

**THE INFLUENCE OF SOCIAL MEDIA INFLUENCER'S
TRUSTWORTHINESS ON ENGAGEMENT, EXPECTED VALUE
AND PURCHASE INTENTION**

A THESIS



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YOGYAKARTA
2022**

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A THESIS

**Presented as Partial Fulfilment of the Requirements to
Obtain the Bachelor Degree in Management Department**



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DECLARATION OF AUTHENTICITY

Herein I declare the originality of the thesis; I have not presented anyone else's work to obtain my university degree, nor have I presented anyone else's words, ideas or expression without acknowledgment. All quotations are cited and listed in the bibliography of the thesis.

If in the future this statement is proven to be false, I am willing to accept any sanction complying with the determined regulation or its consequence.

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Ziyan Puteri Lefina

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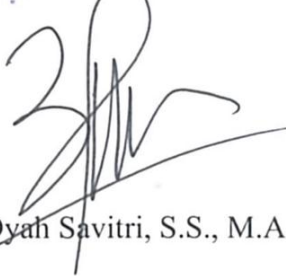
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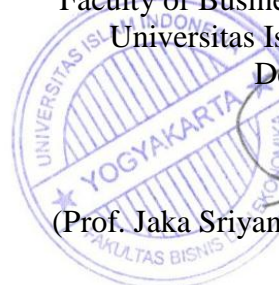


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Yogyakarta, 11th February 2022

A handwritten signature in black ink, consisting of a large, stylized 'Z' followed by 'iyan', 'Puteri', and 'Lefina' written in a cursive script.

Ziyan Puteri Lefina

ABSTRACT

This study aims to determine whether followers' perceptions of an influencer's trustworthiness can lead to responses to the influencers' recommended brands, specifically brand engagement in self-concept, expected brand value, and intention to purchase recommended brands. This study used non-probability sampling, especially purposive technique sampling with the criteria of Indonesians who follow an influencer. The data was gathered by distributing an online questionnaires via Google Form to a total of 264 respondents. The data analysis technique utilized is SEM, which is conducted using the AMOS 22 application. The results showed that perceived influencer trustworthiness positively influence brand engagement in self-concept, brand expected value and intention to purchase recommended brand. While, brand engagement in self-concept positively influence brand expected value and intention to purchase recommended brand. Also, brand expected value positively influence intention to purchase recommended brand. This study will contribute in understanding the process of transforming consumers' perceptions and behaviour patterns when social media influencers' recommendations are influenced by their trustworthiness. There are also some limitations and recommendations for future studies.

Keywords: Influencer Trustworthiness, Brand Engagement, Expected Brand Value, Purchase Intention.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui apakah persepsi pengikut tentang kepercayaan *influencer* dapat mengarah pada tanggapan terhadap merek yang direkomendasikan *influencer*, khususnya keterlibatan merek dalam konsep diri, nilai merek yang diharapkan, dan niat untuk membeli merek yang direkomendasikan. Penelitian ini menggunakan *non-probability sampling*, khususnya teknik *purposive sampling* dengan kriteria orang Indonesia yang mengikuti *influencer*. Pengumpulan data dilakukan dengan menyebarkan kuesioner online melalui *Google Form* kepada total 264 responden. Teknik analisis data yang digunakan adalah SEM yang dilakukan dengan menggunakan aplikasi AMOS 22. Hasil penelitian menunjukkan bahwa persepsi kepercayaan *influencer* berpengaruh positif terhadap keterlibatan merek dalam konsep diri, nilai yang diharapkan merek dan niat untuk membeli merek yang direkomendasikan. Sedangkan keterlibatan merek dalam konsep diri berpengaruh positif terhadap nilai yang diharapkan merek dan niat untuk membeli merek yang direkomendasikan. Selain itu, nilai harapan merek secara positif mempengaruhi niat untuk membeli merek yang direkomendasikan. Studi ini akan berkontribusi dalam memahami proses transformasi persepsi dan pola perilaku konsumen ketika rekomendasi *influencer* media sosial dipengaruhi oleh kepercayaan mereka. Terdapat juga beberapa keterbatasan dan rekomendasi untuk studi selanjutnya.

Kata Kunci: kepercayaan *influencer*, keterlibatan merek, nilai merek yang diharapkan, niat beli.

CHAPTER I

INTRODUCTION

1.1 Background of the Study

In this current era, where everything has become digital, it is undeniable that the internet has become a part of human's life and has a huge impact to the society. Many people rely on the internet to get things done on a daily basis, including to communicate with others. When it comes to the internet, social media has become highly essential. It is because social media and the internet are strongly connected. People utilize social media for a variety of purposes, including interacting, obtaining information, and also shopping. Hence, social media has changed the behaviour of consumer. In comparison to other traditional marketing strategies, word-of-mouth communication amongst individuals has long captivated marketers' interest as a powerful and effective strategy (Sulthana & Vasantha, 2019). By having this condition, business need to consider of using social media to communicate and interact with their current and potential consumers.

The use of social media by consumers has significantly increased. Furthermore, people spend more time on social media than on any other type of website (Guesalaga, 2016). According to Lou & Yuan (2019), the way people obtain information and news nowadays has been changed by social media and social networking sites (SNS). However, social media platforms are not only collaborative platforms that focus on the exchange of content, but they

also emphasize customers' active participation in the development of every published content (Alalwan, 2018). Since social media are more varied, specialized, and segmented, it can target a very particular audience's preference (Wiedmann & von Mettenheim, 2020). Social media is a platform that brings people together, particularly between businesses and consumers (Abdullah et al., 2020). As a result, many businesses are shifting their marketing budgets to social media in order to reach a more targeted and particular market segment more quickly (Phua et al., 2017).

Based on a survey done by wearesocial.com, there were around 4.66 billion internet users worldwide, or nearly 59.5 percent of the global population. While 4.22 billion user of social media, equalling for about 66.6 percent of the world's population (Kemp, 2021). With 274.9 million population in Indonesia, it is reported that there were 202.6 million internet users, with an internet penetration rate of 73.7 percent. Also, there were 170.0 million social media users in Indonesia, which equated to 61.8 percent of the country's entire population. Furthermore, the internet users spend about 8 hours 52 minutes in average to access the internet a day. While users of social media spend over 3 hours 14 minutes a day on the platform (Kemp, 2021)

In particular, social media has changed the marketing landscape by permitting a third party, identified as an influencer, to serve as a temporary middleman between a business and a consumer (Dodosh et al., 2020). The way marketing is conducted and how consumers interact with products and services has evolved as social networking technology has advanced. As well as the

existence of social media influencers, who portray themselves as relatable and approachable experts on social media (Taillon et al., 2020). Social media influencer referred as opinion leaders with the power to affect the consumers' attitudes, decisions, and behaviours in their social media communities (Godey et al., 2016). Through content creation, these influencers leverage their reputation and access to influence the actions of individuals in their area of influence. Influence has evolved into a new sort of digital currency that brands can purchase, sell, and use in their digital marketing activities (Dodosh et al., 2020).

Lou & Yuan (2019) has described social media influencers as a content generator and someone who has earned a reputation as an expert in a certain area, has built a large following of loyal followers, and provides marketing value to a company by continually providing valuable content on social media. By actively sharing self-generated content of a particular product or topic, such as beauty, health, fashion, investment, and food, a social media influencer acquires a huge amount of attention, popularity, and a significant audience (Khamis et al., 2017). As a result, followers saw or label them as an expert on social media sites (Lin et al., 2018). According to Business Insider, by having this condition, influencer marketing has developed into a fast-growing industry and is expected to be worth \$15 billion by 2022.

Weismueller et al. (2020) argued that influencers vary from traditional celebrities in that they developed their online personality and reputation by providing content on social media platforms. In line with the study from

Wiedmann & von Mettenheim (2020), unlike traditional advertising, digital influencers relied on their words being actively sought out and absorbed. However, study from Childers et al. (2019) stated that on the contrary to, instance, advertising, which consumers seek to avoid, consumers follow influencers on their own desire. As a consequence, company should consider allocating their budget to leverage influencer as their marketing strategy. It is in order to reach wider and faster audiences.

According to Childers et al. (2019), the classification of influencers could be seen by their number of followers. Influencer with 10,000–150,000 followers can be said as micro influencers, while influencer with more than 150,000 followers can be said as mid-to-top-tier influencers. Despite of the numerical influencer's success criteria, such as number of followers, Martensen et al. (2018) demonstrated that two of the Source Credibility Model's criteria, namely expertise and trustworthiness along with three additional criterion, which are likability, similarity, and familiarity, might positively improve the persuasion ability of influencers in a marketing setting. Therefore, influencer marketing can help a brand become more visible and reach a wider audience (Wiedmann & von Mettenheim, 2020). It is supported by study from Lou & Yuan (2019) which indicated influencer marketing is used by brands to gain brand recommendations from influencers, which would raise brand awareness within their target audience and, as a result, drive sales. The consumer's decision-making process is triggered, when a consumer is exposed to influencer marketing and is interested in the content or message as the

consumer seeks for information about the product (Martinez-Lopez et al., 2020a).

The rise of digital influencers has resulted in a shift in how companies and their target consumers interact via social media platforms and online social networks (Jiménez-Castillo & Sánchez-Fernández, 2019). Thus, the power of digital influencers on influencing the members in the particular communities have been considered by companies as a strategic communication tool (Uzunoğlu & Misci Kip, 2014). According to Childers et al. (2019), many businesses were looking for digital influencers to promote their brands since influencers engage the targeted target audience with the brand.

This research is the development of study from Jiménez-Castillo & Sánchez-Fernández (2019) which examined the power of influence of digital influencers to influence follower behaviour. According to previous research there were several variables which influence followers' purchase intention, such as perceived influence, brand engagement in self-concept, brand expected value. The majority of the variables in this research were similar to previous research, except that perceived influence is replaced by perceived influencer' trustworthiness.

Several researchers stated that influencer' trustworthiness has a significant influence on consumer purchase intention (Weismueller et al, Djafarova et al, Saima, A., Abdullah, et al.). In contrast, study from Lou, Johansen, AlFarraj argued that influencer' trustworthiness has negative impact on consumer purchase intention. Another study from Duh & Thabethe (2021) which

indicated that influencer' trustworthiness had positive impact on brand engagement. McNair (2021) explained as there is no established physical connection between influencers and their followers, trust must be placed in the online environment of influencer marketing. The trust assembled through the influencer-follower relationship is bringing social bonds online and providing brands with a new method to accomplish out to their target audiences. As a result of these platforms, influencer marketing has emerged as a critical component of modern advertising and a topic deserving of more investigation. Moreover, consumers who identify influencers as sources of information initially associate a shared brand with greater credibility and a more positive attitude. In the relationship between influencer and followers, credibility is critical to get trust (Jin et al., 2019).

Beside influencer' trustworthiness, brand engagement in self-concept also influence purchase intention. According to Alvarez-Milán et al. (2018) there were two forms of consumer engagement outcomes, which were customer interactional value and customer multiplier value. The aspects of customer interactional value including the consumer' purchases, feedback to the firm, and value co-creation within the firm-customer relationship. A research from Bilal et al. (2021) claimed that consumer brand engagement has a significant and positive effect on purchase intention and also demonstrating its importance in the brand-building framework. In contrast with the finding from Verma (2021) which revealed that brand engagement is not directly influence consumer purchase intention.

Another variable which influenced purchase intention is brand expected value. Chen (2017) stated that through value-adding experiences, perceived values offered by social media have a direct and significant impact on business-consumer relationships and purchase intention. Moreover, customers will be interested in increasing their purchases, referring people they know to purchase the company's products, and sharing positive information about the company's offerings if the company's offerings are of particular value to them (Itani et al., 2019). Some researchers have discovered that the perceived value of advertising had a positive impact on online purchase intentions (Bonsón Ponte et al., 2015; Dao et al., 2014).

Thus, the purpose of this research was to investigate the influence of social media influencer' trustworthiness in recommending brands by determining whether followers' perceptions of an influencer's trustworthiness can lead to responses to recommended brands by the influencers, specifically brand engagement in self-concept, expected brand value, and intention to purchase recommended brands. Along with the era where everything has become digital, the presence of eWOM by digital influencer is also increasing. By recommending specific brands or products in the online environment, influencers have an impact on customers' purchase intention (Hoonsopon & Puriwat, 2016). Thus, many businesses are looking for digital influencers to promote their brands. However, the results might be different. Since the previous research was conducted in 2019 and conducted in Spain. Meanwhile, this research was conducted in 2021 and conducted in Indonesia, which the

presence of social media influencers are increasing. Moreover, in order to develop the previous research conducted by Jiménez-Castillo & Sánchez-Fernández (2019), researcher replaced the variable of perceived influence with perceived influencer' trustworthiness.

1.2 Problems Formulation

This research attempted to determined factors that influencing followers' purchase intentions, which are perceived influencer' trustworthiness, brand engagement in self-concept, and expected brand value. The following are some specific aspects that will be examined in this research:

1. Do followers who perceive higher trustworthiness from social media influencers will form more brand engagement in their self-concept?
2. Do followers who perceive higher trustworthiness from social media influencers will form higher expected brand value?
3. Do followers who perceive higher trustworthiness from social media influencers will have a greater intention to purchase the recommended brands?
4. Does follower brand engagement in self-concept will positively predict expected brand value?
5. Does follower brand engagement in self-concept will positively predict the intention to purchase recommended brands?
6. Does follower brand expected value will positively predict the intention to purchase the recommended brands?

1.3 Research Objectives

In line with the problems that have been formulated above, the specific objectives of this research are:

1. To describe whether followers who perceive higher trustworthiness from social media influencers will form more brand engagement in their self-concept.
2. To describe whether followers who perceive higher trustworthiness from social media influencers will form higher expected brand value.
3. To describe whether followers who perceive higher trustworthiness from social media influencers will have a greater intention to purchase the recommended brands.
4. To describe whether follower brand engagement in self-concept will positively predict expected brand value.
5. To describe whether follower brand engagement in self-concept will positively predict the intention to purchase recommended brands.
6. To describe whether follower brand expected value will positively predict the intention to purchase the recommended brands.

1.4 Benefits of Research

1.4.1 Theoretical Benefits

This research helps to examine the influence of social media influencer' trustworthiness in recommending brands by analysing

whether their trustworthiness has an impact on brand engagement in self-concept, brand expected value, and intention to purchase recommended brands.

1.4.2 Practical Benefits

In terms of practical benefits, this research will help the marketing manager to understand the current situation where the internet, especially social media plays an important role in marketing. Also, helps the manager to consider the important role of social media influencers' trustworthiness in influencing the customers. Thus, the marketing manager can take advantage of social media influencers for their marketing program.

CHAPTER II

LITERATURE REVIEW AND HYPOTHESES

2.1 Social Media Online and Business Online Today

Social media has rapidly gained traction in every facet of our lives. It is supported by Phua et al. (2017) which stated that people worldwide have become increasingly reliant on social media in their daily lives. Kaplan & Haenlein (2010) defined social media as “a term used to describe a range of web-based apps that are founded on the conceptual and technological foundations of Web 2.0 and enable the production and sharing of User Generated Content (p.61)” For some people, using social media has become a habit in their daily life. Consequently, they have a greater need than ever to obtain information from social media and other consumers (Lou & Yuan, 2019). These platforms have offered businesses unparalleled access to consumers in previously unimaginable ways (McNair, 2021). As a consequence of social media environment, the way advertisers communicate with customers has evolved.

Mangold & Faulds (2009) argued that social media ought to be a critical factor for future integrated marketing strategies, citing the fact that brands are no longer just engaging directly to consumers, but that people are now interacting with one another about brands throughout social media channels. Not only is social media a popular platform for businesses to market their products, but it is also home to a burgeoning number of social media influencers. Influencers could earn profit from the human brands they develop

through social media platforms. Nowadays, users can establish and maintain a network of followers through social media, allowing some users to earn profit from the exposure they can provide to businesses and brands (Taillon et al., 2020).

Businesses nowadays are exploring a variety of strategies to promote their products. Prior to the internet, businesses attempted to advertise their products using traditional marketing methods. However, the overall situation has changed considerably recently. Whether it's a small business or a large business, everyone is trying to get their brand out there by using the internet. The internet has proven to be one of the most cost-effective ways to market a product or service (Warokka, 2020). As businesses were diverting their marketing budgets away from traditional mass media advertising channels including print and radio, social media has emerged as a cost-effective and feasible option for brand managers aiming to reach a more targeted and particular market swiftly (Phua et al., 2017).

