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Analysis Of The Influence Of Beauty Influencer Tasya Farasya's Attitude On Consumer Purchase Intention Through Consumer Attitude Towards Influencer As a Mediator

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Abstract

This research is research that examines the relationship between the attitude of beauty influencer Tasya Farasya and consumer purchase intention which is mediated by consumer attitudes towards Influencers. This research aims to identify the influence of influencer attitudes which include the dimensions of credibility, trustworthiness, expertise, liking, similarity, familiarity and attractiveness which are mediated by attitudes towards influencers in influencing consumer purchase intention. This research uses a quantitative approach using primary data in the form of a questionnaire as a research data collection tool. The data in this research was processed using SEM (Structural Equation Modeling) with the help of AMOS to test the research hypothesis. This research produces findings that attitudes towards influencers can mediate the positive and significant influence of beauty influencer Tasya Farasya's attitude on consumer purchase intention. The results of this research provide important insights for marketers and social media practitioners in understanding how attitudes towards influencers, especially in terms of credibility, trustworthiness, expertise, likeability, similarity, familiarity and attractiveness, can influence consumer purchasing interest.

Keywords: Attitude towards Influencers, Influencer Attitude, Beauty Influencer, Consumer Purchase intention

INTRODUCTION

The development of technology in the current digital era has resulted in significant changes in various fields including the internet (Handayani, 2023). One of the proofs that

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the internet has developed rapidly is the increasing number of Indonesian people using the internet and social media. In the data mentioned in We Are Social, the number of internet users in Indonesia in January 2023 was recorded at 212.9 million. The number of internet users at the beginning of this year increased by 3.85% compared to the previous year. Of this number, 98.3% of internet users in Indonesia are mobile phone users. Apart from that, the average time of internet usage in Indonesia is 7 hours 42 minutes a day. Apart from that, the number of active social media users in Indonesia was recorded at 167 million people in January 2023. This number is estimated to be 60.4% of the population in Indonesia. And the time spent playing social media is estimated to be around 3 hours 18 minutes every day. This duration is quite high and is included in the tenth highest time in the world. (dataindonesia.id, 2023).

Advances in digital technology and the internet also have an impact on the world of marketing. Technology which initially could only be used as a learning medium is now also entering the business world where users can carry out buying and selling activities in various sectors and marketing activities also occur due to buying and selling. . This sophistication is used by business people to market their products to social media users so that the products they sell can be known by many people and increase purchases (Inrawati, 2023). With this happening, marketing which was previously often done in person can now be done digitally. One example of a marketer in digital media is an influencer.

Influencers are individuals with large followings on social media who are trusted by their followers, and their existence, along with the development of digital marketing, has resulted in influencer marketing as an efficient and popular new marketing strategy (Abednego et al., 2021). The growth of influencers on social media is increasing due to the ease of social activities which facilitate individuals to express themselves and give opinions, both positive and negative (Abednego et al., 2021). Influencers create interesting profiles that allow them to convey their interests and opinions, and influence the decisions of their followers (van Reijmersdal et al., 2020). Beauty influencers, who focus on beauty, utilize social media to work and inform, often collaborating with beauty brands to promote products, influencing their followers to purchase those products (Johansen & Guldvik, 2017). Thus, beauty influencers play a role in influencing their followers' purchase intentions for the brands they collaborate with (Bagozzi et al., 1979).

Tasya Farasya is an influential beauty influencer with 6.2 million followers on Instagram, 3.3 million on TikTok, and 4.23 million subscribers on YouTube as of June 2023 (accesstrade.co.id, 2023). Tasya is known for her honesty in product reviews, which

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often leads to them selling out. Research shows that the characteristics of influencers that most influence purchase intentions are those that develop relationships of trust and reduce follower uncertainty (Magano et al., 2022). Tasya is sought after by beauty brands as an endorser because of her good image and large number of followers, as well as providing useful information for beauty fans. Followers rely on their opinions in purchasing decisions, demonstrating the significant impact of social media influencers (Casaló et al., 2020; Schaefer, 2012). Advertisers often sponsor influencers to promote their brands, and research corroborates the success of this strategy (De Cicco et al., 2021). With the advancement of social networks, influencers continue to be an important element in advertising (Kusumasondjaja & Tjiptono, 2019; Schimmelpfennig & Hunt, 2020), and become influential online sources (Bilro et al., 2021; Evans et al., 2017).

Influencers prioritize the concept of credibility because it plays an important role in the field of influencer marketing (Dwivedi et al., 2018). According to KBBI, credibility refers to the trust that a person obtains to prove that he or she is worthy of being trusted in a field. Influencers must be trustworthy to their followers in order to influence them to generate purchase intentions. Two requirements of the Influencer Credibility Model, namely expertise and trustworthiness (as well as three further requirements: likeability, similarity, and familiarity), can positively influence an influencer's persuasiveness. (Martensen et al., 2023). Meanwhile, the impact of the three requirements of the Influencer Credibility Model (attractiveness, expertise and trustworthiness) influences the strength of the Influencer's influence. (Balabanis & Chatzopoulou, 2019). All of these requirements are important aspects that an influencer needs to pay attention to because they can influence their strength in influencing their followers, thereby generating purchase intentions for the products being marketed by the Influencer.

