sponsored marketing campaigns that highlight the features of the business' products or services. SIMs are the new marketing powerhouses, they have unfettered access to a large audience and can leverage their personal brands to promote products [11].

Influencers use social media platforms to deliver advertisements to people. Social media is growing day by day. The number of famous people and influencers is also growing, and they are gaining high popularity among social media users. This results in the ability to reach people's minds easily [12]. Influencers are divided into many categories according to their field of expertise, such as technology, food, travel, gaming, and fashion. Companies can choose the best influencer that suits their target goals and who will have a background related to the product or service that they will be advertising. These influencers usually have many followers on Instagram, and many of them are willing to promote brands for free [13]. The idea is that if they, for example, wear a brand's clothing, an endorsement will earn them more followers or more money. Most people do not have time or resources to obtain these sponsorships, so they are turning to companies that specialize in connecting them with SIMs.

In general, influencers tend to be experts in social media advertising, as this is essentially their job. The term "influencer" refers to individuals who engage their followers in daily activities in order to build rapport [14]. Thus, influencing people's perceptions is easier than ever before. Companies that are engaged in social media marketing can achieve their goals because influencers attract the attention of customers who are unfamiliar with

the company's product. Influencers can also engage in large-scale, effective communication with the people who follow them [4]. SMI marketing is a fast-growing industry that enables marketers to reach more customers by buying access to influencer's follower [15]. Marketers can target new demographics, filter messages for specific audiences, and measure the impact of advertisements more accurately. This type of marketing is also cheaper than traditional advertising campaigns [16].

If you want to be successful as a business, you must have a strong social media presence. It is important to build a strong link with customers and to engage customers to follow all the activities that you introduce or the services you provide. In Saudi Arabia, there is a huge market for influencers because many of them are looking for new opportunities to grow their careers. Social media influencing offers a more creative way of marketing your business because it is not just about having a strong social media presence but also about being able to promote your product in creative ways so you can connect with large audiences [17].

The latest technologies are now in use throughout the world, which has introduced challenges to companies from all sectors, both in Saudi Arabia and globally. The appearance of COVID-19 has also led to economic problems all over the world, as it has decreased market supply and demand in general. Moving forward, social media marketing will play an increasingly important role in the success of companies, as it will effectively help them accomplish their company objectives and goals by offering their products or services in a way that suits their customers' tastes.

However, there have been some recent problems with this type of marketing strategy. SMIs are not always honest about the products they promote or their opinions on them [18]. To reduce these types of problems, companies should take extra care when hiring SMIs. They should look for people who are transparent about their opinions and who can provide reliable information on the product they endorse or review.

SMIs have been a popular marketing tool for many years, but in Saudi Arabia, they are just starting to become a phenomenon. There are a few reasons for this recent change. One key reason is that SMIs have been successful in garnering attention from their followers and have been able to reach a wider audience. This has been partly due to the high market penetration of smartphones and the popularity of social media in Saudi Arabia, which allows people to connect with these influencers at any time. Furthermore, the number of Saudi Arabians using the internet has increased (from 32% in 2012 to 50% in 2017) leading to more people joining these networks and following SMIs [19].

Influencer marketing is a very effective tool for reaching out to specific target audiences and generating responses from them. Marketers in Saudi Arabia are using influencers in their campaigns because they have the power to reach a wide audience quickly and effectively using the digital world. The most popular types of influencers in Saudi Arabia are models, actors, athletes, and people who have large followings on platforms such as YouTube or Snapchat [20]. SMIs in Saudi Arabia have been especially popular in the past few years. Influencers have been able to help companies grow their brands, develop strategies for new products, and create an overall target audience [19]. Recently, influencers played a powerful role in changing customer perceptions and persuading customers to buy the products and services advertised by influencers [21].

SMIs have a tremendous impact on their followers because they are seen as more credible than traditional advertising campaigns [22]. It has been demonstrated in previous studies that there is a significant positive link between SMIs and the intention to buy, since they play a critical role in consumer purchasing decisions [23]. According to Aggad et al. [24], influencer content and characteristics strongly affect consumers' purchase intentions. People follow SMIs who they believe will deliver the comprehensive information about products and services that they need to choose the brands that are suitable for them.

In contrast, some researchers have found that SMIs do not predict purchase intention [4]. Hence, there is conflicting information about the effectiveness of influencers' advertisements [25,26]. Credibility is the key to influencers' success. Influencers must build good relationships with their followers [27], as credibility can affect consumers' purchase

intentions in a positive or negative way. However, there is a lack of research regarding the credibility of influencers' content and the advertisements they use to attract more attention from customers to make those customers buy the product or service they are advertising [4]. Social exchange theory [28] proposes a reciprocal relationship between consumers and companies, benefit exchange. Whenever the customer is satisfied with the products that companies provided, there is credibility in product delivery and quality, good images, and products that meet customers' expectations, which is then reflected in consumer behavior.

Because past studies have yielded conflicting information, in the present study, social media influencers are considered to be impacted by their credibility, which is postulated to affect customer' purchase intention. There is a lack of research on the mediating effect of credibility of the influencer and their effect on customer behavior among customers in the Eastern Province of Saudi Arabia during the COVID-19 pandemic. This article is divided into three parts: the introduction discusses the importance of the topic, and the objective of the article. The second part presents an overview of the literature. Finally, the third part provides an explanation of the methodology used and the findings. The last part presents the conclusions, limitations, and further research.

2. Literature Review

2.1. Purchase Intention (PI)

In the marketing literature, purchase intention is defined as "an individual's conscious plan to make an effort to purchase a brand" [29]. PI is the "total of cognitive, affective, and behavioral toward adoption, purchase, and use of the product, services, ideas or certain behaviors" [30]. Purchase intention refers to the intention of consumers to plan consciously or who seek to buy branded products [29]. Research on SMIs also emphasized the importance of attitude toward purchase intentions. In addition to offer insight on how to increase followers on social media, the influencer can also offer advice on how to encourage followers to buy products they advertise for brands. SMIs positively influence purchase intentions among users of social media [4].