Businesses that see the Internet as a strategic communication tool have also realized the value of prominent members of the platform, particularly influencers, who regularly share their brand experiences (Uzunoğlu & Misci Kip, 2014). However, businesses utilize social media platforms to communicate product information, such as soliciting review and spreading new features, as well as to understand about customer preferences and maintain stable relationships with them (Harrigan et al., 2018).

2.2 The Source Credibility Model

The term "source credibility" referred to the communicator's favorable qualities that influence the acceptance of a message by the recipient. According to the source credibility model, the efficiency of a message is determined by its level of expertise and perceived trustworthiness. Trustworthiness, Expertise, and Attractiveness are three variables in the Source Credibility Model theory of Influencer Endorsement (Ohanian, 1990). However, expertise is referred to the degree to which an influencer is seen as skilled, knowledgeable, competent, and, in general, a reliable source. On the other hand, depending on the target audience's perception, trustworthiness referred to an influencer's honesty, integrity, and trustworthiness. While, attractiveness is considered as the physical and facial appeal of the source (Erdogan, 1999).

The Source Credibility Model is a theory that can assist in explaining trustworthiness. The concept of trust in communication is the audience's level of trust and acceptance of the speaker and the message (Ohanian, 1990). The audience's perception of the endorser's intentions determines the level of honesty or trustworthiness of the endorser. When customers feel an endorsement is motivated only by personal benefit, the endorser is less persuasive, and vice versa (Terence A. Shimp, 2013). As a result, customer's interest is influenced by the level of trustworthiness. However, this research has focused only on the variable of trustworthiness. Therefore, the source credibility theory was discussed in order to investigate the research objectives, which is the influence of source trustworthiness on consumer behaviour.

2.3 Involved Variable Research on Research Model

This research focussed on four variables, namely the influencer's trustworthiness, brand engagement in self-concept, expected brand value, and intention to purchase the recommended brand. These variables were replicated from Jiménez-Castillo & Sánchez-Fernández (2019) which examined the role of digital influencer in recommending brands. The following sub-sections discussed the theoretical definitions of these variables.

2.3.1 Influencer' Trustworthiness

In online environment, trust is essential aspect in order to influence consumers. Depending on the target audience's perception, trustworthiness refers to an endorser's honesty, integrity, and trustworthiness (Erdogan, 1999). Trust has defined as the intention to depend on another person (Lis, 2013). People can openly share their ideas and feelings about products, services, and brands while being anonymous in the virtual environment. However, the difficulty in determining if the source is trustworthy or not is an issue for customers using e-WOM communications, as compared to traditional WOM. As a consequence, users will attempt to establish the sources' trustworthiness in order to use or ignore the information given. In addition, a trustworthy source is more believable as they present a high validity and honesty, hence the

consumer has no reason to doubt the accuracy of the information delivered (Ismagilova et al., 2020).

Munnukka et al. (2016) has defined trustworthiness as the receiver's view of the probability that an endorser delivered the claims that he or she thought most truthful, which pertained to the source's honesty, sincerity, and truthfulness. In this context the trustworthy source is the social media influencer. Influencers were regarded by some academics as a trustworthy source of useful information (Bao & Chang, 2014). Since consumers don't know the influencer personally, they can't rely on personal emotions and interactions between people which reflect the trust. Therefore, it is important to consider improving trust in e-WOM. (Arenas-Márquez et al., 2021).

As Andrews points out cited from Rosenthal & Paulo (2021), influencers are able to precisely combine trust and reach, as he explains influence equal trust Plus reach. Word of mouth is a form of trust without reach. Then Reach is nothing more than a commercial. Thus influencers are the result of combining the two aspects. The consumer recognized that the influencer has some brand control, which has no bearing on the influencer's credibility or trustworthiness (Martínez-López et al., 2020). Most consumers decision are based on a combination of internal (previous experience) and external (marketing and non-commercial) information (Schiffman, L. G. & Wisenblit, 2015). This external source could be an influencer (Norheim & Sønvisen, 2020). Therefore,

individuals are more likely to recognize that some sources may be biased, as well as the signs that indicate whether the source is like them or has underlying intentions for publishing an opinion. As a result, it's likely that they'll assess the source's trustworthiness before making a decision (López & Sicilia, 2014). Prior research had investigated reviewer trustworthiness by using a number of indicators connected to both patterns of reviewer behaviour and peer-generated feedback as independent variables and the number of followers as the dependent variable (Banerjee et al., 2017).

2.3.2 Brand Engagement in Self-Concept

In social media brand communities, customer engagement has been recognised as a major indicator of customer-brand interactions (Yost et al., 2021). According to Escalas (2004) self-brand connections are the connections that customers make between a brand and their own identity, the stronger a brand is connected to the self, the more essential it would be to the customer. As a result of people who are likely to look for self-identity, he or she is likely to use the social media platform of a brand to express himself/herself and stay engaged with the brand (Bhattacharya & Sen, 2003; Peng & Lu, 2014; L. Wu, 2015).

In the context of social media, the higher people engage in the brand community on social media platforms, which leads to brand trust and loyalty, the more people use social media for information, social

connection, and entertainment (Kamboj et al., 2018). Engagement, which indicates the capability to get responses from customers on a post, can determine an influencer's success and influence (Arora & Sanni, 2019).

2.3.3 Brand Expected Value

Prior study from (Zeithaml, 1988) has defined customer perceived value as a consumer's overall evaluation of a product's value based on the opinions of what they receive and what they obtain. Perceived value has been analysed from four different views. First, value is determined by the price. To put it another way, value is the same as price. Second, value is what I get for the price I pay. Third, value is the result of a trade-off between product quality and price. The second and third interpretations depict the essential significance of value in the exchange process as well as the cost-benefit trade-off. Finally, the value is a summary of the subjective assessment target's performance against the evaluation criteria (Knapp, 1987; Pan & Kang, 2017). However, Hsin Chang & Wang (2011) described perceived value as a consumer's subjective judgment of the overall benefits obtained as a result of the trade-off between significant gains and sacrifices emerging from the online purchase process. In addition, customers may perceive the same offer as having different amounts of value, because value is determined based on the customer's own perception (Itani et al., 2019).

Another research defined perceived value as consumers' general judgment of the product's advantages in relation to the cost and time they spent to obtain the product was also characterized as perceived value (Hellier et al., 2003). According to Chae et al. (2020), perceived value has several components, such as the functional value for the price, functional value for the quality, emotional value, and social value. Accordingly, people develop a positive attitude toward a certain action when they perceive values derived from it based on their prior experience or knowledge, which leads to activity's continuous performance (Chen, 2017).

2.3.4 Intention to Purchase Recommended Brands

The benefits that consumers expected from their purchases were reflected in their purchase intentions (Calvo-Porrall & Lévy-Mangin, 2017), when they assess the value of a product or brand (Collins-dodd & Lindley, 2003). However, purchase intentions preceded actual purchasing behaviour since they include the chance or possibility that consumers will be likely to buy a given brand (De Magistris & Gracia, 2008). Personal opinions and unforeseen circumstances can also influence purchasing intentions. Individual preferences and unforeseen situations suggest circumstances that affect purchase intentions. Furthermore, the consumer's decision-making process is triggered, when a consumer is exposed to influencer marketing and is interested in the

content or message as the consumer seeks for information about the product (Martinez-Lopez et al., 2020a).

According to Jalilvand & Samiei (2012), in consumer markets, e-WOM was one of the most powerful aspects that affect purchase intention. Likewise, Khan, M. M., Memon, Z. & Kumar (2019) suggested purchase intentions are influenced by brand loyalty, perceived quality, and three aspects of celebrity endorsement, such as celebrity attractiveness, credibility and product match-up. Prior research from Hsu & Lin (2015) in the context of paid mobile apps, the intention to purchase premium applications is also influenced by value for money, app rating, and free alternatives to premium applications. Another study showed that the quality, credibility, usefulness and adoption of information, needs of information and attitude towards information of e-WOM in social media have a positive impact on consumers' purchase intentions (Erkan & Evans, 2016).

2.4 Hypotheses Development

2.4.1 Influencer Trustworthiness and Brand Engagement in Self-concept

Trustworthiness covers the topic of whether an individual is believable, such as does the source present his or her personal assessment, or is he or she persuaded by third parties? When a consumer has trust in an influencer and the influencer like a brand, the consumer will love the brand as well (Wiedmann & von Mettenheim, 2020). Social

media influencers, whose posts about a brand seem to be more likely to be considered as electronic word-of-mouth (e-WOM) deemed to be more trustworthy, can help consumers engage with brands more effectively. Throughout this way, influencers can engage brands with current and potential consumers (De Vries et al., 2012). Consumers must be able to engage with the influencers, and they must be viewed as authentic, fair-minded, and legitimate (Temperley & Tangen, 2006).

Taillon et al. (2020) stated that companies may collaborate with social media influencers to promote their brands, and consumer intentions to purchase a particular brand might impact the relationships between customers and influencers. Wiedmann & von Mettenheim (2020) revealed that social media managers who would like to conduct an influencer marketing should rely on the influencers' trustworthiness first. Thus, the following hypothesis was proposed:

H1: Followers who perceive higher social media influencers' trustworthiness would form more brand engagement in their self-concept.

2.4.2 Influencer' Trustworthiness and Brand expected value

Influencers on social media use the platform to provide unique value to both consumers and advertising (Lou & Yuan, 2019). Consumers were more likely to be willing to purchase products when social media influencers were viewed as trustworthy. It is possibly because, as part of

their decision-making process, consumers form an overall judgment of an influencer's credibility in order to assess the worth of a product endorsement (Weismueller et al., 2020). However, just a few research have analysed the relationship between trustworthiness brand expected value. Djafarova & Rushworth (2017) argue that the objective of a celebrity endorsement is to increase the perceived value of a brand, product, or service. Another study examined the relationship between trust and perceived value in travel industry. Kim & Han (2009) found that trust was found to be an antecedent of perceived value. As a result, the higher the consumer's perceived trustworthiness, the higher the perceived value of purchase on a travel website. Thus, the following hypothesis was proposed:

H2: Followers who perceive higher social media influencers' trustworthiness would form higher expected brand value.

2.4.3 Influencer' Trustworthiness and Purchase Intention

Prior study from Weismueller et al. (2020), which examined the role of social media influencer recommendations on purchase intention, the findings stated that all the source credibility including source attractiveness, source trustworthiness and source expertise had a significant effect on consumers' purchase intention. In the case of online buying, trust in an influencer has been demonstrated to have a favourable effect on purchase intention (Hsu et al., 2013). Haron et al. (2017) found

similar results in the context of opinion leaders in the fashion, skincare, gadgets, and food industries. The attributes of endorsers, such as expertise, trustworthiness, and attractiveness have been shown to have a significant impact on consumers' purchase intentions (Lee & Koo, 2015). By recommending specific brands or products in the online environment, influencers have an impact on customers' purchase intention and, as a result, purchase decisions (Hoonsopon & Puriwat, 2016). Likewise, since customers do not have any physical interaction in the online world, influencers can be effective in influencing customers' purchase decisions (Khodabandeh & Lindh, 2021). However, enhancing audience thoughts of endorser trustworthiness and attractiveness, resulting in a positive brand image and brand satisfaction, may encourage consumers to buy the promoted brand (Wiedmann & von Mettenheim, 2020).

In contrast, Balabanis & Chatzopoulou (2019) were unable to show that the trustworthiness of influencers affected perceived influence or influence to purchase. In line with W.-L. Wu & Lee (2012), in the context of beauty and medical products, they found that an influence of blog trustworthiness has no impact on purchase intention. Therefore, consumers like to develop a strong and reputable impression on their peers. In addition, a research from Lou & Yuan (2019) also indicated that influencer' trustworthiness has negative impact on purchase intention. They argued despite the fact that the informative value of influencer-generated content often carries over and influences followers' trust in

their branded posts, followers may have ambiguous or dubious opinions regarding the motives of influencers, and consequently distrust influencers when making purchasing decisions.

Consumers may interact with their preferred social media influencers on social media, proving trustworthiness more significant to their purchase intentions (Labrecque, 2014). Research from Khodabandeh & Lindh (2021) argued that studies on online interaction need to consider another variable which affects purchase intention besides buyer and seller, such as influencers, experts, and reviews. Since consumers may access more information sources online than they can offline when a physical store shifts to an online purchase environment. In addition, influencers convince consumers to purchase recommended products, which online stores promote and launch through influencers. It is supported by Hudha & Hidayat (2009) which stated that celebrities may develop themselves as strong brands by providing a distinctive, relevant, and motivating set of connections and reasons to buy to their target audiences. In this study, the celebrities are referred to as influencers. Therefore, the following hypothesis was proposed:

H3: Followers who perceive higher social media influencers' trustworthiness would have a greater intention to purchase the recommended brands.

2.4.4 Brand Engagement in Self-Concept and Brand Expected Value

According to Yost et al. (2021), the main purposes of social media-based online brand communities are to develop relationships with customers, collect profiles, and learn about their brand experiences. However, engagement is one of the aspects of how a customer-firm relationship develops (Itani et al., 2019). Research from Brodie et al. (2013) viewed customer engagement as “a psychological state that occurs by virtue of interactive, co-creative customer experiences with a focal agent/object (e.g., a brand) in focal service relationships.”

According to Escalas (2004), self-brand connections are the connections that customers make between a brand and their own identity, the stronger a brand is connected to the self, the more essential it would be to the customer. Also, they argued self-brand connections capture a crucial aspect of consumers' self-construction. As a result of people who are likely to look for self-identity, he or she is likely to use the social media platform of a brand to express himself/herself and stay connected with the brand (Bhattacharya & Sen, 2003; Peng & Lu, 2014; L. Wu, 2015).

Customers and organizations can construct many-to-many interactions through social media technology, which allows for interactive dialogs and information exchange, as well as the marketing of co-created knowledge and value (Yost et al., 2021). Followers who build a higher level of engagement with the brand, identifying with it on a self-concept level, will have higher expectations of value from that

brand in online context (Jiménez-Castillo & Sánchez-Fernández, 2019). Furthermore, France et al. (2016) argued that Customer-brand engagement is expected to have an impact on the consumer's expectations of brand value due to its interactive and engaging nature. Therefore, the following hypothesis was proposed:

H4: Follower brand engagement in self-concept would positively predict expected brand value.

2.4.5 Brand Engagement in Self-Concept and Purchase Intention

Escalas & Bettman (2003) stated that customers actively construct themselves by purchasing brands with associations related to their existing or potential parts of their self-concept. As a result, brand associations become connected with consumers' mental self-representations. However, significant factors of social media use in sales are organizational competence and commitment, as well as related human antecedents. Thus, the factors that influence engagement are crucial in determining how to use social media platforms effectively to achieve specific objectives (Yost et al., 2021). Some researchers argued that consumer engagement in branded mobile applications has a positive influence on purchase intention (Chen, 2017).

A research from Harrigan et al. (2018) claimed that the benefits of customer engagement through social media have been recognized by the hospitality industry. According to Itani et al. (2019), customers who are

engaged with a brand have the potential to generate value for the business, whether it's through purchasing or other behaviours that aren't directly related to business (Freberg et al., 2011). Hence, the following hypothesis was proposed:

H5: Follower brand engagement in self-concept would positively predict the intention to purchase recommended brands.

2.4.6 Brand Expected Value and Purchase Intention

Through value-adding experiences, perceived values provided by branded mobile applications or social media have a direct and significant impact on brand-consumer relationships and purchase intention (Chen, 2017). Furthermore, customers will be interested in increasing their purchases, referring people they know to purchase the company's products, and sharing positive information about the company's offerings if the company's offerings are of particular value to them (Itani et al., 2019). However, in digital platforms, it has been empirically proven that when consumers' perceptions of value increase, their repurchase intention increases (L. Y. Wu et al., 2014).

A research from Lou & Yuan (2019) argued that influencers post regular social media updates in their specialties, where they essentially persuade their followers to purchase something. However, influencers generally provide entertainment value for their followers by adding personal touches and personality twists to their posts. Even though

influencers choose to share or not share sponsored branded posts with their followers, the perceived useful and entertaining value of their content in general may still influence how followers respond to the posts. Dao et al. (2014) discovered that the perceived value of advertising had a positive impact on online purchase intentions among Vietnamese social media users. Another research showed that perceived value and trust were critical aspects in online purchase intention (Bonsón Ponte et al., 2015). Thus, the following hypothesis was proposed:

H6: Follower brand expected value would positively predict the intention to purchase the recommended brands.

