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Analysis Of The Effect Of Influencer Attractiveness, Online Consumer Review, Social Media Advertisement, And Influencer Endorsement On Online Consumer Purchase Intention

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Abstract

This study aims to identify and analyze the influence of Influencer Attractiveness, Online Consumer Review, Social Media Advertisement, and Influencer Endorsement on Online Consumer Purchase Intention. This study uses the object of the fashion brand Zaafer Indonesia which is a Muslim clothing brand specifically for men. This study uses a quantitative method using primary data, namely a questionnaire and obtained 200 research respondents. The data that was successfully collected was analyzed statistically using SPSS to test the validity, reliability, and research hypothesis. The findings of this study indicate that: 1) Influencer attractiveness, Online consumer Review, Social Media Advertisement, and Influencer endorsement have a positive and significant effect on Purchase intention partially, and 2) Other results show that all variables have a simultaneous effect on Purchase intention. The managerial implications of the results of this study for Zaafer Indonesia are that companies need to maximize influencer attractiveness, online consumer reviews, advertisements on social media, and influencer endorsements in an integrated manner to increase consumer purchase interest in their Muslim men's fashion products.

Keywords: ***Influencer attractiveness, online consumer reviews, social media advertising, influencer endorsement, purchase intention.***

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INTRODUCTION

Social media marketing has become a key strategy in modern businesses, leveraging platforms such as Facebook, Instagram, Twitter, and TikTok to reach a wider and more segmented audience. With two-way interactions, social media allows companies to receive direct feedback, respond to complaints, and build consumer trust and loyalty, while creating creative content in various formats to strengthen brand awareness and engagement (Cruz-Cárdenas et al., 2021). Its analytical capabilities help understand consumer behavior and optimize strategies based on data. Additionally, social media advertising, which offers creative formats such as video and carousels, is effective in conveying personalized messages and increasing user engagement through likes, comments, and shares, while providing real-time performance metrics for campaign optimization (Mason et al., 2021; Jun & Yi, 2020). With these benefits, social media has been shown to increase brand awareness, engagement, and sales conversions, making it a key element in modern digital marketing strategies (Siddiqui & Singh, 2016; Domazet et al., 2018).

Social media, especially TikTok Shop, has become a major medium in reaching consumers and influencing trust and purchase intention. Online reviews and emotional content have proven effective in building relationships with consumers through authentic and creative interactions (Cruz-Cárdenas et al., 2021). In addition, influencer endorsements on platforms such as Instagram, YouTube, and TikTok have a significant impact on digital marketing strategies, as they are considered more authentic and trusted than traditional advertising (Rundin & Colliander, 2021). With storytelling, unboxing, or product reviews, influencers create a sense of urgency that feels natural, while increasing consumer trust and purchase intention (Jun & Yi, 2020; Zeren & Kapukaya, 2021). Through social media analytics and campaign flexibility, companies can understand consumer behavior in depth and adjust strategies according to market dynamics, making social media and influencer endorsements a vital element in increasing trust, loyalty, and sales conversions.

Online consumer reviews play a significant role in influencing purchasing decisions, especially on platforms like Instagram, where consumers seek testimonials to evaluate product quality. Positive reviews boost consumer trust, while negative reviews can decrease purchase intention, making good review management crucial to maintaining reputation and building trust (Geng et al., 2020). In addition, influencer appeal, which includes personality, lifestyle, and authentic communication, also has a significant impact on increasing purchase intention. Influencers with strong charisma are able to create

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emotional connections that increase audience engagement with their content (De Veirman et al., 2017). When products are naturally integrated into content, the impact on purchase intention is even stronger, especially if consumers feel that the product is relevant to the influencer's lifestyle (Schouten et al., 2020). By leveraging consumer reviews and selecting the right influencers, companies can effectively increase trust, engagement, and sales conversions.

Instagram, with over one billion monthly active users, has become a major marketing platform, especially in the fashion industry that relies on visuals and trends. Features like Stories, IGTV, and Shopping allow companies to promote products creatively and interactively, from ephemeral content to immersive videos, while making it easy to shop directly through the platform. An effective marketing strategy on social media involves a combination of creative advertising, credible influencer endorsements, and consumer behavior data analysis to target the right audience (De Veirman et al., 2017). Direct interactions such as responding to comments or messages, as well as utilizing analytics to understand trends, help strengthen relationships with consumers and build loyalty. This combination of elements not only increases purchasing interest but also drives sustainable business growth.