In the context of social media, this study predicts that SMIs and credibility effect consumers' purchase intentions. Previous studies suggest that attitudes toward brand awareness, adverts, and electronic word of mouth (eWOM) are associated with intentions to purchase [31]. It has been proven that the perception of value plays the largest role in predicting purchase intention, showing that for the specific case of tourism e-commerce, consumers are more likely to purchase items online from sites that offer perceived value [32]. A customer's online purchase intention is a measure of their willingness to use internet services, purchase goods and services, or simply compare prices before making a purchase. It is useful for evaluating consumers' behavior before they make a purchase and before they ask for information about a product [33]. There have been a number of studies that explore the impact of influencers' power on consumers' purchase intentions and the ability of these influences to change customer attitudes as well [32,34–36]. According to [37], SMIs have an impact on purchase behavior among social media users.

2.2. Social Media Influencers SMIs

SMIs are people with many fans on social media and whom create content for their followers. Additionally, SMIs use their platforms to discuss certain topics and provide news to their audiences. The combination of SMIs and digital marketing is powerful. If companies use traditional advertising methods, such as radio or TV, it will cost them more than if they use influencer marketing, as audiences are influenced more quickly by the influencers they follow [38]. SMIs are third parties that provide recommendations, provide descriptions, and distribute information to influence the attitudes of audiences [33]. Past studies demonstrate that digital influencers had a beneficial effect on purchase intentions [39,40].

Nowadays, everyone can be famous and influence their surroundings, such as their friends and family [41]. However, an influencer is a famous person or celebrity with many followers on social media platforms. They are the type of people who always share their

experiences with their followers, and companies can offer the flexibility to download and review other people's opinions on issues or analyze trends among groups with common interests. Influencers can influence buying intention because they use mass media, and they can collect public opinions on issues to influence customers' habits [42]. In the digital world, companies are increasingly seeking out influencers who are trusted by their followers. The trustworthiness of influencers can be measured by assessing followers' perceptions of their attractiveness, similarity, and trustworthiness.

SIMs have been the backbone of marketing strategies for a long time now; companies use SIMs to increase brand awareness and convert potential customers [43]. Influencer marketing is a very effective tool for reaching out to specific target audiences and generating responses from them. However, there have been some recent problems with this type of marketing strategy. To reduce these types of issues, companies should take extra care when using SIMs. They should seek out people who are transparent about their opinions and who can provide reliable information on the product they endorse or review in detail. Recently, organizations have increasingly used social media to attract customers to interact with their brands. Companies and brands have paid a lot of attention to SIMs, and they can use them as social relations assets as well as potential marketing channels [44]. Past study indicates that SIMs affect behavioral intention [4,17,35], these studies have been mainly conducted in the East and West. Furthermore, by studying SIMs, their credibility of the influencers, and their effects on consumer purchase intention. In the Arab context, such as Saudi Arabia, the extent of compatibility between Saudi Arabia's findings and other can be ascertained. As such, this research adds value to the marketing literature. Therefore, we believe that

H1. *SIMs are positively related to consumer purchase intention.*

2.3. Social Media Marketing

With the latest technological developments in this digital era and the increasing number of communication firms, social media has become a crucial online tool with a massive impact on our daily lives, especially for marketers. A new form of advertising has appeared lately, and our understanding of what marketing is has changed [41]. SIMs has flourished thanks to the rise of social media. Social media influencer marketing has revolutionized the way brands engage with consumers, especially in lifestyle branding [45]. Thanks to the ability of social media to connect businesses with their target audiences while maintaining a direct relationship with their customers, companies are increasingly seeking endorsement of their brands from digital influencers as part of their social media marketing activities. Engaging key influencers to impact potential customers is a social media marketing activity that can increase interaction with customers, make a business's products or services seem more worthwhile, increase the effectiveness of marketing actions, and benefit businesses [46]. In addition to other communication channels, social media can be used to create value for stakeholders by achieving organizational goals. A social media marketing strategy takes into account the scope, culture, and structure of the organization (from hierarchies to networks) and how much time the organization devotes to social media marketing [17].

2.4. Credibility

Technological advances have led to a variety of new forms of communication, including the emergence of social media and influencers becoming increasingly prominent. The information that influencers provide is essential to their fans and may even influence their behaviour [47]. Credibility is the evaluation of a communicator's credibility made by a perceiver, and it can also be defined as the quality of being trusted or being able to be believed [4]. Credibility can be explained as the level of reliability and trustworthiness of a source, and it is usually authenticity and perceived expertise together with trustworthiness that help predict good consequences through social media marketing [17]. Referring to the trust and credibility offered by influencers, research indicates that they are able to influence more than other traditional media. It has been demonstrated that the credibility of the influ-

encer is a key factor in achieving these influences [48]. Research has shown that credibility plays an important role in celebrity endorsements [49]. Different research indicated that a credible information can influence consumers' attitudes and behaviors [50,51]. Influencers nowadays have a strong power with which they can change and influence people who follow them by sharing information about their lifestyles and daily routines. The credibility of influencers affects customer purchase intention. In order to market the products via social media, brands should consider customer preferences when designing strategies using social platforms [52]. Regarding marketing, influencers can also have a strong influence on people's purchase intentions toward the products or services that the influencer is promoting. According to Shuang [53], source credibility can also be considered the positive attribute of a disseminator that impacts a recipient's understanding of information. It has been found that consumers' purchase intentions and attitudes depend on the credibility of influencers [54]. Furthermore, [55] demonstrated that consumers' purchase intentions were significantly influenced by social presence. Thus, it is believed that if consumers have a positive evaluation of SMI's credibility, they may be more generate purchase intentions for the brand. Therefore, we believe that

H2. *SMIs are positively related to credibility.*

H3. *The credibility of influencers is linked to consumers' purchase intentions.*

H4. *SMIs and consumer purchase intentions are mediated by credibility.*

3. Research Framework

The literature indicates that SMIs and credibility have an impact on consumers' purchase intentions. Social Exchange Theory SET [28] significantly contributes to understanding the customer's behavior. It is valuable to the current research as it points to a reciprocal relationship between consumers and companies. Benefit exchange gives the customers a good product, good image, excellent quality, and credibility; they feel satisfaction, trust, and loyalty, and they will continue to buy the brand. It can be a possible reason for increasing customers intention to purchase on social media during the COVID-19 pandemic. This research proposes that there is a link between SMIs and consumer purchase intention and that customers perceive influencers as more credible sources (compared to other common marketing sources). In this study, credibility is believed to mediate the bond between SMIs and consumers' purchase intentions, as presented in Figure 1.