2.5 Conceptual Research Model

The conceptual framework provided a foundation for research study. The framework consisted of one independent variable, which is perceived influencer' trustworthiness. Also, there are two mediating variables, which are brand engagement in self-concept and brand expected value that is influenced by one independent variable. Then, these two mediating variables influence one dependent variable, which is intention to purchase recommended brands.

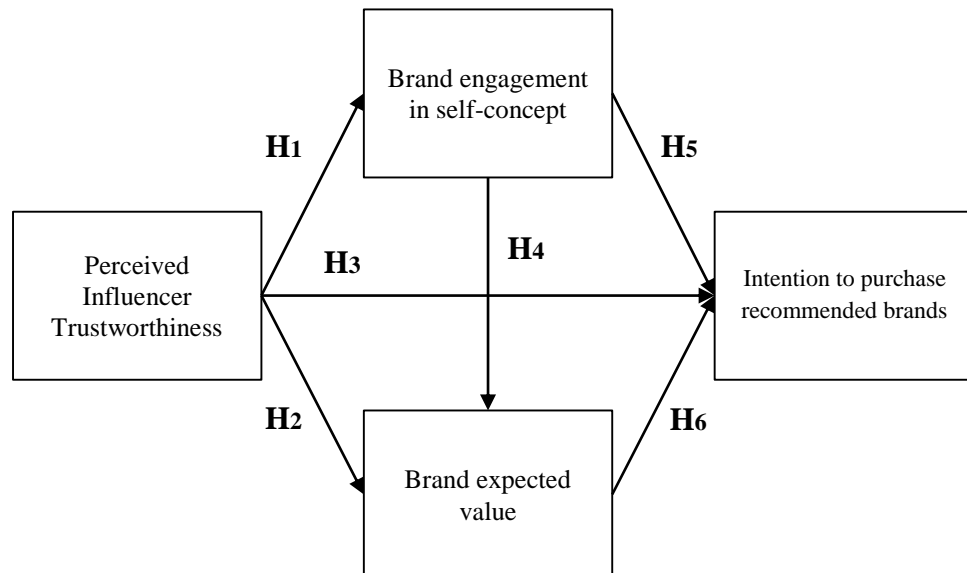


Figure 2.1 Research Framework

Source: modified from Jiménez-Castillo & Sánchez-Fernández (2019)

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Location

The location of this research is in Indonesia without specific regional characteristics. This is due to the distribution of questionnaires using internet which can reach all respondents with internet connection in Indonesia. However, the estimated 250 million social network users in Indonesia by 2025 could ensure the marketing strategy's stability, if not expansion. An increase in social media users might indicate more influencers of all levels and specializations, as well as more potential customers for the brand (Wolff, 2021). Researchers used an online questionnaire provided by online Google form to collect data that was not limited by region to get maximum results in answering the hypothesis.

3.2 Research Subject

3.2.1 Population

Sekaran et al. (2016) defined population as a set of individuals, events, or areas of interest that researchers intend to investigate. While for research purposes, Malhotra et al. (2017) defined population as a collection of items that reflect key characteristics. In this study, the population taken from Indonesian citizens who had social media accounts and followed influencers on their social media.

3.2.2 Sample

According to Sekaran et al. (2016), sample was referred as a the certain objects chosen to represent the whole population. If the population being examined is too huge, time, funding, and research personnel are limited. The population would then be sampled in order to correctly reflect the population. In this study, the researcher used primary data from the survey, which was collected through a questionnaire filled out by the respondents. To collect data, researcher used a questionnaire because it is flexible and easy to use. The form of the questionnaire used by researcher to collect responses to research variables is a closed and structured statement, where respondents could not propose alternative responses.

In this study, the sampling method used by the researcher is non-probability sampling, especially purposive technique sampling. According to Malhotra et al. (2017), non-probability sampling is a sampling approach that relies on the researcher's judgment rather on coincidental procedures. Purposive sampling techniques were chosen based on specific criteria. In this study, the specific criterions are Indonesian who had social media accounts and followed influencers on their social media.

The number of samples is calculated using the following formula:

$$\begin{aligned} \text{Sample} &= \text{Number of Indicators} \times 10 \\ &= 16 \times 10 \\ &= 160 \end{aligned}$$

The minimum number of samples was 160 samples, according to the calculation above. In order to prevent errors, the researchers successful distributed questionnaires to 264 respondents who had a social media account and followed an influencer. The questionnaire will be distributed to 264 respondents using an online Google form. Respondents would be given written questions or statements relevant to study topics that were written in simple and easy-to-understand language by researcher. Each statement or response from the respondent had significance in terms of testing the hypothesis.

3.3 Operational Definition and Variables Measurement

3.3.1 Perceived Influencer Trustworthiness

Munnukka et al. (2016) has defined trustworthiness as the receiver's view of the probability that an endorser delivers the claims that he or she thinks most truthful, which pertains to the source's honesty, sincerity, and truthfulness. In this research, perceived influencer trustworthiness referred to the influencer trustworthiness that perceived by consumers. This variable is measured by the following indicators (Ohanian, 1990):

- In recommending brands, Influencer that I follow is dependable.

- In recommending brands, Influencer that I follow is honest.
- In recommending brands, Influencer that I follow is reliable.
- In recommending brands, Influencer that I follow is sincere.
- In recommending brands, Influencer that I follow is trustworthy.

3.3.2 Brand Engagement in Self-concept

Hollebeek et al. (2014) described consumer brand engagement as “A consumer's positively valanced brand-related cognitive, emotional and behavioural activity during or related to focal consumer/brand interactions” In this research, brand engagement in self-concept referred to the engagement between the brands and the consumers in self-concept. This variable is measured by the following indicators (Jiménez-Castillo & Sánchez-Fernández, 2019):

- I often feel a personal connection between the brands suggested by the influencers that I follow and myself.
- Part of me is defined by the brands suggested by the influencers that I follow.
- I feel as if I have a close personal connection with the brands suggested by the influencers that I follow.
- There are links between the brands suggested by the influencers that I follow and how I view myself.

3.3.3 Expected Brand Value

Perceived value can be described as a trade-off between total benefits and total sacrifices, whether monetary or non-monetary sacrifices are incurred (Al-Debei et al., 2013; Anckar et al., 2003; Kim & Han, 2009). Chen (2017) suggests that people develop a positive attitude toward a particular action when they see values derived from it based on their previous experience or knowledge, which leads to the action's continued performance. In this research, brand expected value referred to the value that is perceived by the consumers. This variable is measured by the following indicators (Jiménez-Castillo & Sánchez-Fernández, 2019):

- I think that the brands suggested by the influencers that I follow have an acceptable standard of quality.
- In my opinion, the products of the brands suggested by the influencers that I follow are well made.
- The brands suggested by the influencers that I follow seem attractive to me.
- I positively value the brands suggested by the influencers that I follow.

3.3.4 Intention to Purchase Recommended Brand

Consumers' purchase intentions are a reflection of what they expect to receive from their purchase (Calvo-Porrall & Lévy-Mangin, 2017), when they assessed the value of a product or brand (Collins-dodd &

Lindley, 2003). In this research, intention to purchase recommended brands referred to the consumers intention to purchase the brand which is recommended by digital influencers. This variable is measured by the following indicators (Jiménez-Castillo & Sánchez-Fernández, 2019):

- I would purchase a brand based on the advice I am given by the influencers that I follow.
- I would follow brand recommendations from the influencers that I follow.
- In the future, I will purchase the products of brands recommended by the influencers that I follow.

3.4 Types and Techniques of Data Collection

Primary and secondary data were used in this study. Primary data is information acquired directly from the research object using a measurement or data retrieval technique on the subject as the source of the information. The information for this study was gathered through a survey of 264 respondents. Data gathered through journal references is referred to as secondary data.

This research employed a quantitative approach. Purposive sampling was used to choose samples in this study, which was a non-probability sampling technique. In practice, the sampling technique would be used on respondents, with the researcher selecting those who completed the online Google Form questionnaire. The questionnaires must be completed using a Likert scale with the following score criteria:

- a. Score 1 = Strongly Disagree
- b. Score 2 = Disagree
- c. Score 3 = Nearly Disagree
- d. Score 4 = Nearly Agree
- e. Score 5 = Agree
- f. Score 6 = Strongly Agree

The researcher applied a closed questionnaire, which presented questions and answers in such a way that respondents only could answer and provide limited responses to the available options. The questionnaire was divided into two sections, which are as follows:

a. Part One

It contained descriptive analysis such as gender, area of origin, age, job, expenses, social media uses.

b. Part Two

It included a variety of questions about influencer trustworthiness, brand engagement in self-concept, expected brand value and intention to purchase recommended brand.

3.5 Instrument Validity and Reliability Test

3.5.1 Validity

Validity testing can be assessed using the product moment correlation approach (r) and indicator test which is said to be valid if r count is greater and positive than r table (Ghozali, 2014) , at the

significance level 5%. There is also software assistance used in the form of SPSS with respondents at least 50 to approach the normal curve. Based on the analysis carried out, the test results are as follows:

Table 3.1
Validity Test

Variable	Indicator	r count n = 50	r table	Description
Perceived Influencer Trustworthiness	TRU1	0.894	0.279	Valid
	TRU2	0.891	0.279	Valid
	TRU3	0.888	0.279	Valid
	TRU4	0.896	0.279	Valid
	TRU5	0.898	0.279	Valid
Brand Engagement in Self-concept	EGA1	0.903	0.279	Valid
	EGA2	0.907	0.279	Valid
	EGA3	0.858	0.279	Valid
	EGA4	0.901	0.279	Valid
Expected Brand Value	EVA1	0.868	0.279	Valid
	EVA2	0.879	0.279	Valid
	EVA3	0.868	0.279	Valid
	EVA4	0.884	0.279	Valid
Intention to Purchase Recommended Brand	PI1	0.877	0.279	Valid
	PI2	0.867	0.279	Valid
	PI3	0.907	0.279	Valid

Source: Data Processing, 2022

3.5.2 Reliability

Reliability is a metric that reflected how unbiased (error-free) a measurement is and therefore ensures consistent measurement throughout time and across different items in the instrument (Sekaran, U & Bougie, 2016). The reliability test is determined by the value of Cronbach Alpha with a minimum value of 0.7 (70%). A questionnaire is said to be reliable if it has a Cronbach Alpha value that greater than that value.

Table 3.2
Reliability Test

Variable	Cronbach's Alpha	Standard Cronbach's Alpha	Description
Perceived Influencer Trustworthiness	0.935	0.7	Reliable
Brand Engagement in Self-concept	0.911	0.7	Reliable
Expected Brand Value	0.897	0.7	Reliable
Intention to Purchase Recommended Brand	0.860	0.7	Reliable

Source: Data Processing, 2022

3.6 Data Analysis Method

Data analysis and interpretation were necessary in a study. This is done in order to answer research questions and learn more about particular social issues. After all data from all respondents or other data sources has been collected for analysis according to the study pattern and the variables employed have been researched, data analysis is the next step. As a result, using the Confirmatory Factor Analysis (CFA) model and the Analysis of Moment Structure (AMOS) application program version 20.0, the variables were tested for validity and reliability. If the data met the requisite standardized loading estimate of more than or equal to 0.5, it could be certified legitimate (50%). When it comes to testing the data's reliability, it's deemed to be reliable if it's greater than or equal to 0.7 (70%) (Ghozali, 2014).

3.6.1 Descriptive Analysis

Descriptive analysis is a form of analysis that offers a high-level overview or description of data, transforming raw data into information that can be understood quickly and simply with broad conclusions. This descriptive analysis included profiles of respondents or study subjects, as well as data features.

3.6.2 Statistics Tools

Statistical analysis referred the application of statistical techniques in an analysis to prove proposed hypotheses. The tool utilized in this research was Structural Equation Modelling (SEM). SEM is a statistical

method that combines two independent statistical methods: simultaneous equation method and factor analysis (Ghozali, 2014). The AMOS 20.0 application program was used in this study. SEM (Structural Equation Modelling) testing is divided into many stages:

1. Data Quality Test

a. Sample Size

Since the sample size is used to estimate the sampling error, the sample size plays a significant role in the interpretation of SEM results. The minimal sample size required for an estimating model based on Maximum Likelihood (ML) is 100. The sensitivity of detecting differences between data increases when the sample size exceeds 100. As a result, according to (Ghozali, 2014), a sample size of 100 to 200 samples should be utilized.

b. Data Normality

The collected data is next assessed to see if the normality assumption is met; if it is, the data can subsequently be processed for SEM modelling. The normality test was used to see if the data fit into or were close to fitting into a conventional normal distribution. A critical ratio skewness value of 2.58 and a significance level of 0.01 were used to assess normality. If the crucial ratio skewness value is less than 2.58, then the data is said to be regularly distributed (Ghozali, 2014).

c. Outlier Evaluation

An outlier is a form of data observation that has characteristics that are distinctive from those of other observations and results in extreme values for a single variable or a combination of variables. The value of the Mahalanobis distance is taken into account for detecting multivariate outliers. The Chi-square value on the degree of freedom at a significance level of $p = 0.001$ was utilized as the requirement (Ghozali, 2014).

2. Confirmatory Factor Analysis Test

Confirmatory Factor Analysis (CFA) is used to investigate a theoretical construct's multidimensionality. This method is also used to determine whether a theoretical concept is legitimate. The study's latent variables were created using theoretical principles and a variety of indicators or manifestations. The purpose of this analysis is to see if these indicators can be used to measure latent variables (Ghozali, 2014). CFA is calculated using the loading factor's validity and reliability test. Validity testing demonstrates how the manifest variable (indicator) reflects.

3. Assessing the Goodness-Of-Fit Criteria

The following stage is to evaluate the consistency of the input measurements utilized with model predictions, often known as goodness-of-fit. An assessment of the data's suitability with the SEM

assumptions was completed prior to this phase. After determining the adequacy of the SEM assumption data, the determination of the criteria used in the model evaluation and the effect exhibited in the model continues. Based on the following assessments, the assessment is carried out to see how well the model can describe the existing sample data (Ghozali, 2014):

a. CMIN/DF

CMIN/DF is the chi-square value divided by the degree of freedom. In gauging fit, the ratio value is < 2 (Ghozali, 2014).

b. GFI

The Goodness of Fit Index (GFI) is a non-statistical indicator that ranges from 0 (poor fit) to 1.0 (perfect fit). The higher the value, the better the fit. As a measure of fit, many studies suggest a value of greater than 90% (Ghozali, 2014).

c. RMSEA

The Root Mean Square Error of Approximation (RMSEA) is a statistic that attempts to enhance the chi-square statistic's tendency to reject models with large samples. The RMSEA must be between 0.05 and 0.08 in size in order to be acceptable (Ghozali, 2014).

d. AGFI

Adjusted goodness-of-fit (AGFI) is a variation of GFI that is dependent on the ratio of the suggested model's degree of freedom

to the null model's degree of freedom. The recommended value is the same or > 0.90 (Ghozali, 2014).

e. TLI

The Tucker-Lewis Index (TLI) is a comparative index between the proposed model and the null model that incorporates parsimony measures. The TLI value ranges from 0 to 1.0. TLI value equal to or greater than 0.90 is suggested (Ghozali, 2014).

f. NFI

The normed fit index, or NFI, is a metric for comparing the proposed model to the null model. The NFI value will range from 0 (no fit at all) to 1.0 (perfect fit). There is no absolute value that can be used as a benchmark, as there is with the TLI, however it is generally advised to be equal to or greater than 0.90 (Ghozali, 2014). The test values using the AMOS program are as follows, based on some of the explanations above:

Table 3.3

Goodness of Fit

No.	Goodness of Fit	Cut of Fit
1	CMIN/DF	< 2
2	GFI	$> 90\%$
3	RMSEA	$0.05 \leq RMSEA \leq 0.08$
4	AGFI	≥ 0.90
5	TLI	≥ 0.90

6	NFI	≥ 0.90
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Source: Ghozali, 2014

4. Model Modification

After the model has been considered acceptable, it is possible to make changes to it in order to increase the theoretical explanation or the goodness of fit. Before the change can be accepted it must first be cross-validated, if the model is modified. If the coefficient is estimated, the model may be measured by modifying the index whose value is equal to the decrease in Chi-Square (value equal to or >3.84) (Ghozali, 2014).

5. Hypothesis Testing

The current hypotheses would be tested by reviewing the findings of the analysis of the sign and magnitude of the significant value. The hypothesis is accepted if the sign is consistent with the theory and the significance value is less than 0.05. Conversely, the hypothesis is rejected if the sign does not reflect the theory and the significance value is more than 0.05.