The Muslim fashion industry in Indonesia, as shown by Zaafer Indonesia, is growing rapidly thanks to the optimization of digital marketing through Instagram. Founded in 2019, Zaafer leverages the advantages of social media with inspiring content, influencer endorsement strategies, and positive consumer reviews to build brand awareness, trust, and customer loyalty (Ahmad et al., 2020; Zhang & Zhu, 2010). Influencers with authentic appeal and high relevance are able to deliver personal product recommendations, create strong emotional connections with audiences, and increase purchase intention (Gupta et al., 2020). This strategy is supported by online reviews that increase consumer confidence in product quality. With an integrative approach including active interaction, data analysis, and strategic influencer selection, Zaafer has succeeded in building a strong brand image in the Muslim men's fashion market, while driving sales growth through effective digital marketing campaigns.

THEORETICAL BASE

Theory of Planned Behavior (TPA)

Purchase behavior refers to the process consumers go through in making decisions to buy products or services, involving psychological and marketing aspects. Philip Kotler (2003) explains that purchasing behavior includes stages such as problem

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recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. This process is influenced by psychological, social, and cultural factors that interact during consumer decision making. In addition, Howard and Sheth (1969) through the Purchasing Behavior Theory Model integrate cognitive, emotional, and environmental factors, highlighting the role of motivation, attitudes, experiences, and external influences such as promotions and social norms in influencing consumer behavior (Solomon, 2013). This model shows that purchasing decisions are not always rational but are also influenced by impulses and emotions, making understanding consumer psychology very important in developing effective marketing strategies.

The Theory of Planned Behavior (TPB) developed by Ajzen and Fishbein (1980) provides an additional perspective in understanding purchasing behavior. According to TPB, consumer behavior is influenced by intentions formed from attitudes towards behavior, subjective norms, and perceived behavioral control. In the context of purchasing, this theory explains that consumers are more likely to purchase a product when they have a positive attitude toward the product, social norms are supportive, and they feel able to purchase. Ajzen asserts that intention is a major predictor of actual consumer behavior, so companies can use this insight to predict and influence consumer purchasing behavior more effectively (Ajzen & Fishbein, 1980).

Influencers are individuals who have the ability to influence the opinions of others, either through popularity or authentic content, without having to be celebrities. Companies use influencers to increase brand awareness, educate consumers, attract new followers, and increase sales (Sugiharto & Ramadhana, 2018). The attractiveness of an influencer includes not only physical appearance, but also personality, lifestyle, and how to interact with followers (Erdogan, 1999; Koay et al., 2021). Shimp (2007) emphasized that the attractiveness of an influencer who is relevant to the audience can strengthen the effectiveness of communication, while McGuire (1969) and Lim et al. (2017) showed that strong visual appeal can increase message acceptance and consumer purchase interest. With emotional connections built through authentic content, influencers can create a significant impact on consumer purchasing behavior.

Social media has become an important platform in modern marketing strategies, allowing users to share content, engage, and interact in real-time. Marketing activities through social media include communication, promotion, and support for consumers' daily needs (Seo & Park, 2018). During the pandemic, its use increased drastically, providing a great opportunity for businesses to influence consumer trust and purchase intentions through digital interactions (Bilgin, 2018). In addition, online consumer reviews, part of

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Electronic Word of Mouth (E-WOM), play a key role in building purchase intention. The higher the quality of relevant and timely reviews, the greater the impact on purchase decisions (Cheung & Thadani, 2012; Lee & Shin, 2014). Factors such as attractive advertisements, valid information, and suggestions from others help consumers evaluate products and ultimately increase purchase intentions (Chi et al., 2011; Dadwal et al., 2020).