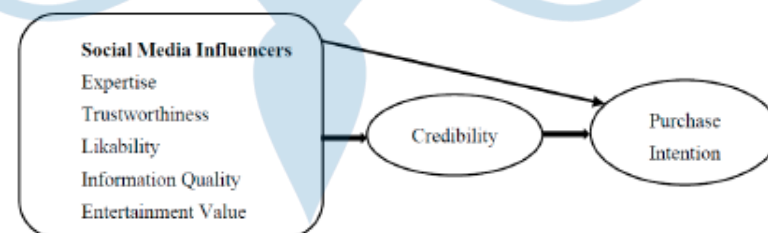


Figure 1. Research Framework.

4. Methodology

This study was a cross-sectional analysis that used a survey method to collect data from eastern province of Saudi Arabia. Cross-sectional surveys are used often in research to collect data on the prevalence of, intentions, behaviors, attitudes, knowledge, and respondent opinions [56]. Researchers usually use a cross-sectional survey design to collect quantitative data. The aim of the paper was to find out the influence of SMIs and credibility on consumers' purchase intentions among customers during the COVID-19 pandemic in Saudi Arabia. For this aim, in accordance with the theoretical framework of this research, we used PLS-SEM tools to analyze the relationship between the variables mentioned.

4.1. Data Collection and Sample

According to the Saudi Arabia Social Media Statistics [5], 29.50 million people in Saudi Arabia are social media users. Based on the statistic of General Authority for Statistics of Saudi Arabia, the population of the Eastern Province was 4.5 million [57]. To minimize sampling errors, [58] specified the level of confidence and precision to be used for determining a sample size: 384 respondents would be required to represent the population of this study. Because of the large size and widespread nature of the population who use social networks, and the difficulty and impracticality of applying the probability sampling method due to the lack of a sampling frame, in this study, the appropriate sampling technique for data collection was a non-probability convenience sampling procedure, which is consistent with past studies that investigate the behavior and the followers' perception, which is acceptable and appropriate for multivariate data analysis purposes [59,60]. The items in the questionnaire were asked in the Arabic language. The use of Arabic language was to allow participants to feel comfortable with the survey. Because the original instruments were in the English language, they had to be translated into the Arabic language for equivalence purposes. In order to achieve this, back-to-back translation was utilized this process was employed in response to [61]. Online questionnaires were created and shared via Google Forms with consumers, and it was conducted only among those who were regularly active on social media platforms. The survey was conducted online between September and October 2021, covering Snapchat, Instagram, WhatsApp, Twitter, and Facebook. Screening questions were placed at the beginning of the survey to check whether they are following influencers on Snapchat, Instagram, WhatsApp, Twitter, and Facebook and had experience purchasing services or products after they were affected by the influencer's advertisement. If all of these screening questions were answered "yes", participants were asked to complete the remaining survey questions. No further access was allowed to unqualified participants, and the participants were asked to share the questionnaire on their social networks in order to create a snowball effect. In the end, 312 samples were collected to analyze the demographics and basic characteristics of the study sample, and the responses were coded into SPSS version 26. Table 1 illustrates the demographic characteristics of the respondents.

Table 1. A description of the respondents' profiles.

	Frequency	Percentage
Gender:		
Male	246	78.8
Female	66	21.2
Age:		
19–24 years	66	21.2
25–30 years	137	43.9
Above 30 years	109	34.9
Education qualification:		
Diploma	72	23.1
Undergraduate	158	50.6
Postgraduate	82	26.3
Most used social media app:		
Snapchat	14	4.5
Instagram	58	18.6
WhatsApp	71	22.8
YouTube	14	4.5
Twitter	52	16.7
TikTok	7	2.2
All of them	96	30.8
Social media usage:		
Daily	290	92.9
Weekly	15	4.8
Once a month	7	2.2

4.2. Measurements and Data Analysis

In this study, the items were derived from previous studies to measure the constructs. SMIs were measured in terms of the following five dimensions: “expertise, likability trustworthiness, information quality, and entertainment value”, which were operationalized by using (21) items from [62–65]. Consumer purchase intention consisted of five items based on Kumar [66], and credibility consisted of three items based on [67]. The specific contents of the measurement items are shown in Appendix A. The authors employed smartpls3 PLS-SEM techniques to analyze the data collected and to test the posited hypotheses between the variables. This technique was chosen because PLS-SEM can analyze all pathways in one analysis.

5. Findings

5.1. Profiles of Respondents

The outcomes of the respondent’s analysis in this study included gender, age, educational qualification, most-used social media apps, and frequency of social media use, as presented in Table 1.

As elucidated in Table 1, and as mentioned earlier, the final sample comprised 312 completed and usable responses. Of these, 78.8% were male and 21.2% were female. In terms of their age, those between 19 and 30 years old took up nearly 64.1% of the total responses, and 34.9% were over 30. As for education, 50% of respondents mentioned undergraduate as their highest education, followed by diploma (23.1%), and then postgraduate (26.3%). In terms of social media apps frequently used, 30.8% of the users were active, 22.8% of the users were active on WhatsApp, 18.6% on Instagram, 16.7 on Twitter, 4.5% on Snapchat, and 4.5% on YouTube. Moreover, 92.9% of the respondents were daily users, 4.8% were weekly users, and 2.2% were monthly users.