CHAPTER IV

DATA ANALYSIS AND DISCUSSION

4.1 Result

4.1.1 Respondent Profile

The descriptive data collected from the respondents would be explained in this section. This descriptive analysis described the characteristics of respondents consisting of gender, age, occupation, origin, expense, types of social media, and time spent on social media.

4.1.1.1 Gender

From the results of distributing questionnaires to 264 respondents, namely Indonesian people who had social media accounts and followed influencers, data on the characteristics of respondents based on gender were obtained as follows:

Table 4.1

Characteristics of Respondents by Gender

Gender	Frequency	Percentage
Male	89	33.7
Female	175	66.3
Total	264	100.0

Source: Data Processing, 2022

Based on Table 4.1, it can be seen the majority of respondents were female with 175 respondents or 66.3%. The rest of the respondents were male with 89 respondents or 33.7%.

4.1.1.2 Age

From the results of distributing questionnaires to 264 respondents, namely Indonesian people who had social media accounts and followed influencers, data on the characteristics of respondents based on age were obtained as follows:

Table 4.2
Characteristics of Respondents by Age

Age	Frequency	Percentage
<15 years old	8	3.0
15 - 19 years old	126	47.7
20 - 24 years old	102	38.6
25 - 29 years old	17	6.4
30 - 34 years old	7	2.8
> 34 years old	4	1.5
Total	264	100.0

Source: Data Processing, 2022

Table 4.2 showed the majority of respondents were between the ages of 15 and 19, with 126 respondents or 47.7%. While the age group above 34 years had the least number of respondents with 4 respondents or 1.5% of the total.

4.1.1.3 Occupation

From the results of distributing questionnaires to 264 respondents, namely Indonesian people who had social media accounts and followed influencers, data on the characteristics of respondents based on occupation were obtained as follows:

Table 4.3

Characteristics of Respondents by Occupation

Occupation	Frequency	Percentage
Student	22	8.3
College Student	208	78.8
Civil Servant	8	3.0
Private Employee	14	5.3
Entrepreneur	5	1.9
Housewife	5	1.9
Teacher	1	0.4
unemployed	1	0.4
Total	264	100.0

Source: Data Processing, 2022

According to Table 4.3, the majority of respondents based on occupation were college student, with 208 respondents accounted for 78.8% of the total. Whereas teachers and the unemployed had the fewest responses, with one respondent (0.4 percent).

4.1.1.4 Origin

From the results of distributing questionnaires to 264 respondents, namely Indonesian people who had social media accounts and followed influencers, data on the characteristics of respondents based on origin were obtained as follows:

Table 4.4

Characteristics of Respondents by Origin

Origin	Frequency	Percentage
Aceh	1	.4
Bali	6	2.3
Banten	12	4.5
DI Yogyakarta	52	19.7
DKI Jakarta	45	17.0
Jawa Barat	66	25.0
Jawa Tengah	42	15.9
Jawa Timur	7	2.7
Kalimantan Selatan	4	1.5
Kepulauan Bangka Belitung	1	.4
Lampung	3	1.1
Nusa Tenggara Barat	1	.4
Riau	12	4.5
Sulawesi Selatan	1	.4
Sulawesi Tenggara	2	.8

Sumatera Utara	9	3.4
Total	264	100.0

Source: Data Processing, 2022

Based on Table 4.4, it can be seen that the majority of respondents came from West Java, with 66 respondents or 25%. Meanwhile, respondents came from Aceh, Bangka Belitung, East Nusa Tenggara, and South Sulawesi were the least with 1 respondent or 0.4%.

4.1.1.5 Expense

From the results of distributing questionnaires to 264 respondents, namely Indonesian people who had social media accounts and followed influencers, data on the characteristics of respondents based on expense were obtained as follows:

Table 4.5

Characteristics of Respondents by Expenses

Expense	Frequency	Percentage
< Rp500.000	84	31.8
Rp500.000 - Rp1.500.000	90	34.1
Rp1.500.001 - Rp2.500.000	45	17.0
Rp2.500.001 - Rp3.500.000	24	9.1
Rp3.500.001 - Rp4.500.000	10	3.8
> Rp4.500.000	11	4.2

Total	264	100.0
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Source: Data Processing, 2022

Table 4.5 showed the majority of respondents had expenses range from Rp. 500,000 to Rp. 1,500,000, accounted for 90 respondents (34.1%). Whereas the group with the lowest expenditure, were those who spend less than Rp. 3,500,000, with only 10 respondents or 3.8%.

4.1.1.6 Time Spent on Social Media

From the results of distributing questionnaires to 264 respondents, namely Indonesian people who had social media accounts and followed influencers, data on the characteristics of respondents based on social media were obtained as follows:

Table 4.6

Characteristics of Respondents by Time Spent on Social Media

Hours	Frequency	Percentage
< 2 hours	40	15.2
2 - 5 hours	130	49.2
6 - 9 hours	73	27.6
> 9 hours	21	8.0
Total	264	100.0

Source: Data Processing, 2022

Table 4.6 showed that the majority of respondents spend 2 to 5 hours per day on social media, with 130 respondents or 49.2%. Meanwhile, those who spent more than 9 hours were the fewest, with only 21 responders or 8%.

4.2 Validity and Reliability Test

The purpose of this test was to see if the research data fulfilled the requirements for being valid and reliable. With a total of 264 respondents utilizing the AMOS version 22 application, there were 16 sets of statements that reflected each variable in this research.

The results of the validity and reliability tests of each variable are shown below:

Table 4.7

Validity and Reliability Test of Each Variables

Variable	Code	Factor Loading	Construct Reliability
Influencer Trustworthiness	TRU1	0,827	0,9223
	TRU2	0,857	
	TRU3	0,836	
	TRU4	0,814	
	TRU5	0,860	
Brand Engagement	EGA1	0,762	0,9137
	EGA2	0,877	
	EGA3	0,851	
	EGA4	0,913	
Brand Expected Value	EVA1	0,845	0,8917
	EVA2	0,791	
	EVA3	0,809	
	EVA4	0,836	
Purchase Intention	PI1	0,853	0,8888
	PI2	0,874	

	PI3	0,831	
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Source: Primary Data Processed, 2022

Based on table 4.7, the results validity and reliability test, it demonstrated that all of the instruments representing four variables suggest that the factor loading value on all variables was larger than 0.5 and the construct reliability value for each variable was greater than 0.7. According to Ghozali (2014), the data is considered to be valid if the factor loading value is > 0.5 . Also, the test results were regarded to be reliable if they have a construct reliability value > 0.7 . Based on these findings, the entire research instrument can be considered valid and reliable. Thus, the entire research instruments were allowed to be used in this study.

4.3 Descriptive Variables

The data collected from the respondents have been recapitulated and then analysed based on the data obtained in order to determine the description of the answers for each variable. This analysis of respondents' responses revealed their perspectives on a variety of research variables, including influencer trustworthiness, brand engagement in self-concept, expected brand value, and intention to purchase the recommended brand. The respondent's assessment ranged from (1) Very Disagree to (6) Very Agree on a 6-Likert Scale. The criteria were calculated as follows:

Lowest Value : 1

Highest Value : 6

$$\text{Interval} = \frac{6-1}{6} = 0,83$$

As a result, each variable's assessment limitations are as follows:

Table 4.8

Interval Assessment

Interval	Category
1.00 - 1.83	Very Disagree
1.84 – 2.67	Disagree
2.68 – 3.51	Slightly Disagree
3.52 – 4.35	Slightly Agree
4.36 – 5.19	Agree
5.20 – 6.00	Very Agree

Source: Data Processed, 2022

4.3.1 Perceived Influencer Trustworthiness

The distribution of respondents' assessments of the perceived influencer trustworthiness variable can be interpreted based on the responses that have been obtained regarding the perceived influencer trustworthiness as presented in Table 4.9 below:

Table 4.9

Descriptive Analysis Results of Influencer Trustworthiness

Variable

Code	Indicator	Mean	Category
TRU1	In recommending brands, Influencer that I follow is dependable	4.96	Agree

TRU2	In recommending brands, Influencer that I follow is honest	4.96	Agree
TRU3	In recommending brands, Influencer that I follow is reliable	4.96	Agree
TRU4	In recommending brands, Influencer that I follow is sincere	4.81	Agree
TRU5	In recommending brands, Influencer that I follow is trustworthy	4.95	Agree
Average		4.93	Agree

Source: Primary Data Processed, 2022

From the descriptive analysis in Table 4.9 above, it showed that the average respondent's assessment of Perceiver Trustworthiness Influencers is 4.93 (agree). In detail, they agreed that the influencers they follow were dependable, honest, and reliable in recommending brands (mean = 4.96). They stated that in recommending brands, the influencers they followed were sincere (mean = 4.81). They also agreed that the influencers they follow were trustworthy in recommending brands (mean = 4.95). This indicated that the respondents gave a value in the category of agree on perceived influencer trustworthiness. Respondents indicated that the influencers they follow are dependable, honest, and reliable in recommending brands as the most important factor in determining influencer trustworthiness based on their evaluation of these five indicators.

4.3.2 Brand Engagement in Self-Concept

The distribution of respondents' assessments of brand engagement in self-concept variable can be interpreted based on the responses that have been obtained regarding the brand engagement in self-concept as shown in Table 4.10 below:

Table 4.10

Descriptive Analysis Results of Brand Engagement Variables

Code	Indicator	Mean	Category
EGA1	I often feel a personal connection between the brands suggested by the influencers that I follow and myself	4.84	Agree
EGA2	Part of me is defined by the brands suggested by the influencers that I follow	4.92	Agree
EGA3	I feel as if I have a close personal connection with the brands suggested by the influencers that I follow	4.84	Agree
EGA4	There are links between the brands suggested by the influencers that I follow and how I view myself	4.85	Agree
Average		4.86	Agree

Source: Primary Data Processed, 2022

From the descriptive analysis in Table 4.10 above, it showed that the average respondent's assessment of brand engagement in self-concept is

4.86 (agree). In detail, they agreed that some of them are determined by the brands suggested by the influencers they follow (mean = 4.92). They stated that there is a connection between the brands suggested by the influencers they follow and how they perceive themselves (mean = 4.85). They felt a personal connection between the brands suggested by the influencers they followed and themselves (mean = 4.84). They also felt they have a close personal relationship with the brands suggested by the influencers they follow (mean = 4.84). This indicated that the respondents gave a value in the category of agree on brand engagement in self-concept. Based on their assessment of these four indicators, respondents indicated that part of them is defined by the brands recommended by the influencers they follow as the most important aspect in determining engagement.

4.3.3 Expected Brand Value

The distribution of respondents' assessments of expected brand value variable can be interpreted based on the responses that have been obtained regarding the brand engagement in self-concept as shown in Table 4.11 below:

Table 4.11

Descriptive Analysis Results of Expected Brand Value Variable

Code	Indicator	Mean	Category
------	-----------	------	----------

EVA1	I think that the brands suggested by the influencers that I follow have an acceptable standard of quality.	4.80	Agree
EVA2	In my opinion, the products of the brands suggested by the influencers that I follow are well made.	4.99	Agree
EVA3	The brands suggested by the influencers that I follow seem attractive to me.	4.90	Agree
EVA4	I positively value the brands suggested by the influencers that I follow.	4.83	Agree
Average		4.88	Agree

Source: Primary Data Processed, 2022

From the descriptive analysis in Table 4.11 above, it presented that the average respondent's assessment of expected brand value is 4.88 (agree). In detail, they stated that the products of the brands suggested by the influencers they follow are well made (mean = 4.99). They believed the brands recommended by the influencers they follow are appealing to them (mean = 4.90). They placed a high value on brands recommended by influencers they follow (mean = 4.83). They also considered the brands recommended by the influencers they follow have acceptable quality standards (mean = 4.80). This indicated that the respondents gave a value in the category of agree on expected brand value. Respondents indicated the products of the brands suggested by the influencers that

they follow are well made as the most important factor in determining expected value based on their evaluation of these four indicators.

4.3.4 Intention to Purchase Recommended Brand

The distribution of respondents' assessments of intention to purchase recommended brand variable can be interpreted based on the responses that have been obtained regarding the intention to purchase recommended brand as shown in Table 4.12 below:

Table 4.12
Descriptive Analysis Results of Intention to Purchase
Recommended Brand Variable

Code	Indicator	Mean	Category
PI1	I would purchase a brand based on the advice I am given by the influencers that I follow.	4.96	Agree
PI2	I would follow brand recommendations from the influencers that I follow.	4.92	Agree
PI3	In the future, I will purchase the products of brands recommended by the influencers that I follow.	4.89	Agree
Average		4.92	Agree

Source: Primary Data Processed, 2022

From the descriptive analysis in Table 4.12 above, it presented that the average respondent's assessment of intention to purchase recommended brand is 4.92 (agree). In detail, they would buy the brand based on the advice given by the influencers they follow (mean = 4.96). They would follow brand recommendations from influencers they follow (mean = 4.92). In the future, they would buy products from brands recommended by the influencers they follow (mean = 4.89). This indicated that the respondents gave a value in the category of agree on the intention to purchase recommended brand. Respondents indicated their intention to buy a recommended brand from an influencer they follow as the most important factor in determining purchase intention based on their evaluation of these three indicators.

4.4 SEM Data Analysis

The purpose of SEM analysis was to investigate the relationship between latent variables and manifest variables in the measurement equation, as well as the relationship between one latent variable and another latent variable in the structural equation, and to explain measurement errors (Ghozali, 2014). In accordance with the model developed in this research, the data analysis tool utilized is Structural Equation Modelling (SEM), which is conducted using the AMOS 22 application. AMOS 22 provides structural measures and issues that are used to assess and test the hypothesis model.

1. Theoretical Model Development

The model in this study was developed using the concept of data analysis, which was presented in Chapter II. The model consisted of the independent variable (exogenous) Perceived Influencer Trustworthiness and the dependent variables (endogenous) Brand Engagement in Self-Concept, Expected Brand Value, and Intention to Purchase Recommended Brand.

2. Compile the Path Diagram

After developing the theory lined model, the next step was to create a flow chart-based model to make the causality relationship to be evaluated more understandable. Relationships between constructs were indicated by arrows in flowcharts. Straight arrows indicated a direct causal relationship between two constructs. In SEM, a structural model is a measurement of the relationship between variables. Based on the existing theoretical basis, a path diagram for SEM is made as follows:

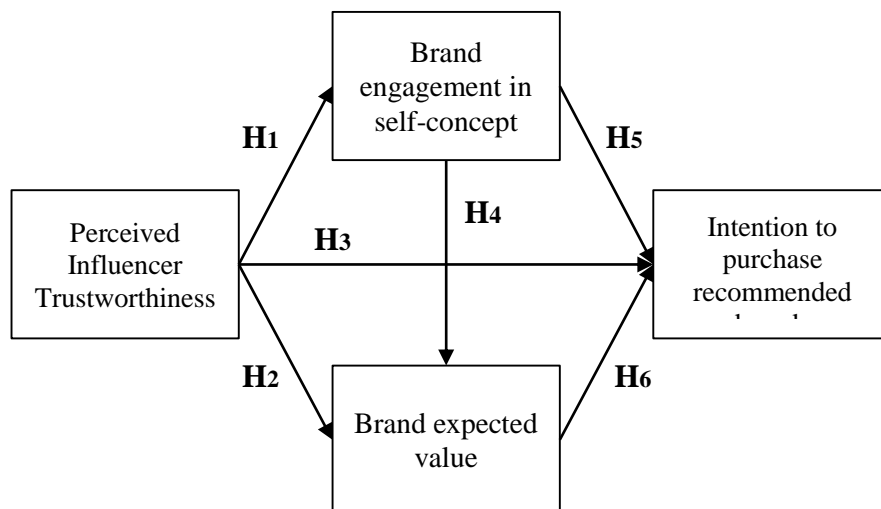


Figure 4.1 Path Diagram

3. Converting Path Diagrams to Structural Equations

The next step is transformed the flow chart into equations, including structural equations and measurement models.