RESEARCH FRAMEWORK

Based on the description and explanation of theoretical investigations and hypotheses, a research model can be created which is used in this research. This research model is shown in the following figure:

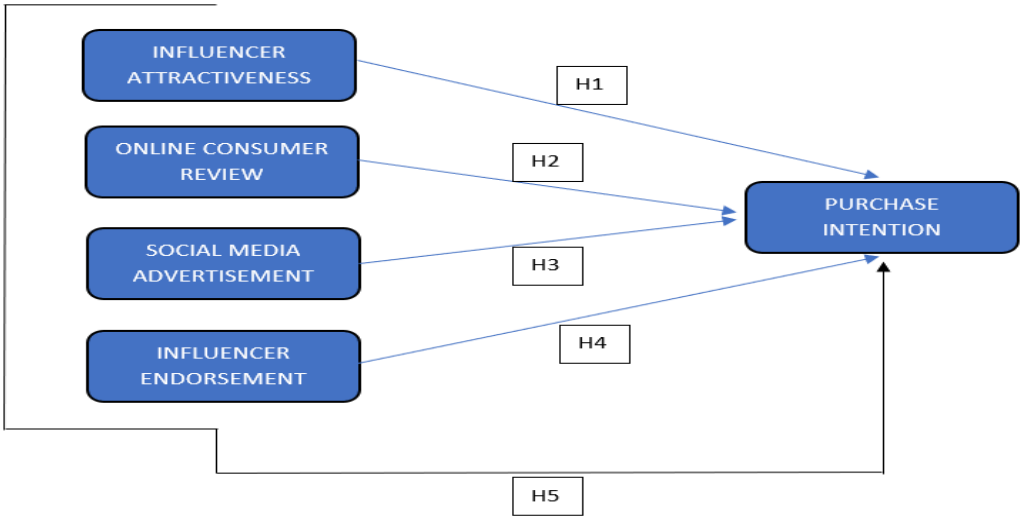


Figure 1. Research Framework

Research Hypothesis:

H1: Influencer Attractiveness has a positive effect on Purchase Intention

H2: Online Consumer Review has a positive effect on Purchase Intention

H3: Social Media Advertisement has a positive effect on Purchase Intention

H4: Influencer Endorsement has a positive effect on Purchase Intention

H5: Influencer Attractiveness, Online Consumer Review, Social Media Advertisement, and Influencer Endorsement have a positive effect on Purchase Intention simultaneously

RESEARCH METHODS

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This study uses a quantitative method with a causal approach to analyze the relationship between independent variables, namely influencer attractiveness, online consumer reviews, social media advertisements, and influencer endorsements, to the dependent variable, namely purchase intention. Data were collected through a Likert-based questionnaire distributed online to 200 respondents, with the main criteria being active Instagram users who follow the Zaafer Indonesia account and have the intention to buy the product. The sampling technique used purposive sampling, with a minimum sample size of 189 respondents based on the calculation of research indicators. The data results were analyzed using a descriptive method to describe the relationship between variables systematically.

Validity and reliability tests were conducted to ensure that research instruments, such as questionnaires, could produce accurate and consistent data Using SPSS. Validity was tested using Pearson Product Moment with the criteria of r count > r table (0.312) to state that the item was valid, while reliability was evaluated through Cronbach's Alpha with a value > 0.70 indicating internal consistency. In addition, multiple linear regression analysis was used to evaluate the relationship between independent and dependent variables, supported by classical assumption tests (normality, multicollinearity, heteroscedasticity) as well as F and t tests for hypothesis testing.

RESULTS

From the results of the questionnaires distributed, 200 respondents were obtained. From a number of respondents, data analysis was then carried out using model evaluation. The evaluation of the measurement model was tested using several indicators, including:

Descriptive Analysis

Respondent Profile

Table 1. Details of the research respondent profile

No.	Categories	Details	Amount	Percentage
1.	Gender	Male	200	100%
		Female	0	0%
2.	Age	<20 Years Old	22	11%

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		20-25 Years Old	109	54,5%
		26-30 Years Old	39	19,5%
		31-35 Years Old	20	10
		>35 Years Old	10	5%
3.	Latest Education	Elementary School	9	4,5%
		Junior High School	17	8,5%
		Senior High School	32	16%
		Undergraduate	106	53%
		Magister	36	18%
4.	Domicile	Yogyakarta	65	32,5%
		Semarang	26	13%
		Jakarta	33	16,5%
		Bandung	10	5%
		Surabaya	13	6,5%
		Malang	23	11,5%
		Others	30	15%