5.2. Measurement Model

We assessed the measurement model using PLS-SEM procedures and thresholds to determine the construct reliability, convergent validity, and discriminant validity. In order to assess the reliability of the indicators, the author first evaluated the item loadings on the relevant constructs, as shown in Table 2. Construct reliability was measured using composite reliability (CR) and Cronbach’s alpha (CA). The CA and CR values for all constructs were more than 0.74, which showed construct reliability. Convergent validity shows “the extent to which different measures refer to the same conceptual construct” [68]. As shown in Table 2, all constructs met the thresholds, as the loading values were above 0.628. For convergent validity, we used average variance extracted (AVE), as shown in Table 2, which was found to be greater than 0.60 for all constructs implying convergent validity [69]. Discriminant validity indicates “the extent to which the measure is adequately distinguishable from related constructs within the nomological net” [68]. We used the square root of latent constructs to ensure adequate discriminant validity, as recommended by [70]. Therefore, discriminant validity was confirmed, as all values were below 0.90, as indicated in Table 3.

Table 2. Item Loadings, CR, AVE, and CA.

Constructs	Items	Loadings	(AVE)	(CR)	(CA)
Expertise (EX)	EX1	0.628	0.557	0.862	0.801
	EX2	0.728			
	EX3	0.776			
	EX4	0.758			
	EX5	0.825			
Trustworthiness (T)	T1	0.883	0.769	0.943	0.925
	T2	0.853			
	T3	0.881			
	T4	0.865			
	T5	0.903			

Table 2. Cont.

Constructs	Items	Loadings	(AVE)	(CR)	(CA)
Likability (L)	L1	0.860	0.660	0.886	0.828
	L2	0.825			
	L3	0.814			
	L4	0.747			
Information Quality (INF)	INF1	0.801	0.677	0.863	0.761
	INF2	0.812			
	INF3	0.854			
Entertainment (ENT)	ENT1	0.781	0.558	0.834	0.737
	ENT2	0.755			
	ENT3	0.798			
	ENT4	0.644			
Credibility (C)	C1	0.854	0.771	0.910	0.851
	C2	0.897			
	C3	0.882			
Purchase Intention (PI)	PI1	0.726	0.697	0.920	0.890
	PI2	0.835			
	PI3	0.874			
	PI4	0.889			
	PI5	0.842			

Note: Expertise (EX), Trustworthiness (T), Likability (L), Information Quality, (INF), Entertainment (ENT), Credibility (C), and Purchase Intention (PI).

Table 3. Assessment of discriminant validity using HTMT.

	1	2	3	4	5	6	7
Credibility	0.878						
Entertainment	0.383	0.747					
Expertise	0.585	0.344	0.746				
Information Quality	0.629	0.418	0.620	0.823			
Likability	0.601	0.453	0.630	0.503	0.813		
Purchase Intention	0.690	0.295	0.559	0.666	0.637	0.835	
Trustworthiness	0.598	0.221	0.731	0.666	0.640	0.605	0.877

Note: HTMT, heterotrait–monotrait ratio of correlations.

5.3. Structural Model Assessment

For the path coefficients, the significance of the hypothesized relationship between constructs was tested using the bootstrapping procedure in SmartPLS 3 with 5000 subsamples and 312 cases [71]. The findings are illustrated in Table 4.

Table 4. Results of structural model assessment.

Paths	Beta	SE	t-Value	p-Value	Findings
Social Media Influencer → Purchase Intention	0.443	0.089	4.986	0.000	Supported
Credibility → Purchase Intention	0.376	0.084	4.460	0.000	Supported
Social Media Influencer → Credibility	0.709	0.067	10.560	0.000	Supported
Social Media Influencer → Credibility → Purchase Intention	0.267	0.065	4.100	0.000	Supported

Table 4 confirms H1's contention that consumer purchase intentions are positively influenced by SMIs ($\beta = 0.443$, $t = 4.986$, $p < 0.000$). Hence, H1 was supported. Credibility was also demonstrated to have a significant association with consumer purchase intention, ($\beta = 0.376$, $t = 4.460$, $p < 0.000$). Thus, H2 was accepted. Furthermore, H3 proposed that social media influencer marketing positively affects credibility, and Table 4 shows that this is also the case ($\beta = 0.709$, $t = 10.560$, $p < 0.000$). Therefore, H3 was supported. Finally, H4

proposed that credibility has a mediating impact on the link between SMIs and consumer purchase intention, and Table 4 also demonstrates this ($\beta = 0.267$, $t = 4.100$, $p < 0.000$). Thus, H4 was accepted.

6. Discussion

An attempt was made in this study to determine whether SMIs are associated with consumers' intentions to purchase. This study's finding points out a significant link between SMIs and consumer intention to purchase. However, there are concerns about how trustworthy influencers and their ads are, as their ads sometimes advertise products that are not of good quality, which results in customers feeling tricked [72]. According to the study finding, influencers have the power to influence consumers' purchase intentions. This finding is consistent with studies conducted by [4,73]. Credibility plays a vital role in customer buying decisions. In the context of this study, the link between credibility and purchase intention demonstrated a positive relationship ($t = 4.460$). SMIs have a stronger influence on the perceived credibility of products and services ($t = 10.560$). Furthermore, there has been evidence that credibility mediates between SMIs and consumers' purchase intentions ($t = 4.100$). These research findings are consistent with previous studies [4,45]. They contribute to the body of knowledge by analyzing the interactions between SMIs and consumer purchase intention, as well as how credibility increases the purchase intention, and it was the key mechanism in explaining purchase intention. As a result of social distancing and consumers staying at home, and their use of the internet and social media has been increased, and many consumers have installed new applications to spend time using those media. Due to the COVID-19 pandemic, online shopping behavior has changed [74]. This study found that influencers play an important role in attitude toward purchase intentions and should be carefully considered by brand managers assessing the impact of credibility on behaviors and advertising effectiveness would assist managers in their effort to more effectively manage their human brands and better identify the effective social media influencers. According to a survey conducted by the BPG Group and YouGov, 85% of millennials in Saudi Arabia follow at least one social media influencer [75]. There is no doubt that social media influencers can influence consumers and help shape their perceptions of products and services. In Saudi Arabia, social media influencers in the marketing industry are taking the lead and shining while doing so. As indicated in the findings, the credibility of influencers on social media plays a very important role in affecting purchase intention. It has been found that marketing influencers have the power to influence brands to some extent. Their content reflects what many marketers think but do not say. Since marketing influencers are spearheading change, it is important for managers and business owners to monitor what they are saying. Consumer brand dynamics are being changed by the growth of social media sites and the persuasive personalities of social media influencers [76]. This study has contributed empirically to the Eastern Province of Saudi Arabia and has shown that people's buying behaviors are affected by influencers.