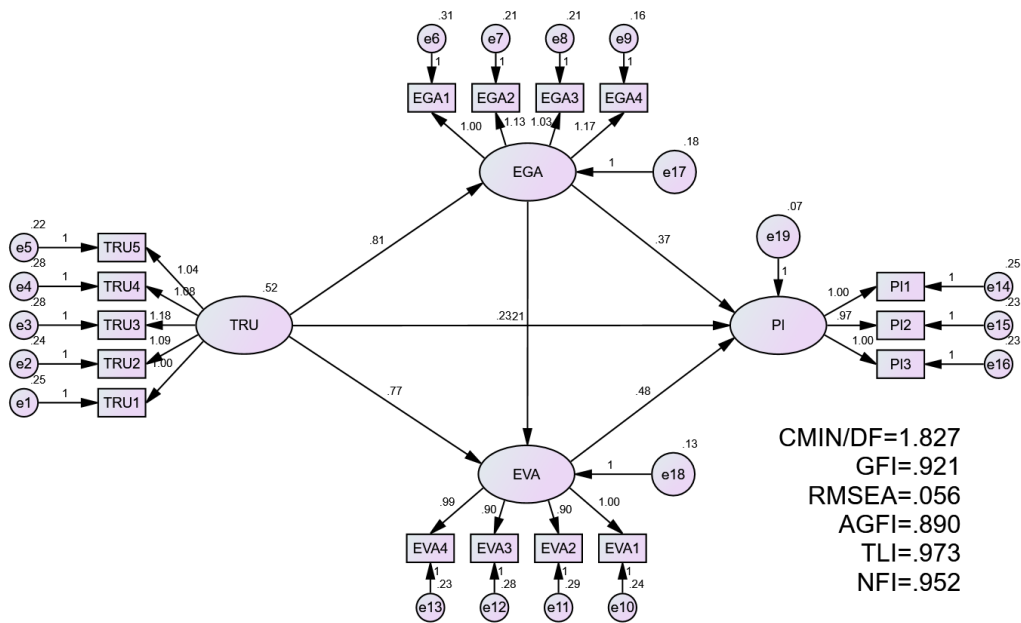


Figure 4.2 Structural Equation Model

4. Matrix Input and Structural Evaluation

The input matrix used in this research is covariance and correlation. The estimation model used is the estimated maximum likelihood (ML). The following assumptions were used to generate ML estimates:

a. Sample Size

Ghozali (2014) stated that the minimum sample size using the Maximum Likelihood (ML) estimation method is 100 samples. The total number of observations obtained in this study was 264. As a result, the

amount of data available for further processing with AMOS SEM software is sufficient.

b. Assessment of Normality

The normality test in AMOS output is calculated by comparing the C.R (critical ratio) value in the normality assessment with a critical value of 2.58 at the 0.01 level (Ghozali, 2014).

Table 4.13

Assessment of Normality

Variable	min	max	skew	c.r.	kurtosis	c.r.
PI3	1.000	6.000	-.969	-6.431	1.393	4.619
PI2	2.000	6.000	-.760	-5.041	.561	1.861
PI1	1.000	6.000	-1.247	-8.271	2.791	9.256
EVA4	1.000	6.000	-.959	-6.361	1.463	4.851
EVA3	2.000	6.000	-.648	-4.295	.474	1.571
EVA2	2.000	6.000	-.822	-5.452	.930	3.085
EVA1	1.000	6.000	-.959	-6.362	2.295	7.613
EGA4	1.000	6.000	-.995	-6.600	1.739	5.767
EGA3	2.000	6.000	-.553	-3.670	.234	.775
EGA2	1.000	6.000	-.994	-6.592	1.352	4.484
EGA1	1.000	6.000	-.865	-5.739	1.519	5.039
TRU5	2.000	6.000	-.938	-6.220	1.156	3.835
TRU4	1.000	6.000	-.713	-4.732	.733	2.433
TRU3	1.000	6.000	-1.017	-6.749	1.487	4.931

TRU2	2.000	6.000	-.748	-4.962	.292	.969
TRU1	1.000	6.000	-.933	-6.189	1.794	5.951
Multivariate					-4.365	-1.477

Source: Data Processed, 2022

Based on the normality test table above, it showed that the critical ratio (C.R) values for kurtosis (curliness) and skewness (skew) were in the range of 2.58, indicating that the majority of univariate normality tests are normally distributed. Meanwhile, multivariate the data met the normal assumption since the value of -1.477 was in the range of ± 2.58 .

c. Outliers

The output of the AMOS Mahalanobis Distance can be used to evaluate multivariate outliers. The criteria were applied at a p 0.001 level. The distance is calculated by multiplying X^2 by the number of quantifiable variables in the study. In this case, the variable is 16, and the probability is entered in the **Insert – Function – CHIINV** sub-menu of the Excel software, resulting in a total of 39,252 measured variables. Multivariate outliers are defined as data/cases with a value greater than 39.252. Outlier evaluation results are shown in Table 4.14 below:

Table 4.14

Outliers Test

Observation number	Mahalanobis d-squared	p1	p2
28	36.843	.002	.442
233	31.564	.011	.804
21	31.249	.013	.642
125	29.781	.019	.746
145	29.781	.019	.572
101	27.233	.039	.946
62	27.027	.041	.920
49	26.958	.042	.867
82	26.664	.045	.850
41	26.511	.047	.803
38	25.418	.063	.946
93	25.380	.063	.913
83	25.311	.065	.875
51	25.197	.066	.841
126	25.129	.068	.790
146	25.129	.068	.709
5	24.998	.070	.670
97	24.998	.070	.577
33	24.319	.083	.769
24	23.890	.092	.846
30	23.768	.095	.827
140	23.669	.097	.801
67	23.529	.100	.790
26	23.379	.104	.784
55	23.224	.108	.782
31	23.125	.110	.760
37	23.022	.113	.739
35	22.876	.117	.739
69	22.808	.119	.704
3	22.687	.122	.695
95	22.687	.122	.625
15	22.626	.124	.584
107	22.626	.124	.510
58	22.600	.125	.451
170	22.384	.131	.501
39	22.184	.137	.546
144	22.134	.139	.504
197	22.121	.139	.441
262	22.084	.141	.394

Observation number	Mahalanobis d-squared	p1	p2
102	21.453	.162	.699
16	21.338	.166	.702
108	21.338	.166	.642
7	21.320	.167	.589
99	21.320	.167	.524
92	20.947	.181	.689
136	20.937	.181	.636
29	20.815	.186	.651
229	20.593	.195	.724
257	20.593	.195	.669
143	20.553	.196	.636
34	20.458	.200	.638
45	20.268	.208	.699
73	20.241	.210	.661
32	20.194	.212	.635
36	20.078	.217	.653
182	20.044	.218	.619
74	19.612	.238	.821
59	19.502	.243	.834
231	19.453	.246	.820
259	19.453	.246	.779
10	19.015	.268	.924
71	18.853	.276	.944
238	18.740	.282	.952
1	18.615	.289	.961
120	18.232	.310	.991
54	17.993	.324	.997
186	17.968	.326	.996
13	17.960	.326	.994
105	17.960	.326	.991
17	17.900	.330	.990
109	17.900	.330	.986
241	17.747	.339	.991
154	17.721	.340	.989
40	17.673	.343	.988
44	17.588	.349	.989
65	17.548	.351	.988
212	17.536	.352	.984
210	17.526	.352	.978

Observation number	Mahalanobis d-squared	p1	p2
263	17.521	.353	.971
11	17.481	.355	.968
103	17.481	.355	.957
60	17.423	.359	.956
141	17.340	.364	.960
76	17.260	.369	.963
117	17.176	.374	.967
123	17.115	.378	.967
46	16.967	.388	.978
57	16.955	.389	.972
89	16.932	.390	.967
8	16.904	.392	.961
100	16.904	.392	.949
77	16.838	.396	.951
124	16.757	.402	.956
86	16.752	.402	.944
9	16.722	.404	.936
165	16.711	.405	.922
113	16.666	.408	.918
200	16.653	.408	.902
130	16.591	.413	.904
150	16.591	.413	.880

Source: Data Processed, 2022

Based on Table 4.14, the results of the outlier test showed the value of from Mahalanobis Distance had no values greater than 39.252 were found. As a result, there are no outliers in the data.

5. Confirmatory Factor Analysis Test

The results of the validity and reliability tests of each variable are shown below:

Table 4.15

Validity and Reliability Test of Structural Model

Variable	Code	Factor Loading	Description	Construct Reliability	Description
Influencer Trustworthiness	TRU1	0,819	Valid	0,9224	Reliable
	TRU2	0,847	Valid		
	TRU3	0,851	Valid		
	TRU4	0,829	Valid		
	TRU5	0,849	Valid		
Brand Engagement	EGA1	0,790	Valid	0,9150	Reliable
	EGA2	0,870	Valid		
	EGA3	0,849	Valid		
	EGA4	0,904	Valid		
Brand Expected Value	EVA1	0,842	Valid	0,8910	Reliable
	EVA2	0,791	Valid		
	EVA3	0,794	Valid		
	EVA4	0,850	Valid		
Purchase Intention	PI1	0,848	Valid	0,8873	Reliable
	PI2	0,849	Valid		
	PI3	0,856	Valid		

Source: Primary Data Processed, 2022

Based on table 4.15, the results of the CFA validity showed that the factor loading value on all variable items is > 0.5 , and the construct reliability value of each variable is > 0.7 . According to Ghazali (2014), the data is considered to be valid if the factor loading value is > 0.5 . Also, the test results were regarded to be reliable if they have a construct reliability value > 0.7 . Therefore, it implied that all items were valid and the variables were reliable. Thus, the results of this analysis were allowed to be used for further testing.

6. Identification of Structural Model

First, examine the estimation result to determine the problem. If the results of the model identification demonstrate that the model is in the over-identified category, a new SEM analysis can be performed. This identification can be done by looking at the df value of the model that has been created.

Table 4.16

Computation of Degrees Freedom (Default Model)

Number of distinct sample moments:	136
Number of distinct parameters to be estimated:	38
Degrees of freedom (136 - 38):	98

Source: Data Processed, 2022

The results from table 4.16 showed the df value of the model is 98. This indicated that the model is included in the over identified category because it had a positive df value. Therefore, the data analysis can proceed to the following step.

7. Assessing the Goodness of Fit Criteria

The goodness of fit test is used to determine how well the hypothesized model "fits" or matches the sample data. Several criteria are used to assess fit quality. The goodness of fit results are provided in Table 4.17 below.

Table 4.17

Goodness of Fit Index Test Result

<i>Goodness of fit index</i>	<i>Cut-off value</i>	Research Model	Model
CMIN/DF	≤ 2.0	1,827	Good Fit
GFI	≥ 0.90	0,921	Good Fit
RMSEA	≤ 0.08	0,056	Good Fit
AGFI	≥ 0.90	0,890	Marginal Fit
TLI	≥ 0.90	0,973	Good Fit
NFI	≥ 0.90	0,952	Good Fit

Source: Data Processed, 2022

It can be seen from table 4.17 above that there is a criterion index showing the marginal fit research model in the measurement of goodness of fit. However, since the values of CMIN/DF, GFI, RMSEA, TLI, and NFI meet the fit criteria, the model presented in this study is still acceptable.

a. CMIN/DF

CMIN/DF is a suitability index that employed the number of estimated coefficients that are expected to achieve conformity to measure the goodness of the fit model. The CMIN/DF values in this study were 1,827, indicating that the research model was a good fit.

b. Goodness of Fit Index (GFI)

The GFI is the overall model's level of conformity, which is derived using the square of the residual in the predicted model and compared to actual data. This number is in line with the suggested level of 0.90, indicating the study model's acceptability.

c. RMSEA (Root Mean Square Error of Approximation)

The RMSEA index is used in large samples to compensate for chi-square values. This study's RMSEA value was 0.056, while the

acceptable range was 0.03 to 0.08 (Hair et al., 2010) . As a result, a low RMSEA value indicated a good research model.

d. AGFI (Adjusted Goodness of Fit Index)

The AGFI is a modification of the GFI that compensated for the ratio of suggested degrees of freedom to degrees of freedom in the zero model. In this model, the AGFI value is 0.890. This value is close to the 0.90 that is suggested. This showed that the research model is marginal fit.

e. TLI (Tucker Lewis Index)

TLI is a suitability index that is unaffected by sample size. In this research, the TLI was 0.973, compared to 0.90 as the recommended value. This demonstrated that the research model is fit.

f. NFI (Normed Fit Index)

NFI is a comparison measure between the proposed and null models. In this research, the NFI value was 0.952, which was higher than the recommended limit of 0.90. This demonstrated that the research model is fit.

8. Interpret and Modify the Model

Try the following steps if the model didn't suit the data:

1. To make it more realistic, add a dash to the model
2. Add a variable if data is available
3. Reduce the quantity of variables.

The model modification conducted in this study is based on Arbuckle's theory, which explained how to modify the model using the Modification Index provided by AMOS 22. The findings suggested that the model is fit, hence no changes were necessary.

9. Hypothesis Testing

The purpose of hypothesis testing is to evaluate the structural model that has been developed. The standardized regression coefficient values can be used to test the stated hypothesis. The findings of data processing demonstrate that if C.R is greater than 1.96, there is a positive relationship between variables, and if the P value is less than 0.05, there is a significant relationship between variables (Ghozali, 2014).

Table 4.18

Hypothesis Testing Result

No	Hypothesis	Estimate	C.R.	P	Limit	Description
1	Followers who perceive higher social media influencers trustworthiness will form more brand engagement in their self-concept	0,808	11,849	0,000	0,05	Significant

2	Followers who perceive higher social media influencers' trustworthiness will form higher expected brand value	0,774	8,261	0,000	0,05	Significant
3	Followers who perceive higher social media influencers' trustworthiness will have a greater intention to purchase the recommended brands	0,231	2,066	0,039	0,05	Significant
4	Follower brand engagement in self-concept will positively predict	0,212	2,525	0,012	0,05	Significant

	expected brand value					
5	Follower brand engagement in self-concept will positively predict the intention to purchase recommended brands	0,372	4,875	0,000	0,05	Significant
6	Follower brand expected value will positively predict the intention to purchase the recommended brands	0,480	4,698	0,000	0,05	Significant

Source: Data Processed, 2022

The regression weight test results are demonstrated in table 4.18 above which can explain the coefficient of effect between the related variables.

The regression weight analysis revealed the following:

- a. The Influence of Influencer Trustworthiness on Brand Engagement in Self-Concept

Based on the hypothesis testing, the estimated value of the regression weight coefficient is 0.808, and the C.R value is 11.849. This demonstrated that there is a positive relationship between influencer trustworthiness and brand engagement in self-concept. This suggested that the higher the perceived influencer's trustworthiness, the higher the brand engagement in self-concept. The hypothesis that stated "Followers who feel higher trustworthiness from social media influencers will form more brand involvement in their self-concept" is supported. Testing the relationship between the two variables showed probability value of 0.000 (p 0.05). Thus, influencer trustworthiness had a direct impact on brand engagement in self-concept.

b. The Influence of Influencer Trustworthiness on Brand Expected Value

Based on the hypothesis testing, the estimated value of the regression weight coefficient is 0,774, and the C.R value is 8,261. This indicated that influencer trustworthiness and brand expected value have a positive relationship. The higher the perceived influencer trustworthiness, the higher the brand expected value. Testing the relationship between the two variables showed a probability value of 0.000 (p 0.05), so the hypothesis "Followers who perceive higher social media influencer trust will form a higher expected brand value" is supported. Therefore, influencer trustworthiness had a direct impact on brand expected value.

c. The Influence of Influencer Trustworthiness on Intention to Purchase Recommended Brand

Based on the hypothesis testing, the estimated value of the regression weight coefficient is 0,231, and the C.R value is 2,066. This indicated that influencer trustworthiness and purchase intention have a positive relationship. This meant that the higher the Influencer Trustworthiness, the higher the purchase intention. Testing the relationship between the two variables showed a probability value of 0.039 ($p < 0.05$), so the hypothesis "Followers who perceive higher social media influencers' trustworthiness will have a greater intention to purchase the recommended brands" is supported. Thus, influencer trustworthiness had a direct impact on intention to purchase recommended brand.

d. The Influence of Brand Engagement in Self-Concept on Brand Expected Value

Based on the hypothesis testing, the estimated value of the regression weight coefficient is 0,212, and the C.R value is 2,525. This showed that the relationship between Brand Engagement in Self-Concept and Brand Expected Value is positive. This implied that the higher the Brand Self-Concept Engagement, the higher the Brand Expected Value. Testing the relationship between the two variables showed a probability value of 0.012 ($p < 0.05$). As a result, the hypothesis "Followers' brand participation in self-concept would positively influence expected brand value" is supported and it can be stated that there is a direct influence between brand engagement in self-concept on brand expected value.

e. The Influence of Brand Engagement in Self-Concept on Intention to Purchase Recommended Brand

Based on the hypothesis testing, the estimated value of the regression weight coefficient is 0,372, and the C.R value is 4,875. This showed there is a positive influence between brand engagement in self-concept and intention to purchase recommended brand. This meant that the higher the Brand Engagement in Self-Concept, the higher the intention to purchase recommended brand would be. Testing the relationship between the two variables showed a probability value of 0.000 ($p < 0.05$), so the hypothesis "Follower brand engagement in self-concept will positively predict the intention to buy the recommended brand" is supported and it can be stated that there is a direct influence between brand engagement in self-concept and intention to purchase recommended brand.

f. The Influence of Brand Expected Value on Intention to Purchase Recommended Brand

Based on the hypothesis testing, the estimated value of the regression weight coefficient is 0,480, and the C.R value is 4,698. This indicated that there is a positive relationship between brand expected value and intention to purchase recommended brand. This meant that the higher the brand expected value would generate the higher the intention to purchase recommended brand. Testing the relationship between the two variables shows a probability value of 0.000 ($p < 0.05$), so the hypothesis "Follower

brand expected value will positively predict the intention to purchase the recommended brand” is supported and it can be stated that there is a direct influence between brand expected value and intention to purchase the recommended brand.

g. The Influence of Independent Variables

This test was conducted to evaluate the degree of the direct or indirect influence between variables, either as a whole or indirectly.