Statistics Analysis

Validity and Reliability Testing

Table 2. Validity Testing

Variable	Item	R Value	R Table	Results
Influencer Attractiveness	ATT1	0.872	0.312	Valid
	ATT2	0.909	0.312	Valid
	ATT3	0.879	0.312	Valid
	ATT4	0.859	0.312	Valid
	OCR1	0.887	0.312	Valid

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Online Consumer Review	OCR2	0.830	0.312	Valid
	OCR3	0.784	0.312	Valid
	OCR4	0.904	0.312	Valid
	OCR5	0.894	0.312	Valid
Social Media Advertisement	SMA1	0.932	0.312	Valid
	SMA2	0.858	0.312	Valid
	SMA3	0.937	0.312	Valid
	SMA4	0.920	0.312	Valid
	SMA5	0.901	0.312	Valid
Influencer Endorsement	IE1	0.924	0.312	Valid
	IE2	0.939	0.312	Valid
	IE3	0.897	0.312	Valid
	IE4	0.914	0.312	Valid
Purchase Intention	OPI1	0.942	0.312	Valid
	OPI2	0.905	0.312	Valid
	OPI3	0.942	0.312	Valid
	OPI4	0.909	0.312	Valid

Table 3. Reliability Testing

Variable	*Cronbach's Alpha*	Results
Influencer Attractiveness	0.900	Reliable
Online Consumer Review	0.909	Reliable
Social Media Advertisement	0.947	Reliable
Influencer Endorsement	0.937	Reliable
Purchase Intention	0.943	Reliable

Classical Assumption Test

Normality Test

Table 4. Normality Test

Variable	Sig	Limit	Results
Unstandar Residual	0.249	> 0,05	Normal

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Based on 4, the asymp.sig value of 0.249 is greater than 0.05, indicating that the data is normally distributed. This value refers to the results of the normality test, which is often carried out to ensure that the data meets the assumption of normality, especially in statistical analysis using parametric methods. Since the asymp.sig value exceeds the threshold of 0.05, there is no indication to reject the null hypothesis stating that the data follows a normal distribution. Thus, the assumption of normality in this study is met, allowing the use of further parametric statistical analysis techniques to test the research hypothesis.

Heteroscedasticity Test

Table 5. Heteroscedasticity Test

Variable	sig	Limit	Results
Influencer Attractiveness	0.679	>0,05	There is no heteroscedasticity
Online Consumer Review	0.142	>0,05	There is no heteroscedasticity
Social Media Advertisement	0.060	>0,05	There is no heteroscedasticity
Influencer Endorsement	0.616	>0,05	There is no heteroscedasticity

Based on the table above, it is known that the probability value of the heteroscedasticity test is greater than 0.05, which indicates that there is no heteroscedasticity in the variables proposed in the study. Heteroscedasticity refers to a condition where the variance of the residual is not constant at various levels of the independent variable, which can affect the validity of the regression results. Since the probability value is higher than the threshold of 0.05, it can be concluded that the residual variance is constant, so that the regression model used meets the assumption of homoscedasticity. This means that the results of the regression analysis carried out are more accurate and reliable.

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Multicolinearity Test

Table 6. Multicolinearity Test

Variable	Tolerance	VIF	Results
Influencer Attractiveness	0.578	1.729	There is no multicollinearity
Online Consumer Review	0.504	1.984	There is no multicollinearity
Social Media Advertisement	0.582	1.719	There is no multicollinearity
Influencer Endorsement	0.471	2.124	There is no multicollinearity

Hypotesis Testing

Variable	B	t value	Sig t	Results
(Constant)	3.478			
Influencer Attractiveness	.184	2.150	.033	Significant
Online Consumer Review	.218	2.996	.003	Significant
Social Media Advertisement	.129	1.995	.047	Significant
Influencer Endorsement	.181	2.128	.035	Significant
F hitung	27.896			
Sig F	0.000			
Adjusted R Square	0.351			

he results of the analysis show that the constant of 3.478 indicates that if there is no influence from the variables *Influencer Attractiveness*, *Online Consumer Review*, *Social Media Advertisement*, and *Influencer Endorsement*, then *Purchase Intention* remains at a value of 3.478 units. Every one-unit increase in the variable *Influencer Attractiveness* will increase *Purchase Intention* by 0.184, while a one-unit increase in the variable *Online Consumer Review* will have a greater impact, namely an increase