7. Conclusions

All the hypotheses were supported. This research empirically tested the link between social media influencer and purchase intentions and found that credibility plays a mediating role between social media influencers and consumers' purchase intentions. Social media platforms play a vital role in affecting customers' behavior [77]. This is also true of influencers, who can affect customer purchase intentions. In this research, the link between customer purchases and SMIs is clarified, and it is established that credibility plays an important mediating role between SMIs and purchase intention. This study is applied among customers who used online platforms in the Eastern Province of Saudi Arabia during the COVID-19 pandemic. The reciprocal relationship between SMIs and consumer purchase intention reflects social exchange theory.

7.1. Implications of the Study

The immediate findings have important implications for understanding the impact of SMIs on purchase intention of consumers in the Eastern Region of Saudi Arabia. Certainly, this study has managed to prove the hypothesis discussed in the literature review in terms of the relationship between the mentioned variables. This study also supports the social exchange theory proposed by Blau [28], which claims that there is a reciprocal relationship between consumers and companies: customers who feel satisfied with the products or services a company provides will be obliged to reciprocate by increasing their intention to purchase the company's products or services. Previous studies seem to have neglected the importance of credibility in SMIs. The present study extends and contributes to the existing body of knowledge on the impact of SMIs on consumer purchase intention by showing that credibility plays a mediating role in the link between SMIs and consumers' purchase intention. The majority of previous studies have been conducted in Western countries. Despite this fact, this study provides new insights into the social media marketing field to business managers and marketers in Saudi Arabia. Understanding the influence of credibility on the link between SMIs and consumers' purchase intention, the findings can be used by practitioners to determine how to build Saudi customers' confidence in social media marketing and brands while at the same time strengthening the link between businesses and customers.

7.2. Limitations and Further Research

The data from this study were collected using a large sample size from the Eastern Province of Saudi Arabia. The respondents' backgrounds varied. Future studies can be expanded to include a wider range of respondents to cover the whole population of Saudi Arabia and to study the income level of respondents to help analyze their buying behavior experiences. Future studies could also consider a single social media app used by influencers, such as Snapchat, which is the app most commonly used for advertising in Saudi Arabia. The possibility of cultural differences within a nation could also be considered, which could help identify additional effects. For future research, we suggest expanding this study in a way that enables researchers to verify social media influencer marketing effects and compare the model structures in more detail. For example, researchers can create subcategories based on the services/products associated with the influencers, classify influencer types, and conduct data classification based on the consumer's demographic information. Furthermore, past research indicates that the marketing effect depends on the cultural background of a customer [78,79]. Therefore, we encourage the researchers to investigate the marketing effects based on differences in cultural backgrounds between consumers and influencers (e.g., American, European, and Asian).

Author Contributions: Conceptualization, H.M.; methodology, A.M.; software, H.M.; validation, N.M.I.; formal analysis, H.M., A.M. and N.M.I.; investigation, H.M. and A.M.; resources, H.M.; data curation, H.M., N.M.I. and A.M.; writing original draft preparation, H.M., N.M.I. and A.M.; writing review and editing, H.M., N.M.I. and A.M.; visualization, H.M., N.M.I. and A.M.; supervision, H.M.; project administration, H.M. and A.M.; funding acquisition H.M. All authors have read and agreed to the published version of the manuscript.

Funding: This work was supported by the Deanship of Scientific Research, Vice Presidency for Graduate Studies and Scientific Research, King Faisal University, Saudi Arabia [Project No. NA000231].

Institutional Review Board Statement: Not applicable.

Informed Consent Statement: Not applicable.

Data Availability Statement: The data presented in this study are available on request from the corresponding author.

Conflicts of Interest: The authors declare no conflict of interest.

Appendix A

Table A1. Measurement of the constructs.

Constructs	Items	
Social Media influencer	<p>I think that this influencer is Expert</p> <p>I think that this influencer is Experienced.</p> <p>I think that this influencer is Knowledgeable.</p> <p>I think that this influencer is Qualified.</p> <p>I think that this influencer is Skilled.</p> <p>I feel that this influencer is Dependable.</p> <p>I feel that this influencer is Honest.</p> <p>I feel that this influencer is Reliable.</p> <p>I feel that this influencer is Sincere.</p> <p>I feel that this influencer is Trustworthy.</p> <p>This influencer is friendly.</p> <p>This influencer is likeable.</p> <p>This influencer is warm.</p> <p>This influencer is approachable.</p> <p>The information in social media is up to date.</p> <p>The information in social media is accurate.</p> <p>The information in social media is comprehensive.</p> <p>Using Social Media platforms provides me with a lot of fun.</p> <p>I have fun using Social Media platforms.</p> <p>The process of using Social Media platforms is pleasant.</p> <p>Social Media platforms do not bore me.</p>	[62–65]
Credibility	<p>This influencer provides believable information.</p> <p>This influencer provides credible information.</p> <p>This influencer provides accurate information.</p> <p>This influencer provides believable information.</p>	[67]
Purchase Intention	<p>As a consumer, do you consider the “Familiarity” of the celebrity as an attribute that can influence your purchase decision for a certain product or service?</p> <p>Do you feel that Negative Publicity about a celebrity endorser can influence your purchase decision?</p> <p>I’m likely to purchase products or services that have been endorsed by celebrities.</p> <p>I do purchase products and services endorsed by celebrities.</p> <p>In overall, I’m happy with purchasing products or services advertised by celebrities.</p>	[66]