Table 4.19

Effect of Independent Variables

Variable	Standardized Total Effects				Standardized Direct Effects				Standardized Indirect Effects			
	TRU	EGA	EVA	PI	TRU	EGA	EVA	PI	TRU	EGA	EVA	PI
EGA	.809	.000	.000	.000	.809	.000	.000	.000	.000	.000	.000	.000
EVA	.881	.197	.000	.000	.722	.197	.000	.000	.159	.000	.000	.000
PI	.887	.426	.463	.000	.208	.334	.463	.000	.679	.091	.000	.000

Source: Data Processed, 2022

According to Table 4.19, it can be seen the direct influence of perceived influencer trustworthiness on brand engagement on self-concept is 0.809 or 80.9 %, while the direct effect of perceived influencer trustworthiness on expected brand value is 0.722 or 77.2 %. The direct effect of perceived influencer trustworthiness on the intention to buy the recommended brand

is 0.208 or 20.8%. In the test of the direct influence of brand engagement in self-concept on the expected brand value of 0.197 or 19.7%. While, the direct influence of brand engagement in self-concept on the intention to purchase recommended brands is 0.334 or 33.4%. Lastly, the direct effect of the expected brand value on the intention to purchase recommended brands is 0.463 or 46.3%.

The indirect effect from Table 4.19 illustrated the indirect influence of perceived influencer trustworthiness on expected brand value, which is mediated by brand engagement in self-concept of 0.159 or 15.9%. Meanwhile, the indirect effect of perceived influencer trustworthiness on the intention to purchase recommended brands is 0.679, or 67.9%, as mediated by brand engagement in self-concept and expected brand value.

4.5 Discussion

4.5.1 Perceived Influencer Trustworthiness and Brand Engagement in Self-Concept

The findings revealed that the perceived influencer trustworthiness had a positive and significant influence on brand engagement in self-concept. It signified that followers who perceived higher social media influencers trustworthiness would form more brand engagement in their self-concept. This finding is in accordance with the findings from previous research examining the relationship between perceived

influencer trustworthiness and brand engagement in self-concept. Study conducted by Duh & Thabethe (2021) indicated that influencer trustworthiness had positive impact on brand engagement. Temperley & Tangen (2006) argued that consumers must be able to engage with the influencers, and they must be viewed as authentic, fair-minded, and legitimate. Thus, this research proved that followers would more engage with a brand if the brand is recommended by trustworthy influencers.

4.5.2 Perceived Influencer Trustworthiness and Brand Expected Value

The relationship between perceived influencer trustworthiness and brand expected value indicated a significant and positive result. It indicated followers who perceive higher social media influencers' trustworthiness would form higher expected brand value. Unfortunately, there is a very limited study focusing on the relationship between perceived influencer trustworthiness and brand expected value. This result supported the findings from the previous study of Djafarova & Rushworth (2017). The study stated that the objective of a celebrity endorsement is to increase the perceived value of a brand, product, or service. Another study from Kim & Han (2009) also revealed that trust was found to be an antecedent of perceived value. As a result, the higher the consumer's perceived trustworthiness, the higher the perceived value of purchase on a travel website. Therefore, this research proved that

followers would expect more value from a brand that is recommended by trustworthy influencers.

4.5.3 Perceived Influencer Trustworthiness and Intention to Purchase Recommended Brand

The relationship between perceived influencer trustworthiness and intention to purchase recommended brand indicates a significant and positive result. It implied followers who perceive higher social media influencers' trustworthiness would have a greater intention to purchase the recommended brands. This finding supported the previous studies examining the relationship between perceived influencer trustworthiness and intention to purchase recommended brand. Weismueller et al. (2020) reported that all the source credibility including source attractiveness, source trustworthiness and source expertise had a positive impact on consumers' purchase intention. Another study also indicated that the attributes of endorsers, such as expertise, trustworthiness, and attractiveness have been shown to have a significant impact on consumers' purchase intentions (Lee & Koo, 2015).

This finding contradicted with the previous studies examining the relationship between perceived influencer trustworthiness and intention to purchase recommended brand. Balabanis & Chatzopoulou (2019) were unable to prove that the trustworthiness of influencers affected perceived influence or influence to purchase. The reasons of why the

result is different was because the research of Balabanis & Chatzopoulou (2019) was conducted in United States, while this research was conducted in Indonesia. Besides, there were some differences in terms of habits, behaviour, traditions in each country. In addition, there were also differences in the respondents who will be studied. The study of Balabanis & Chatzopoulou (2019) only included female respondents, whereas this study included both male and female respondents.

Furthermore, Lou & Yuan (2019) also indicated that influencer trustworthiness has negative impact on purchase intention. The reasons of why the result is different was because the research of Lou & Yuan (2019) was conducted in United States, while this research was conducted in Indonesia. In fact, every country has differences in terms of habits, behaviour, traditions. Therefore, it is possible that previous studies and this study have different results. Thus, this research proved that followers would have more confidence and motivation to make a purchase if they get brand recommendations from trustworthy influencers.

4.5.4 Brand Engagement in Self-Concept and Brand Expected Value

The findings revealed that brand engagement in self-concept had a positive and significant influence on brand expected value. It implied brand engagement in self-concept would positively predict expected brand value. According to Itani et al. (2019), customers who are engaged

with a brand have the potential to generate value for the business. Followers who build a higher level of engagement with the brand, identifying with it on a self-concept level, would have higher expectations of value from that brand in online context (Jiménez-Castillo & Sánchez-Fernández, 2019). This finding also supported a research from France et al. (2016) which argued that customer-brand engagement is expected to have an impact on the consumer's expectations of brand value due to its interactive and engaging nature. Therefore, this research proves that followers would expect more value of the recommended brand if they engaged with a brand that is recommended by influencer.

4.5.5 Brand Engagement in Self-Concept and Intention to Purchase Recommended Brand

This study showed that brand engagement in self-concept has significant and positive impact on intention to purchase recommended brand. It implied brand engagement in self-concept would positively predict the intention to purchase recommended brands. This finding aligned with the previous research examining the relationship between brand engagement in self-concept had significant and positive impact on intention to purchase recommended brand. Jiménez-Castillo & Sánchez-Fernández (2019) found that brand engagement in self-concept leads to intention to purchase recommended brands. Another study from Bilal et al. (2021), they claimed that consumer brand engagement has a

significant and positive effect on purchase intention. This research proved brand engagement can be utilized not only to raise brand recognition and awareness, but also as an important factor in generating brand value in terms of profit as a result from purchase intention.

This finding contradicted with the previous studies examining the relationship between brand engagement in self-concept and intention to purchase recommended brand. Verma (2021) found that brand engagement is not directly influence consumer purchase intention. The reasons of why the result is different is because the research of Verma (2021) was conducted in Delhi, while this research was conducted in Indonesia. In which, there would be differences in term habit, behaviour, and tradition. Thus, this research proved that followers would have more confidence and motivation to make a purchase of the recommended brand if they engaged with a brand that is recommended by influencer.

4.5.6 Brand Expected Value and Intention to Purchase Recommended Brand

The findings of this study showed that brand expected value had significant and positive effect on intention to purchase recommended brand. It signified brand expected value would positively predict the intention to purchase the recommended brands. This finding was in line with a research from Dao and colleagues (2014). This research examined the relationship between perceived value and purchase intention among

Vietnamese social media users which discovered that the perceived value of advertising had a positive impact on online purchase intentions. Another research showed that perceived value and trust were critical aspects in online purchase intention (Bonsón Ponte et al., 2015). Itani et al. (2019) also stated that customers would be interested in increasing their purchases, referring people they know to purchase the company's products, and sharing positive information about the company's offerings if the company's offerings are of particular value to them. Therefore, this research proved that followers who expect more value would have more confidence and motivation to make a purchase the recommended brand.

CHAPTER V

CONCLUSION

5.1 Conclusion

This conclusions were the outcomes of a research entitled “The Influence of Social Media Influencer’s Trustworthiness on Engagement, Expected Value and Purchase Intention” This research was conducted based on the research that conducted by Jiménez-Castillo & Sánchez-Fernández (2019). The objective of this research was to investigate the influence of social media influencer trustworthiness in recommending brands by determining whether followers' perceptions of an influencer's trustworthiness can lead to responses to recommended brands by the influencers, specifically brand engagement in self-concept, expected brand value, and intention to purchase recommended brands. Based on the findings and discussion, it can be concluded as follows:

1. Perceived influencer trustworthiness positively predicted brand engagement in self-concept.
2. Perceived influencer trustworthiness positively predicted brand expected value.
3. Perceived influencer trustworthiness positively predicted intention to purchase recommended brand.
4. Brand engagement in self-concept positively predicted brand expected value.
5. Brand engagement in self-concept positively predicted intention to purchase recommended brand.

6. Brand expected value positively predicted intention to purchase recommended brand.

5.2 Benefit and Managerial Implication

This research will contribute in providing an understanding the process of shifting consumer perceptions and behavior patterns when trustworthiness affects social media influencers in recommending brands. As a consequence, the current research is particularly beneficial for companies interested in influencer marketing. This research also has several implications for the industry, specifically for marketers. Companies should consider the element trustworthiness that social media influencers possess in order to attract consumers' attention to their brands and, as a result, generate more successful brand communications. In other words, companies need to identify social media influencers with a high level of trustworthiness in order to achieve optimum results in developing their brand.

In order to provoke higher behavioral responses, companies should also focus on choosing influencers capable of generating effects that converts into brand value creation and engagement. Furthermore, to have an influential power and generate potential purchases, companies need to assure that the messages communicated through social media influencers are trustworthy. It is because, the result of this study indicates that influencer trustworthiness plays an important role in affecting the consumer' purchase intention. In

addition, companies also need to develop brand value and brand engagement to maintain these behavioral intentions.

5.3 Limitations

There are several limitations of this research.

1. This study focused specifically on the effect of followers' perceived trustworthiness on certain perceptual and behavioral outcomes. Therefore, there might be other factors that influenced intention to purchase recommended brand.
2. This research unable to acquire balanced data, according to the respondent profile. Some factors had a greater than 50% value over others. This dominating tendency may result in a biased outcome. In this research, there were several criteria which dominate the other. In terms of gender, female dominated the sample. While based on occupation, college student dominated the sample. Moreover, in the context of origin, respondents from java island dominated the sample.

5.4 Recommendation

Based on the research's overall findings, the researcher makes several recommendations that could be valuable to both managers and future research. First, since all hypotheses accepted and it being concluded that perceived influencer trustworthiness, brand engagement in self-concept, and expected brand value have a positive and significant impact on the intention to buy the

recommended brand, managers should increase these variables to increase purchase intention from consumers.

Furthermore, in utilize social media marketing, managers need to consider which influencers to choose. This is because the strongest factor influencing intention to purchase recommended brand is perceived influencer trustworthiness. As a result, managers may focus on the trustworthiness of the influencers when their objectives are to generate brand engagement, expected value, and intention to purchase their brand.

Several recommendations were suggested based on the limitations in order to improve the result for future research. Future research should further examine other constructs that can influence followers' intention to buy a recommended brand such as influencer reputation (Hsu et al., 2013) and influencer attractiveness and expertise (Wiedmann & von Mettenheim, 2020). In addition, future research might also investigate into a certain brand to determine whether it generates different results. In order to generate better result, in terms of respondent profile, it would be better if future research could present an even number of respondents based on a variety of parameters. As a result, there will be no criteria that dominate each other, ensuring that findings are not biased.

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APPENDICES

Attachment 1

Questionnaire

SURAT PENGANTAR KUESIONER

Assalamu'alaikum Warrahmatullahi Wabarakatuh

Kepada Yth. Responden

Di tempat

Perkenalkan saya Ziyani Puteri Lefina, mahasiswa program studi Manajemen, Fakultas Bisnis dan Ekonomika, Universitas Islam Indonesia. Saat ini saya sedang melakukan penelitian skripsi dengan judul: **“THE INFLUENCE OF SOCIAL MEDIA INFLUENCER’S TRUSTWORTHINESS ON ENGAGEMENT, EXPECTED VALUE AND PURCHASE INTENTION”** Berkaitan dengan hal tersebut, saya memohon kesediaannya untuk mengisi kuesioner ini sesuai dengan persepsi pribadi. Kebenaran dan kelengkapan jawaban Saudara akan sangat membantu saya dalam penelitian ini. Perlu untuk saya sampaikan bahwa data responden dijamin kerahasiannya dan hanya akan digunakan untuk kepentingan penelitian akademik saja.

Atas partisipasi dan bantuannya kami ucapkan terima kasih.

Hormat Saya,

Ziyani Puteri Lefina

BAGIAN I. DESKRIPTIF

Petunjuk pengisian:

Mohon untuk melingkari salah satu pilihan yang tersedia sesuai dengan keadaan bapak/ibu/saudara/i.

1. Jenis Kelamin:

- Laki-laki
- Perempuan

2. Usia:

- < 15 tahun
- 15 - 19 tahun
- 20 - 24 tahun
- 25 - 29 tahun
- 30 - 34 tahun
- > 34 tahun

3. Pengeluaran

- < Rp500.000
- Rp500.000 - Rp1.500.000
- Rp1.500.001 - Rp2.500.000
- Rp2.500.001 - Rp3.500.000
- Rp3.500.001 - Rp4.500.000
- > Rp4.500.000

4. Provinsi tempat tinggal

- Aceh

- Sumatera Utara
- Kepulauan Bangka Belitung
- Riau
- Lampung
- DKI Jakarta
- Banten
- Jawa Barat
- Jawa Tengah
- DI Yogyakarta
- Jawa Timur
- Bali
- Nusa Tenggara Barat
- Nusa Tenggara Timur
- Kalimantan Barat
- Kalimantan Tengah
- Kalimantan Selatan
- Kalimantan Timur
- Kalimantan Utara
- Sulawesi Utara
- Gorontalo
- Sulawesi Tengah
- Sulawesi Barat
- Sulawesi Selatan

- Sulawesi Tenggara
- Maluku
- Maluku Utara
- Papua Barat
- Papua
- Bengkulu
- Lainnya : _____

5. Pekerjaan:

- Pelajar
- Mahasiswa
- ASN
- Pegawai Swasta
- Wiraswasta
- Ibu Rumah Tangga
- Lainnya : _____

6. Apakah Anda memiliki akun media sosial?

- Ya
- Tidak

7. Akun media sosial

- Instagram
- Facebook
- Twitter
- Youtube

- Tiktok
- Lainnya: : _____

8. Apakah Anda mengikuti influencer di media sosial?

- Ya
- Tidak

9. Waktu yang dihabiskan waktu untuk media sosial per hari:

- < 2 jam
- 2 - 5 jam
- 6 - 9 jam
- > 9 jam

BAGIAN II. VARIABLE

Petunjuk pengisian:

Silakan memberi tanda centang (√) pada nomor yang telah disediakan sesuai dengan penilaian Anda dan prioritas Anda dalam menilai setiap item pertanyaan.