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in *Purchase Intention* by 0.218. Meanwhile, the variable *Social Media Advertisement* contributes 0.129 for every one-unit increase, and *Influencer Endorsement* increases *Purchase Intention* by 0.181 for every one-unit increase, assuming other independent variables remain constant.

DISCUSSION

Influencer Attractiveness has a significant effect on Purchase Intention, as indicated by a probability value of 0.033 which is smaller than 0.05. The characteristics of an attractive influencer, both visually and through personality, create an emotional attachment to the audience (Kim & Park, 2023). In the context of Zaafer Indonesia, this is reinforced by the influencer's ability to communicate authentically, enhance product image, and attract male consumers (Al Farraj et al., 2021). In addition, this attractiveness also functions as an effective marketing strategy through strong and credible endorsements (Masuda et al., 2023).

Online Consumer Reviews have a positive impact on Purchase Intention with a probability of 0.003 which indicates significance. Consumer reviews help build trust and confidence in a product, as stated by Filieri et al. (2018), with positive reviews creating a good image. Zaafer Indonesia can utilize informative reviews to attract male consumers (Thomas et al., 2019). Relevant reviews also increase consumer engagement, drive brand loyalty, and motivate repeat purchases (Al-Abbadi et al., 2022).

Simultaneously, Influencer Attractiveness, Online Consumer Review, Social Media Advertisement, and Influencer Endorsement affect Purchase Intention with an F value of 27.896 and a probability of 0.000. The synergy between these variables creates a strong collective impact (Yaacob et al., 2021). With social media advertising integrated with influencer endorsements, Zaafer Indonesia can increase the appeal and credibility of the product (Ermec, 2022). This holistic approach creates a comprehensive consumer experience, driving male consumers' purchasing interest in Zaafer Indonesia products (Kanwar & Huang, 2022).

CONCLUSION

This study revealed that influencer appeal, positive consumer reviews, interactive social media ads, and influencer endorsements simultaneously contributed significantly to increasing purchase interest in Zaafer Indonesia products. Attractive influencers are able to build trust and emotional attachment, while positive reviews create a good image and increase consumer confidence, especially men. Creative and educational social

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media ads not only attract attention but also provide a deeper experience for consumers. In addition, relevant influencer endorsements strengthen product credibility and build strong emotional connections with audiences. The combination of these four elements creates synergy in Zaafer Indonesia's marketing strategy, increasing consumer trust and driving purchasing decisions.

RESEARCH LIMITATIONS

This study faces several limitations, including the time-consuming data collection process because it only involved male respondents, which limits the speed and generalization of the research results. In addition, the limited time and resources available affect the depth of analysis and more comprehensive data collection. External factors that cannot be controlled, such as changes in social media trends and consumer behavior influenced by dynamic market conditions, can also affect the results and cause potential bias in the analysis of the impact of variables on purchase intention.

RECOMMENDATION

Future research could explore the impact of consumer engagement with influencers and promoted content on purchase decisions, as well as measuring different levels of engagement such as social media interactions and review reading. Additionally, a comparative study of influencer-based and non-influencer marketing strategies could provide insight into the effectiveness of both approaches in building brand loyalty and purchase behavior. Finally, given the interactive nature of social media advertising, further studies could analyze the most effective types of ad content, including design elements, messaging, and the influence of visuals and audio on purchase intention.

MANAGERIAL IMPLICATIONS

Two managerial implications of this research are the importance of selecting the right influencer and improving the quality and quantity of consumer reviews. Zaafer Indonesia needs to select influencers with high appeal and the ability to build emotional attachment to increase purchase intention, considering the suitability of the influencer with the brand image and target market. In addition, the company should focus on increasing consumer reviews on e-commerce platforms, by encouraging reviews through incentives and quick responses to feedback, to build trust, attract new consumers, and increase loyalty.

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