References

- Bonnet, D.; Westerman, G. The new elements of digital transformation. *MIT Sloan Manag. Rev.* **2021**, *62*, 82–89.
- Peñarroya-Farell, M.; Miralles, F. Business Model Adaptation to the COVID-19 Crisis: Strategic Response of the Spanish Cultural and Creative Firms. *J. Open Innov. Technol. Mark. Complex.* **2022**, *8*, 39. [CrossRef]
- Gu, S.; Stusarczyk, B.; Hajizada, S.; Kovalyova, I.; Sakhibieva, A. Impact of the COVID-19 pandemic on online consumer purchasing behavior. *J. Theor. Appl. Electron. Commer. Res.* **2021**, *16*, 2263–2281. [CrossRef]
- Saima; Khan, M.A. Effect of social media influencer marketing on consumers’ purchase intention and the mediating role of credibility. *J. Promot. Manag.* **2020**, *27*, 503–523. [CrossRef]
- GMI. *Saudi Arabia Social Media Statistics*; Dubai Digital Interactive Agency: Dubai, United Arab Emirates, 2022.
- Radcliffe, D.; Lam, A. Social Media in the Middle East: The Story of 2017. 2018. Available online: <https://ssrn.com/abstract=3124077> (accessed on 12 April 2022).
- Alshwiah, A.; Alaulamie, L. Social media usage and its association with students’ performance and attitude in Saudi Arabia. *J. Appl. Res. High. Educ.* **2022**; ahead-print. [CrossRef]
- Marjerison, R.K.; Gan, S. Social Media Influencers’ Effect on Chinese Gen Z Consumers: Management and Use of Video Content Platforms. In *Research Anthology on Social Media Advertising and Building Consumer Relationships*; IGI Global: Hershey, PA, USA, 2022; pp. 1573–1592.
- Aaker, D.A.; Keller, K.L. Interpreting cross-cultural replications of brand extension research. *Int. J. Res. Mark.* **1993**, *10*, 55–59. [CrossRef]
- Chu, S.-C.; Seock, Y.-K. The power of social media in fashion advertising. *Taylor Fr. J. Interact. Advert.* **2020**, *20*, 93–94. [CrossRef]
- Vrontis, D.; Makrides, A.; Christofi, M.; Thrassou, A. Social media influencer marketing: A systematic review, integrative framework and future research agenda. *Int. J. Consum. Stud.* **2021**, *45*, 617–644. [CrossRef]

12. Kim, D.Y.; Kim, H.-Y. Trust me, trust me not: A nuanced view of influencer marketing on social media. *J. Bus. Res.* **2021**, *134*, 223–232. [CrossRef]
13. Ingrassia, M.; Bellia, C.; Giurdanella, C.; Columba, P.; Chironi, S. Digital Influencers, Food and Tourism—A New Model of Open Innovation for Businesses in the Ho. Re. Ca. Sector. *J. Open Innov. Technol. Mark. Complex.* **2022**, *8*, 50. [CrossRef]
14. Abidin, C. Communicative Intimacies: Influencers and Perceived Interconnectedness. *Ada J. Gen. New Media Technol.* **2015**, *8*, 1–16.
15. Sesar, V.; Hunjet, A.; Kozina, G. Influencer Marketing in Travel And Tourism: Literature Review. *Econ. Soc. Dev. Book Proc.* **2021**, 182–192. Available online: <https://www.proquest.com/docview/2596079224?pq-origsite=gscholar&fromopenview=true> (accessed on 12 May 2022).
16. Peter, M.K.; Dalla Vecchia, M. The digital marketing toolkit: A literature review for the identification of digital marketing channels and platforms. *New Trends Bus. Inf. Syst. Technol.* **2021**, 251–265. [CrossRef]
17. Masuda, H.; Han, S.H.; Lee, J. Impacts of influencer attributes on purchase intentions in social media influencer marketing: Mediating roles of characterizations. *Technol. Forecast. Soc. Chang.* **2022**, *174*, 121246. [CrossRef]
18. Wellman, M.L.; Stoldt, R.; Tully, M.; Ekdale, B. Ethics of Authenticity: Social Media Influencers and the Production of Sponsored Content. *J. Media Ethics* **2020**, *35*, 68–82. [CrossRef]
19. Alshehri, H.; Meziane, F. Current state on internet growth and usage in Saudi Arabia and its ability to support e-commerce development. *J. Adv. Manag. Sci.* **2017**, *5*, 127–132. [CrossRef]
20. Trad, N.; Al Dabbagh, M.A. Use of Social Media as an Effective Marketing Tool for Fashion Startups in Saudi Arabia. *Open J. Soc. Sci.* **2020**, *8*, 319–332. [CrossRef]
21. Jansom, A.; Pongsakornrungrungsilp, S. How Instagram influencers affect the value perception of Thai millennial followers and purchasing intention of luxury fashion for sustainable marketing. *Sustainability* **2021**, *13*, 8572. [CrossRef]
22. Leban, M.; Voyer, B.G. Social media influencers versus traditional influencers: Roles and consequences for traditional marketing campaigns. In *Influencer Marketing*; Routledge: London, UK, 2020; pp. 26–42.
23. Pop, R.-A.; Săplăcan, Z.; Dabija, D.-C.; Alt, M.-A. The impact of social media influencers on travel decisions: The role of trust in consumer decision journey. *Curr. Issues Tour.* **2022**, *25*, 823–843. [CrossRef]
24. Aggad, K.K.; Ahmad, F. Investigates the Impact of Social Media Influencers' Personality, Content, and Trustworthiness on Consumers' Purchase Intention and eWOM. *Sciences* **2021**, *11*, 2368–2384. [CrossRef]
25. Alotaibi, T.S.; Alkhatlan, A.A.; Alzeer, S.S. Instagram shopping in Saudi Arabia: What influences consumer trust and purchase decisions. *Int. J. Adv. Comput. Sci. Appl.* **2019**, *11*, 10. [CrossRef]
26. Liu, C.; Bao, Z.; Zheng, C. Exploring consumers' purchase intention in social commerce: An empirical study based on trust, argument quality, and social presence. *Asia Pac. J. Mark. Logist.* **2019**, *31*, 378–397. [CrossRef]
27. Francisco, E.; Fardos, N.; Bhatt, A.; Bizek, G. Impact of the COVID-19 Pandemic on Instagram and Influencer Marketing. *Int. J. Mark. Stud.* **2021**, *13*, 20–35. [CrossRef]
28. Blau, P.M. *Exchange and Power in Social Life*; Transaction Publishers: Piscataway, NJ, USA, 1964.
29. Spears, N.; Singh, S.N. Measuring attitude toward the brand and purchase intentions. *J. Curr. Issues Res. Advert.* **2004**, *26*, 53–66. [CrossRef]
30. Dadwal, S.S.; Jamal, A.; Harris, T.; Brown, G.; Raudhah, S. Technology and Sharing Economy-Based Business Models for Marketing to Connected Consumers. In *Handbook of Research on Innovations in Technology and Marketing for the Connected Consumer*; Dadwal, S.S., Ed.; IGI Global: Hershey, PA, USA, 2020; pp. 62–93. [CrossRef]
31. Elseidi, R.I.; El-Baz, D. Electronic word of mouth effects on consumers' brand attitudes, brand image and purchase intention: An empirical study in Egypt. *Bus. Manag. Rev.* **2016**, *7*, 268.
32. Jiménez-Castillo, D.; Sánchez-Fernández, R. The role of digital influencers in brand recommendation: Examining their impact on engagement, expected value and purchase intention. *Int. J. Inf. Manag.* **2019**, *49*, 366–376. [CrossRef]
33. Putri, E.E.V.S.; Tiarawati, M. The Effect of Social Media Influencer and Brand Image On Online Purchase Intention During The COVID-19 Pandemic. *Ilomata Int. J. Manag.* **2021**, *2*, 163–171. [CrossRef]
34. Hung, K. Why celebrity sells: A dual entertainment path model of brand endorsement. *J. Advert.* **2014**, *43*, 155–166. [CrossRef]
35. Lim, X.J.; Radzol, A.; Cheah, J.; Wong, M.W. The impact of social media influencers on purchase intention and the mediation effect of customer attitude. *Asian J. Bus. Res.* **2017**, *7*, 19–36. [CrossRef]
36. Khan, M.M.; Memon, Z.; Kumar, S. Celebrity endorsement and purchase intentions: The role of perceived quality and brand loyalty. *Mark. Forces* **2019**, *14*, 99–120.
37. Djafarova, E.; Rushworth, C. Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Comput. Hum. Behav.* **2017**, *68*, 1–7. [CrossRef]
38. Kirkpatrick, D. Influencer Marketing Spurs 11 Times the ROI over Traditional Tactics: Study. *Marketing Dive*, 6 April 2016. Available online: <https://www.marketingdive.com/news/influencer-marketing-spurs-11-times-the-roi-over-traditional-tactics-study/416911/> (accessed on 20 June 2022).
39. Khan, S.; Rashid, A.; Rasheed, R.; Amirah, N.A. Designing a knowledge-based system (KBS) to study consumer purchase intention: The impact of digital influencers in Pakistan. *Kybernetes* **2022**, ahead-of-print. [CrossRef]
40. Bu, Y.; Parkinson, J.; Thaichon, P. Influencer marketing: Homophily, customer value co-creation behaviour and purchase intention. *J. Retail. Consum. Serv.* **2022**, *66*, 102904. [CrossRef]