1 = Sangat Tidak Setuju (STS)

2 = Tidak Setuju (TS)

3 =Agak Tidak Setuju (ATS)

4 = Agak Setuju (AS)

5 = Setuju (S)

6 = Sangat Setuju (SS)

A. Influencer Trustworthiness

No	Pernyataan	Tanggapan					
		STS	TS	ATS	AS	S	SS
1.	Influencer yang saya ikuti layak dipertahankan sebagai Influencer						
2.	Dalam merekomendasikan merek, Influencer yang saya ikuti mengatakannya dengan jujur						
3.	Dalam merekomendasikan merek, Influencer yang saya ikuti dapat diandalkan						
4.	Dalam merekomendasikan merek, Influencer yang saya ikuti mengatakannya dengan tulus						
5.	Dalam merekomendasikan merek, Influencer yang saya ikuti dapat dipercaya						

B. Brand Engagement

No	Pernyataan	Tanggapan					
		STS	TS	ATS	AS	S	SS
1.	Saya sering merasakan hubungan pribadi antara merek yang disarankan oleh influencer yang saya ikuti dan saya sendiri.						
2.	Bagian dari diri saya ditentukan oleh merek yang disarankan oleh influencer yang saya ikuti						
3.	Saya merasa memiliki hubungan pribadi yang dekat dengan merek yang disarankan oleh influencer yang saya ikuti.						
4.	Ada hubungan antara merek yang disarankan oleh influencer yang saya ikuti dan bagaimana saya memandang diri saya sendiri.						

C. Brand Expected Value

No	Pernyataan	Tanggapan					
		STS	TS	ATS	AS	S	SS

1.	Menurut saya merek yang disarankan oleh influencer yang saya ikuti memiliki standar kualitas yang dapat diterima.						
2.	Menurut saya, produk dari merek yang disarankan oleh influencer yang saya ikuti sudah bagus.						
3.	Merek yang disarankan oleh influencer yang saya ikuti tampak menarik bagi saya						
4.	Saya menilai positif merek yang disarankan oleh influencer yang saya ikuti						

D. Purchase Intentions

No	Pernyataan	Tanggapan					
		STS	TS	ATS	AS	S	SS
1.	Saya akan membeli produk dari merek berdasarkan saran yang diberikan oleh influencer yang saya ikuti						
2.	Saya akan mengikuti rekomendasi merek dari influencer yang saya ikuti						
3.	Saya akan membeli produk dari merek yang direkomendasikan oleh influencer yang saya ikuti di masa yang akan datang						

Attachment 2
Tabulation of Data

No	Perceived Influencer Trustworthiness					Brand Engagement in Self-Concept				Expected Brand Value				Intention to Purchase Recommended Brand		
	TRU1	TRU2	TRU3	TRU4	TRU5	EGA1	EGA2	EGA3	EGA4	EVA1	EVA2	EVA3	EVA4	PI1	PI2	PI3
1	5	5	6	5	6	6	5	6	6	5	6	6	6	5	6	6
2	6	5	5	5	5	5	5	4	5	5	5	4	5	5	4	5
3	5	4	4	4	5	6	6	5	6	5	6	6	5	5	5	6
4	5	4	4	4	5	5	5	5	5	4	4	5	4	4	4	4
5	6	5	6	5	6	5	6	6	5	5	4	4	4	4	4	5
6	5	6	6	6	6	6	6	5	6	6	6	5	5	5	6	6
7	6	5	6	5	5	5	4	4	5	5	6	5	6	5	4	4
8	5	5	4	5	5	5	4	4	4	5	6	5	5	6	5	6
9	6	5	5	5	6	6	5	6	5	6	6	6	6	5	6	6
10	6	6	6	6	5	6	5	6	5	5	6	6	6	6	5	5
11	6	6	5	6	5	5	6	5	6	5	6	6	5	5	6	6
12	5	4	4	5	5	4	5	4	5	4	5	4	5	5	4	4
13	5	5	4	4	5	6	5	5	5	5	4	4	5	4	5	4
14	6	6	5	5	6	5	4	4	4	5	6	5	5	5	4	4
15	5	6	6	6	6	6	6	5	5	5	6	4	4	6	5	6
16	4	4	5	5	5	4	3	3	3	4	5	5	5	5	4	5
17	5	4	4	4	4	6	5	5	5	4	5	4	4	6	5	5
18	4	4	5	5	4	5	4	4	4	5	4	5	5	5	5	5

19	6	6	6	5	6	6	5	6	6	6	6	5	6	6	5	6
20	5	4	4	5	5	5	5	5	5	4	5	4	4	5	4	4
21	3	4	3	3	3	3	3	4	4	5	4	5	5	4	3	3
22	5	5	6	5	6	6	5	5	5	6	6	5	5	6	6	5
23	6	6	5	6	6	6	5	5	6	5	5	5	5	6	5	5
24	3	3	3	4	3	4	5	5	4	4	3	4	3	4	3	4
25	5	5	6	5	5	5	6	6	5	6	6	5	5	5	5	6
26	4	5	4	3	5	5	4	4	5	5	4	4	4	4	4	5
27	4	5	5	5	4	4	5	4	4	4	5	5	4	5	4	4
28	1	2	1	1	2	2	1	2	2	1	2	2	1	1	2	1
29	4	5	4	5	4	5	5	5	5	3	4	3	4	5	4	5
30	5	4	5	4	5	3	4	3	4	4	4	5	5	5	5	4
31	4	5	4	5	5	3	3	4	3	4	5	4	4	3	3	4
32	5	4	5	4	4	5	6	5	6	4	4	5	5	6	5	5
33	6	6	5	6	6	4	4	5	4	6	6	5	5	5	6	5
34	4	4	4	5	5	4	5	5	5	6	5	6	5	5	6	5
35	4	4	5	5	4	6	5	6	5	6	6	5	5	5	6	5
36	5	5	5	5	5	4	4	5	4	6	5	6	5	6	5	6
37	4	5	5	4	4	6	5	6	5	6	5	5	6	5	6	5
38	4	4	3	4	5	4	5	4	5	4	5	4	5	4	5	4
39	4	4	3	3	3	3	3	4	4	4	3	3	3	4	4	4
40	6	6	6	6	6	5	5	5	5	5	4	4	5	4	4	5
41	5	6	6	6	5	4	5	4	4	6	6	5	5	4	4	5
42	5	5	6	5	5	6	6	5	5	5	6	6	5	5	6	5
43	5	6	6	6	6	6	5	5	5	5	5	5	6	5	5	5

44	4	4	3	4	4	3	3	4	4	4	3	4	4	3	4	3
45	5	5	6	5	5	6	6	5	5	4	4	5	5	4	5	5
46	4	4	3	4	4	3	3	4	4	4	4	4	3	4	3	4
47	6	5	6	6	6	5	6	6	5	6	6	6	5	5	5	6
48	6	6	5	6	6	5	5	5	5	5	6	5	6	5	6	5
49	6	6	5	5	6	4	5	4	4	5	6	6	6	4	5	4
50	5	5	4	4	5	4	4	5	4	4	4	5	5	5	5	5

Attachment 3

Validity And Reability Test of Research Instrument

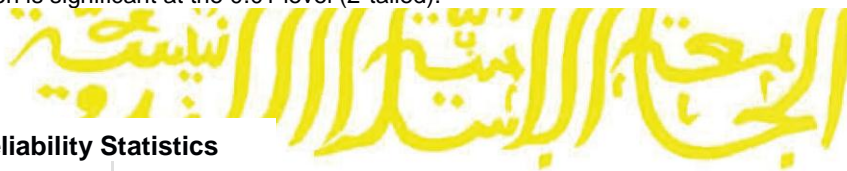
INFLUENCER TRUSTWORTHINESS

		Correlations					TOTAL_
		TRU1	TRU2	TRU3	TRU4	TRU5	TRU
TRU1	Pearson Correlation	1	.751**	.712**	.719**	.815**	.894**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	50	50	50	50	50	50
TRU2	Pearson Correlation	.751**	1	.725**	.770**	.761**	.891**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	50	50	50	50	50	50
TRU3	Pearson Correlation	.712**	.725**	1	.776**	.716**	.888**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	50	50	50	50	50	50
TRU4	Pearson Correlation	.719**	.770**	.776**	1	.736**	.896**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	50	50	50	50	50	50
TRU5	Pearson Correlation	.815**	.761**	.716**	.736**	1	.898**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	50	50	50	50	50	50
TOTAL _TRU	Pearson Correlation	.894**	.891**	.888**	.896**	.898**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	50	50	50	50	50	50

** Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's	
Alpha	N of Items
.935	5



BRAND ENGAGEMENT IN SELF-CONCEPT

		Correlations				
		EGA1	EGA2	EGA3	EGA4	TOTAL_EGA
EGA1	Pearson Correlation	1	.729**	.706**	.760**	.903**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	50	50	50	50	50
EGA2	Pearson Correlation	.729**	1	.698**	.796**	.907**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	50	50	50	50	50
EGA3	Pearson Correlation	.706**	.698**	1	.684**	.858**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	50	50	50	50	50
EGA4	Pearson Correlation	.760**	.796**	.684**	1	.901**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	50	50	50	50	50
TOTAL_EGA	Pearson Correlation	.903**	.907**	.858**	.901**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	50	50	50	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	N of Items
.911	4

BRAND EXPECTED VALUE

		Correlations				
		EVA1	EVA2	EVA3	EVA4	TOTAL_EVA
EVA1	Pearson Correlation	1	.695**	.660**	.680**	.868**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	50	50	50	50	50
EVA2	Pearson Correlation	.695**	1	.670**	.685**	.879**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	50	50	50	50	50
EVA3	Pearson Correlation	.660**	.670**	1	.737**	.868**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	50	50	50	50	50
EVA4	Pearson Correlation	.680**	.685**	.737**	1	.884**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	50	50	50	50	50
TOTAL_EVA	Pearson Correlation	.868**	.879**	.868**	.884**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	50	50	50	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	N of Items
.897	4

INTENTION TO PURCHASE RECOMMENDED BRAND

		Correlations			
		PI1	PI2	PI3	TOTAL_PI
PI1	Pearson Correlation	1	.612**	.722**	.877**
	Sig. (2-tailed)		.000	.000	.000
	N	50	50	50	50
PI2	Pearson Correlation	.612**	1	.681**	.867**
	Sig. (2-tailed)	.000		.000	.000
	N	50	50	50	50
PI3	Pearson Correlation	.722**	.681**	1	.907**
	Sig. (2-tailed)	.000	.000		.000
	N	50	50	50	50
TOTAL_PI	Pearson Correlation	.877**	.867**	.907**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	50	50	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	N of Items
.860	3

Attachment 4

Data Analysis

No	Perceived Influencer Trustworthiness					Brand Engagement in Self-Concept				Expected Brand Value				Intention to Purchase Recommended Brand		
	TRU1	TRU2	TRU3	TRU4	TRU5	EGA1	EGA2	EGA3	EGA4	EVA1	EVA2	EVA3	EVA4	PI1	PI2	PI3
1	5	5	6	5	6	6	5	6	6	5	6	6	6	5	6	6
2	6	5	5	5	5	5	5	4	5	5	5	4	5	5	4	5
3	5	4	4	4	5	6	6	5	6	5	6	6	5	5	5	6
4	5	4	4	4	5	5	5	5	5	4	4	5	4	4	4	4
5	6	5	6	5	6	5	6	6	5	5	4	4	4	4	4	5
6	5	6	6	6	6	6	6	5	6	6	6	5	5	5	6	6
7	6	5	6	5	5	5	4	4	5	5	6	5	6	5	4	4
8	5	5	4	5	5	5	4	4	4	5	6	5	5	6	5	6
9	6	5	5	5	6	6	5	6	5	6	6	6	6	5	6	6
10	6	6	6	6	5	6	5	6	5	5	6	6	6	6	5	5
11	6	6	5	6	5	5	6	5	6	5	6	6	5	5	6	6
12	5	4	4	5	5	4	5	4	5	4	5	4	5	5	4	4
13	5	5	4	4	5	6	5	5	5	5	4	4	5	4	5	4
14	6	6	5	5	6	5	4	4	4	5	6	5	5	5	4	4
15	5	6	6	6	6	6	6	5	5	5	6	4	4	6	5	6
16	4	4	5	5	5	4	3	3	3	4	5	5	5	5	4	5
17	5	4	4	4	4	6	5	5	5	4	5	4	4	6	5	5

18	4	4	5	5	4	5	4	4	4	5	4	5	5	5	5	5	
19	6	6	6	5	6	6	5	6	6	6	6	5	6	6	5	6	
20	5	4	4	5	5	5	5	5	5	4	5	4	4	5	4	4	
21	3	4	3	3	3	3	3	4	4	5	4	5	5	4	3	3	
22	5	5	6	5	6	6	5	5	5	6	6	5	5	6	6	5	
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24	3	3	3	4	3	4	5	5	4	4	3	4	3	4	3	4	
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26	4	5	4	3	5	5	4	4	5	5	4	4	4	4	4	5	
27	4	5	5	5	4	4	5	4	4	4	5	5	4	5	4	4	
28	1	2	1	1	2	2	1	2	2	1	2	2	1	1	2	1	
29	4	5	4	5	4	5	5	5	5	3	4	3	4	5	4	5	
30	5	4	5	4	5	3	4	3	4	4	4	5	5	5	5	4	
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34	4	4	4	5	5	4	5	5	5	6	5	6	5	5	6	5	
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38	4	4	3	4	5	4	5	4	5	4	5	4	5	4	5	4	
39	4	4	3	3	3	3	3	3	4	4	4	3	3	3	4	4	4
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42	5	5	6	5	5	6	6	5	5	5	6	6	5	5	6	5	

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50	5	5	4	4	5	4	4	5	4	4	4	5	5	5	5	5
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52	5	5	5	5	5	5	6	6	5	6	5	6	6	5	6	5
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139	4	4	5	4	5	4	4	4	4	4	4	4	4	4	4	5
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199	4	4	5	4	4	4	5	4	5	4	4	5	4	4	4	5
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215	6	6	6	6	5	6	6	6	6	6	6	5	6	5	5	5
216	5	5	4	4	5	4	4	4	4	4	4	3	3	4	4	4
217	5	5	5	4	5	4	3	3	3	4	5	4	4	4	4	4

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243	4	4	5	4	5	4	4	4	4	4	5	5	5	5	4	4
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262	5	6	6	5	6	4	4	4	5	5	5	6	6	6	6	6
263	5	6	5	5	5	5	5	4	5	5	5	6	6	6	5	6
264	5	6	5	5	6	5	5	5	5	6	5	6	5	5	6	5

Attachment 5

Respondent Frequency Calculation Data

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
< 15 Years Old	8	3.0	3.0	3.0
15 - 19 Years Old	126	47.7	47.7	50.7
20 - 24 Years Old	102	38.6	38.6	88.3
Valid 25 - 29 Years Old	17	6.4	6.4	94.7
30 - 34 Years Old	7	2.8	2.8	98.5
> 34 Years Old	4	1.5	1.5	100.0
Total	264	100.0	100.0	

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	89	33.7	33.7	33.7
Valid Female	175	66.3	66.3	100.0
Total	264	100.0	100.0	

Expense Per Month

	Frequency	Percent	Valid Percent	Cumulative Percent
< Rp500.000	84	31.8	31.8	31.8
Rp500.000 - Rp1.500.000	90	34.1	34.1	65.9
Rp1.500.001 - Rp2.500.000	45	17.0	17.0	82.9
Valid Rp2.500.001 - Rp3.500.000	24	9.1	9.1	92.0
Rp3.500.001 - Rp4.500.000	10	3.8	3.8	95.8
> Rp4.500.000	11	4.2	4.2	100.0
Total	264	100.0	100.0	

Origin

	Frequency	Percent	Valid Percent	Cumulative Percent
Aceh	1	.4	.4	.4
Bali	6	2.3	2.3	2.7
Banten	12	4.5	4.5	7.2
DI Yogyakarta	52	19.7	19.7	26.9
DKI Jakarta	45	17.0	17.0	43.9
Jawa Barat	66	25.0	25.0	68.9
Jawa Tengah	42	15.9	15.9	84.8
Jawa Timur	7	2.7	2.7	87.5
Valid Kalimantan Selatan	4	1.5	1.5	89.0
Kepulauan Bangka Belitung	1	.4	.4	89.4
Lampung	3	1.1	1.1	90.5
Nusa Tenggara Barat	1	.4	.4	90.9
Riau	12	4.5	4.5	95.5
Sulawesi Selatan	1	.4	.4	95.8
Sulawesi Tenggara	2	.8	.8	96.6
Sumatera Utara	9	3.4	3.4	100.0
Total	264	100.0	100.0	

Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Civil Servant	8	3.0	3.0	3.0
Teacher	1	.4	.4	3.4
Housewife	5	1.9	1.9	5.3
College Student	208	78.8	78.8	84.1
Valid Private Employee	14	5.3	5.3	89.4
Students	22	8.3	8.3	97.7
Unemployed	1	.4	.4	98.1
Entrepreneur	5	1.9	1.9	100.0
Total	264	100.0	100.0	

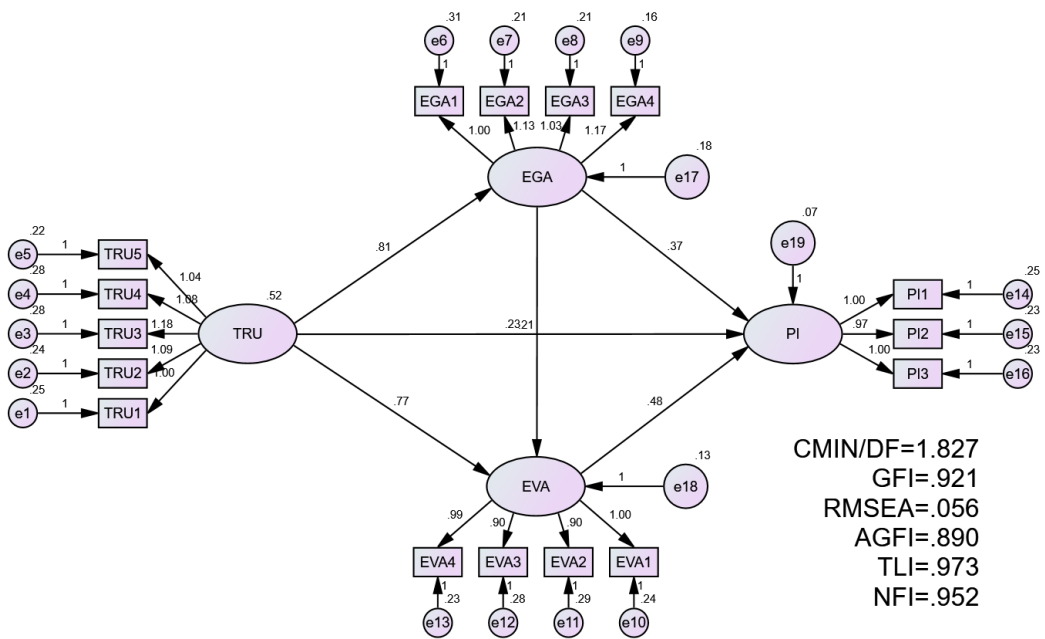
Time Spent on Social Media

	Frequency	Percent	Valid Percent	Cumulative Percent
< 2 hours	40	15.2	15.2	15.2
2 - 5 hours	130	49.2	49.2	64.4
Valid 6 - 9 hours	73	27.6	27.6	92.0
> 9 hours	21	8.0	8.0	100.0
Total	264	100.0	100.0	

Attachment 6

Validity And Reability Data Test

Structural Equation Model

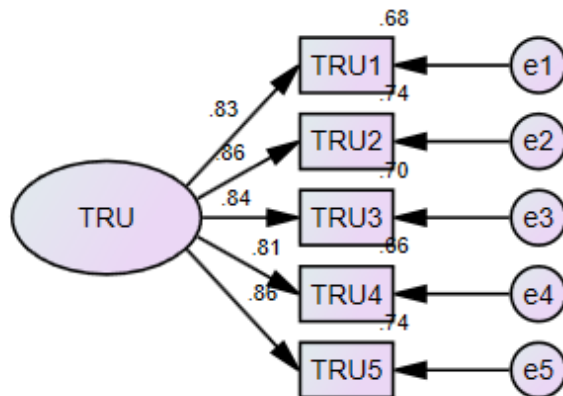


Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
EGA <--- TRU	.809
EVA <--- TRU	.722
EVA <--- EGA	.197
PI <--- TRU	.208
PI <--- EGA	.334
PI <--- EVA	.463
TRU1 <--- TRU	.819
TRU2 <--- TRU	.847
TRU3 <--- TRU	.851
TRU4 <--- TRU	.829
TRU5 <--- TRU	.849
EGA1 <--- EGA	.790
EGA2 <--- EGA	.870
EGA3 <--- EGA	.849
EGA4 <--- EGA	.904
EVA1 <--- EVA	.842
EVA2 <--- EVA	.791
EVA3 <--- EVA	.794
EVA4 <--- EVA	.850
PI1 <--- PI	.848
PI2 <--- PI	.849
PI3 <--- PI	.856

Validity and Reliability Test of Each Variable

CFA TRU

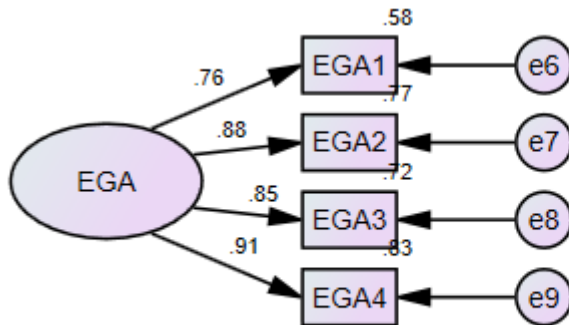


CMIN/DF=3.925
 GFI=.971
 RMSEA=.105
 AGFI=.914
 TLI=.969
 NFI=.979

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
TRU1 <--- TRU	.827
TRU2 <--- TRU	.857
TRU3 <--- TRU	.836
TRU4 <--- TRU	.814
TRU5 <--- TRU	.860

CFA EGA

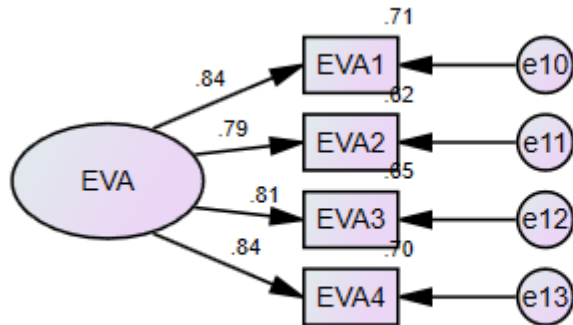


CMIN/DF=.201
 GFI=.999
 RMSEA=.000
 AGFI=.996
 TLI=1.007
 NFI=.999

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
EGA1 <--- EGA	.762
EGA2 <--- EGA	.877
EGA3 <--- EGA	.851
EGA4 <--- EGA	.913

CFA EVA

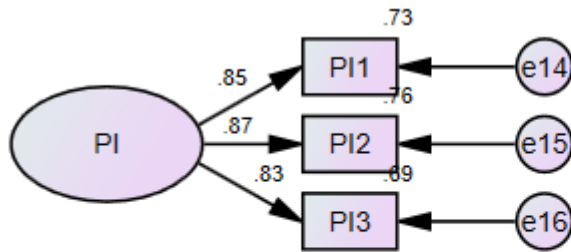


CMIN/DF=.510
 GFI=.998
 RMSEA=.000
 AGFI=.990
 TLI=1.005
 NFI=.998

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
EVA1 <--- EVA	.845
EVA2 <--- EVA	.791
EVA3 <--- EVA	.809
EVA4 <--- EVA	.836

CFA PI



CMIN/DF=.635
 GFI=.997
 RMSEA=.000
 AGFI=.990
 TLI=1.002
 NFI=.997

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
PI1 <--- PI	.853
PI2 <--- PI	.874
PI3 <--- PI	.831

Attachment 7

SEM Test

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
PI3	1.000	6.000	-.969	-6.431	1.393	4.619
PI2	2.000	6.000	-.760	-5.041	.561	1.861
PI1	1.000	6.000	-1.247	-8.271	2.791	9.256
EVA4	1.000	6.000	-.959	-6.361	1.463	4.851
EVA3	2.000	6.000	-.648	-4.295	.474	1.571
EVA2	2.000	6.000	-.822	-5.452	.930	3.085
EVA1	1.000	6.000	-.959	-6.362	2.295	7.613
EGA4	1.000	6.000	-.995	-6.600	1.739	5.767
EGA3	2.000	6.000	-.553	-3.670	.234	.775
EGA2	1.000	6.000	-.994	-6.592	1.352	4.484
EGA1	1.000	6.000	-.865	-5.739	1.519	5.039
TRU5	2.000	6.000	-.938	-6.220	1.156	3.835
TRU4	1.000	6.000	-.713	-4.732	.733	2.433
TRU3	1.000	6.000	-1.017	-6.749	1.487	4.931
TRU2	2.000	6.000	-.748	-4.962	.292	.969
TRU1	1.000	6.000	-.933	-6.189	1.794	5.951
Multivariate					-4.365	-1.477

Outlier Evaluation

? X

Function Arguments

CHIINV

Probability ↑ = 0.001

Deg_freedom ↑ = 16

= 39.25235479

This function is available for compatibility with Excel 2007 and earlier.
Returns the inverse of the right-tailed probability of the chi-squared distribution.

Deg_freedom is the number of degrees of freedom, a number between 1 and 10¹⁰, excluding 10¹⁰.

Formula result = 39.25235479

[Help on this function](#) OK Cancel

Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2
28	36.843	.002	.442
233	31.564	.011	.804
21	31.249	.013	.642
125	29.781	.019	.746
145	29.781	.019	.572
101	27.233	.039	.946
62	27.027	.041	.920
49	26.958	.042	.867
82	26.664	.045	.850
41	26.511	.047	.803
38	25.418	.063	.946
93	25.380	.063	.913
83	25.311	.065	.875
51	25.197	.066	.841
126	25.129	.068	.790
146	25.129	.068	.709
5	24.998	.070	.670
97	24.998	.070	.577
33	24.319	.083	.769
24	23.890	.092	.846

Observation number	Mahalanobis d-squared	p1	p2
30	23.768	.095	.827
140	23.669	.097	.801
67	23.529	.100	.790
26	23.379	.104	.784
55	23.224	.108	.782
31	23.125	.110	.760
37	23.022	.113	.739
35	22.876	.117	.739
69	22.808	.119	.704
3	22.687	.122	.695
95	22.687	.122	.625
15	22.626	.124	.584
107	22.626	.124	.510
58	22.600	.125	.451
170	22.384	.131	.501
39	22.184	.137	.546
144	22.134	.139	.504
197	22.121	.139	.441
262	22.084	.141	.394
102	21.453	.162	.699
16	21.338	.166	.702
108	21.338	.166	.642
7	21.320	.167	.589
99	21.320	.167	.524
92	20.947	.181	.689
136	20.937	.181	.636
29	20.815	.186	.651
229	20.593	.195	.724
257	20.593	.195	.669
143	20.553	.196	.636
34	20.458	.200	.638
45	20.268	.208	.699
73	20.241	.210	.661
32	20.194	.212	.635
36	20.078	.217	.653
182	20.044	.218	.619
74	19.612	.238	.821
59	19.502	.243	.834
231	19.453	.246	.820
259	19.453	.246	.779

Observation number	Mahalanobis d-squared	p1	p2
10	19.015	.268	.924
71	18.853	.276	.944
238	18.740	.282	.952
1	18.615	.289	.961
120	18.232	.310	.991
54	17.993	.324	.997
186	17.968	.326	.996
13	17.960	.326	.994
105	17.960	.326	.991
17	17.900	.330	.990
109	17.900	.330	.986
241	17.747	.339	.991
154	17.721	.340	.989
40	17.673	.343	.988
44	17.588	.349	.989
65	17.548	.351	.988
212	17.536	.352	.984
210	17.526	.352	.978
263	17.521	.353	.971
11	17.481	.355	.968
103	17.481	.355	.957
60	17.423	.359	.956
141	17.340	.364	.960
76	17.260	.369	.963
117	17.176	.374	.967
123	17.115	.378	.967
46	16.967	.388	.978
57	16.955	.389	.972
89	16.932	.390	.967
8	16.904	.392	.961
100	16.904	.392	.949
77	16.838	.396	.951
124	16.757	.402	.956
86	16.752	.402	.944
9	16.722	.404	.936
165	16.711	.405	.922
113	16.666	.408	.918
200	16.653	.408	.902
130	16.591	.413	.904
150	16.591	.413	.880

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	38	179.009	98	.000	1.827
Saturated model	136	.000	0		
Independence model	16	3768.279	120	.000	31.402

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.026	.921	.890	.664
Saturated model	.000	1.000		
Independence model	.495	.145	.031	.128

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.952	.942	.978	.973	.978
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.056	.043	.069	.213
Independence model	.340	.331	.349	.000

Hypothesis Testing

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
EGA <--- TRU	.808	.068	11.849	***	par_13
EVA <--- TRU	.774	.094	8.261	***	par_14
EVA <--- EGA	.212	.084	2.525	.012	par_16
PI <--- TRU	.231	.112	2.066	.039	par_15
PI <--- EGA	.372	.076	4.875	***	par_17
PI <--- EVA	.480	.102	4.698	***	par_18
TRU1 <--- TRU	1.000				
TRU2 <--- TRU	1.092	.066	16.667	***	par_1
TRU3 <--- TRU	1.181	.072	16.436	***	par_2
TRU4 <--- TRU	1.084	.068	15.885	***	par_3
TRU5 <--- TRU	1.040	.062	16.646	***	par_4
EGA1 <--- EGA	1.000				
EGA2 <--- EGA	1.126	.071	15.908	***	par_5
EGA3 <--- EGA	1.027	.066	15.453	***	par_6
EGA4 <--- EGA	1.173	.070	16.684	***	par_7
EVA1 <--- EVA	1.000				
EVA2 <--- EVA	.901	.059	15.337	***	par_8
EVA3 <--- EVA	.903	.059	15.385	***	par_9
EVA4 <--- EVA	.991	.058	16.991	***	par_10
PI1 <--- PI	1.000				
PI2 <--- PI	.970	.055	17.609	***	par_11
PI3 <--- PI	.998	.057	17.476	***	par_12

Standardized Total Effects (Group number 1 - Default model)

	TRU	EGA	EVA	PI
EGA	.809	.000	.000	.000
EVA	.881	.197	.000	.000
PI	.887	.426	.463	.000
PI3	.760	.364	.397	.856
PI2	.753	.361	.393	.849
PI1	.752	.361	.393	.848
EVA4	.749	.167	.850	.000
EVA3	.700	.156	.794	.000
EVA2	.697	.156	.791	.000
EVA1	.742	.166	.842	.000
EGA4	.732	.904	.000	.000
EGA3	.687	.849	.000	.000
EGA2	.704	.870	.000	.000
EGA1	.639	.790	.000	.000
TRU5	.849	.000	.000	.000
TRU4	.829	.000	.000	.000
TRU3	.851	.000	.000	.000
TRU2	.847	.000	.000	.000
TRU1	.819	.000	.000	.000

Standardized Direct Effects (Group number 1 - Default model)

	TRU	EGA	EVA	PI
EGA	.809	.000	.000	.000
EVA	.722	.197	.000	.000
PI	.208	.334	.463	.000
PI3	.000	.000	.000	.856
PI2	.000	.000	.000	.849
PI1	.000	.000	.000	.848
EVA4	.000	.000	.850	.000
EVA3	.000	.000	.794	.000
EVA2	.000	.000	.791	.000
EVA1	.000	.000	.842	.000
EGA4	.000	.904	.000	.000
EGA3	.000	.849	.000	.000
EGA2	.000	.870	.000	.000
EGA1	.000	.790	.000	.000
TRU5	.849	.000	.000	.000
TRU4	.829	.000	.000	.000
TRU3	.851	.000	.000	.000
TRU2	.847	.000	.000	.000
TRU1	.819	.000	.000	.000

Standardized Indirect Effects (Group number 1 - Default model)

	TRU	EGA	EVA	PI
EGA	.000	.000	.000	.000
EVA	.159	.000	.000	.000
PI	.679	.091	.000	.000
PI3	.760	.364	.397	.000
PI2	.753	.361	.393	.000
PI1	.752	.361	.393	.000
EVA4	.749	.167	.000	.000
EVA3	.700	.156	.000	.000
EVA2	.697	.156	.000	.000
EVA1	.742	.166	.000	.000
EGA4	.732	.000	.000	.000
EGA3	.687	.000	.000	.000
EGA2	.704	.000	.000	.000
EGA1	.639	.000	.000	.000
TRU5	.000	.000	.000	.000
TRU4	.000	.000	.000	.000
TRU3	.000	.000	.000	.000
TRU2	.000	.000	.000	.000
TRU1	.000	.000	.000	.000