41. Lê Giang Nam, H.T.D. Impact of social media Influencer marketing on consumer at Ho Chi Minh City. *Int. J. Soc. Sci. Humanit. Invent.* **2018**, *5*, 4710–4714.
42. Nurhandayani, A.; Syarif, R.; Najib, M. The impact of social media influencer and brand images to purchase intention. *J. Apl. Manaj.* **2019**, *17*, 650–661.
43. Tuten, T.L. *Social Media Marketing*; Sage: Thousand Oaks, CA, USA, 2020.
44. Sánchez-Fernández, R.; Jiménez-Castillo, D. How social media influencers affect behavioural intentions towards recommended brands: The role of emotional attachment and information value. *J. Mark. Manag.* **2021**, *37*, 1123–1147. [[CrossRef](#)]
45. Glucksman, M. The rise of social media influencer marketing on lifestyle branding: A case study of Lucie Fink. *Elon J. Undergrad. Res. Commun.* **2017**, *8*, 77–87.
46. Khasawneh, M.A.; Abuhashesh, M.; Ahmad, A.; Masa'deh, R.; Alshurideh, M. Customers online engagement with social media influencers' content related to COVID 19. In *The Effect of Coronavirus Disease (COVID-19) on Business Intelligence*; Springer: Berlin/Heidelberg, Germany, 2021; pp. 385–404.
47. Prieto-Egido, I.; Sanchez-Chaparro, T.; Urquijo-Reguera, J. Impacts of information and communication technologies on the SDGs: The case of Mayu Telecomunicaciones in rural areas of Peru. *Inf. Technol. Dev.* **2022**, 1–25. [[CrossRef](#)]
48. Weismueller, J.; Harrigan, P.; Wang, S.; Soutar, G.N. Influencer Endorsements: How Advertising Disclosure and Source Credibility Affect Consumer Purchase Intention on Social Media. *Australas. Mark. J.* **2020**, *28*, 160–170. [[CrossRef](#)]
49. Lee, J.-S.; Chang, H.; Zhang, L. An integrated model of congruence and credibility in celebrity endorsement. *Int. J. Advert.* **2021**, 1–24. [[CrossRef](#)]
50. Belanche, D.; Casaló, L.V.; Flavián, M.; Ibáñez-Sánchez, S.; Services, C. Building influencers' credibility on Instagram: Effects on followers' attitudes and behavioral responses toward the influencer. *J. Retail.* **2021**, *61*, 102585. [[CrossRef](#)]
51. Ismagilova, E.; Slade, E.; Rana, N.P.; Dwivedi, Y.K. The effect of characteristics of source credibility on consumer behaviour: A meta-analysis. *J. Retail. Consum. Serv.* **2020**, *53*, 101736. [[CrossRef](#)]
52. Bi, N.C.; Zhang, R. I will buy what my 'friend' recommends: The effects of parasocial relationships, influencer credibility and self-esteem on purchase intentions. *J. Res. Interact. Mark.* **2022**, ahead-of-print. [[CrossRef](#)]
53. Shuang, Y. Effects of information quality and source credibility on EWOM adoption in context of virtual community. In *Proceedings of the 2013 International Conference on Management Science and Engineering 20th Annual Conference Proceedings*, Harbin, China, 17–19 July 2013; pp. 194–200.
54. Chin, P.N.; Isa, S.M.; Alodin, Y. The impact of endorser and brand credibility on consumers' purchase intention: The mediating effect of attitude towards brand and brand credibility. *J. Mark. Commun.* **2020**, *26*, 896–912. [[CrossRef](#)]
55. Chen, J.; Shen, X.-L. Consumers' decisions in social commerce context: An empirical investigation. *Decis. Support Syst.* **2015**, *79*, 55–64. [[CrossRef](#)]
56. Sedgwick, P. Cross sectional studies: Advantages and disadvantages. *BMJ* **2014**, *348*, g2276. [[CrossRef](#)]
57. Statistics, G.A. *Population & Demography, Population. In Eastern Region by Gender, Age Group, and Nationality*; General Authority for Statistics: Riyadh, Saudi Arabia, 2019.
58. Krejcie, R.V.; Morgan, D.W. Determining sample size for research activities. *Educ. Psychol. Meas.* **1970**, *30*, 607–610. [[CrossRef](#)]
59. Casaló, L.V.; Flavián, C.; Ibáñez-Sánchez, S. Influencers on Instagram: Antecedents and consequences of opinion leadership. *J. Bus. Res.* **2020**, *117*, 510–519. [[CrossRef](#)]
60. Magno, E. The influence of cultural blogs on their readers' cultural product choices. *Int. J. Inf. Manag.* **2017**, *37*, 142–149. [[CrossRef](#)]
61. Sekaran, U.; Bougie, R. *Research Methods for Business: A Skill Building Approach*, 5th ed.; John Wiley & Sons Ltd.: Chichester, UK, 2010.
62. Ohanian, R. Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *J. Advert.* **1990**, *19*, 39–52. [[CrossRef](#)]
63. Reysen, S. Construction of a new scale: The Reysen likability scale. *Soc. Behav. Personal. Int. J.* **2005**, *33*, 201–208. [[CrossRef](#)]
64. Zha, X.; Yang, H.; Yan, Y.; Liu, K.; Huang, C. Exploring the effect of social media information quality, source credibility and reputation on informational fit-to-task: Moderating role of focused immersion. *Comput. Hum. Behav.* **2018**, *79*, 227–237. [[CrossRef](#)]
65. Abbas Naqvi, M.H.; Jiang, Y.; Miao, M.; Naqvi, M.H. The effect of social influence, trust, and entertainment value on social media use: Evidence from Pakistan. *Cogent. Bus. Manag.* **2020**, *7*, 1723825. [[CrossRef](#)]
66. Kumar, A. *Celebrity Endorsements and Its Impact on Consumer Buying Behavior-in Context to India*. 2010. Available online: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=1802531 (accessed on 25 April 2022).
67. Xiao, M.; Wang, R.; Chan-Olmsted, S. Factors affecting YouTube influencer marketing credibility: A heuristic-systematic model. *J. Media Bus. Stud.* **2018**, *15*, 188–213. [[CrossRef](#)]
68. Dinev, T.; Hart, P. Internet privacy concerns and their antecedents-measurement validity and a regression model. *Behav. Inf. Technol.* **2004**, *23*, 413–422. [[CrossRef](#)]
69. Hair, J.F.; Hult, G.T.M.; Ringle, C.M.; Sarstedt, M.; Thiele, K.O. Mirror, mirror on the wall: A comparative evaluation of composite-based structural equation modeling methods. *J. Acad. Mark. Sci.* **2017**, *45*, 616–632. [[CrossRef](#)]
70. Fornell, C.; Larcker, D.F. Evaluating structural equation models with unobservable variables and measurement error. *J. Mark. Res.* **1981**, *18*, 39–50. [[CrossRef](#)]
71. Hair, J.F.; Hult, G.T.M.; Ringle, C.; Sarstedt, M. *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*; SAGE Publications Incorporated: Thousand Oaks, CA, USA, 2014.

72. Naderer, B.; Matthes, J.; Schäfer, S. Effects of disclosing ads on Instagram: The moderating impact of similarity to the influencer. *Int. J. Advert.* **2021**, *40*, 686–707. [CrossRef]
73. Dinh, T.C.T.; Lee, Y. “I want to be as trendy as influencers”—how “fear of missing out” leads to buying intention for products endorsed by social media influencers. *J. Res. Interact. Mark.* **2022**, *16*, 346–364. [CrossRef]
74. Adibfar, A.; Gulhare, S.; Srinivasan, S.; Costin, A. Analysis and modeling of changes in online shopping behavior due to COVID-19 pandemic: A Florida case study. *Transp. Policy* **2022**, *126*, 162–176. [CrossRef] [PubMed]
75. Joe, G. The Top Influencers in the Kingdom of Saudi Arabia (KSA) in 2022. Digital Marketing Agencies in Saudi Arabia. 2022. Available online: <https://rightservice.sa/top-saudi-social-media-influencers/> (accessed on 25 August 2022).
76. Dhanesh, G.S.; Duthler, G. Relationship management through social media influencers: Effects of followers’ awareness of paid endorsement. *Public Relat. Rev.* **2019**, *45*, 101765. [CrossRef]
77. Wibowo, A.; Chen, S.-C.; Wiangin, U.; Ma, Y.; Ruangkanjanases, A. Customer behavior as an outcome of social media marketing: The role of social media marketing activity and customer experience. *Sustainability* **2020**, *13*, 189. [CrossRef]
78. Hu, S.; Gu, J.; Liu, H.; Huang, Q. The moderating role of social media usage in the relationship among multicultural experiences, cultural intelligence, and individual creativity. *Inf. Technol. People* **2017**, *30*, 265–281. [CrossRef]
79. Pentina, I.; Zhang, L.; Basmanova, O. Antecedents and consequences of trust in a social media brand: A cross-cultural study of Twitter. *Comput. Hum. Behav.* **2013**, *29*, 1546–1555. [CrossRef]