Based on this description, researchers are interested in examining influencer attitudes as mediators of consumer purchasing intentions. Researchers focus the research object on Beauty Influencer Tasya Farasya. The selection of this object was based on the popularity of Tasya Farasya as a beauty influencer who is in first place as the most popular beauty influencer in Indonesia (cekaja.com, 2022). In conducting this research, researchers adopted influencer attitude indicators by (Magano et al., 2022) which include perceived credibility, trust, perceived expertise, liking, similarity, familiarity and attractiveness. Researchers also tested indicators of an influencer's attitude in influencing consumers so that they become mediators of consumer purchasing intentions. In this case the researcher took the title "Attitudes towards Beauty Influencer Tasya Farasya as a Mediator in Consumer Purchase Intentions". This research model was

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replicated from research (Magano et al., 2022) by changing the object and research context.

LITERATURE REVIEW

Influencer

An influencer is someone who is seen as a public figure or as a celebrity who is considered capable of increasing their personal branding as a strong figure in increasing their status through interactive video content, photography, etc. Thus, influencers can be used as a medium that can be used to realize marketing strategies via social media by using their strong figures or engagement to carry out marketing activities via social media. This is used to increase marketing effectiveness to provide stimulation to consumers to increase their purchasing interest in products promoted by influencers. In accordance with the statement from Sokolova and Kevi (2020) who said that an influencer can act as someone who transfers meaning who is able to provide a stimulus to increase interest and influence consumer or brand attitudes and purchases of a product.

Purchase Intention

Purchase intention is a feeling felt by consumers in processing a stimulus in the form of promotions and advertising into a desire or intention to consume the product being advertised and promoted. Dadwal et al (2020) stated that purchase intention is an aspect that can measure a consumer's tendency to purchase a product or service and is also the total cognitive, affective and behavioral value towards the adoption, consumption and use of a particular product, service or idea. Purchase intention is felt by someone when making a purchase as a form of conscious decision (Spear and Singh, 2004). This illustrates that purchase intention is a form of feeling of desire and intention to make a purchase which is influenced by several factors. The process of this purchase intention appearing in consumers' minds is through social media advertising and searching for supporting information about the product as well as collecting preferences from the values of honesty, similarity and trustworthiness of a product based on preferences and suggestions from other people which will then be evaluated by consumers which in the end will generate interest in purchasing the product (Chi et al., 2011).

Perceived Credibility

The credibility of influencers in conveying information and the power of their appeal play an important role in increasing consumer trust in the products that influencers

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promote. Li and Zhang (2018) revealed that the concept of credibility is the value felt by consumers regarding the extent to which they can trust the products promoted by influencers through the content they provide. The theory regarding the credibility of the source or communicator, which in this context is the influencer, states that there are several elements that can be identified as the credibility of the influencer, namely aspects of the influencer's trustworthiness, expertise, similarity, and attractiveness (Lou and Yuan, 2019).

Trustworthiness

Trustworthiness is a moral value that is related to morals and describes the extent to which a person can be trusted. This trait is a person's level of quality in achieving and maintaining a trustworthy, measurable and verifiable state. Honesty in conveying information about products has an important role in influencing consumer responses and can provide an assessment of the extent to which the product or influencer can be trusted in providing product reviews. Berhanu and Raj (2020) said that problems related to product trust on social media are often biased and a lot of false feedback results from deliberate manipulation of online reviews.

Expertise

This expertise is defined as the degree to which a communicator or influencer can be assessed as a source who provides valid and trustworthy information in providing objective opinions, especially regarding the products they promote. According to Kotler and Keller (2016), the skills needed to become an influencer are related to their ability in the brand development process, delivery of communication styles, and measurement of marketing performance. These are several important aspects that can develop interest in a product brand and build good relationships with the audience.

Likability

The likes felt by consumers can be formed by influencers if they can create interesting content through social media or the platforms they use to provide product-related information. This is because the aspect of consumer liking can be understood as a psychological factor that can influence how they react to a brand, product or service and depends on how the influencer presents it by utilizing the attractiveness they have to influence consumer purchase intention (Yeo et al., 2021). Thus, this liking can be built by influencers through quality video and photo content in marketing products through

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promotions and advertisements on the media platforms they use. If influencers are able to build and present this content, they will be able to form consumers' liking for the product and be able to influence them to generate purchase intention in consumers' minds.

Similarity

The definition of this similarity is the feeling felt by individuals regarding the extent to which the demographic background, interests, attitudes, social class, and lifestyle of the individuals who are interacting have similarities between the two (Fanoberova and Kuczkowska, 2016). This similarity reflects the extent to which consumers have a sense of similarity with the influencer, especially in lifestyle and in the context of this research, it is the cosmetics and beauty products that the influencer consumes. With this, consumers will feel that they have the same tastes and motivations for the products that the influencer is promoting through their content.

Familiarity

Consumers will become familiar with certain products if they have made repeated purchases over a certain period of time. In accordance with Alba and Hutchinson (1987) who define familiarity as the accumulation of many experiences gathered by consumers regarding certain products and services over time. Apart from that, this aspect of familiarity is also closely related to the attractiveness and convenience of providing product and service information from influencers to consumers and will provide a persuasive communication effect in influencing consumer purchase intention (Martensen et al, 2018). Expressed by Harrison (1969) who explained that this familiarity can also be felt by consumers if they know the influencer well and are considered to be able to provide good two-way interaction with consumers.

Attractiveness

The appeal of influencers is considered attractive and can have a positive influence on consumers. This attractiveness can play an important role in increasing the profits felt by influencers in providing a positive influence on increasing consumer purchase intention in the products they advertise through physical attractiveness, attractiveness in communication delivery, to gestures and styles in the process of conveying information through the content they provide. serve (Erdogan, 1999). It is explained in McGuire's attractiveness theory model which states that the attractiveness of an influencer concerns the effectiveness of the message or information which depends on the consumer's

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familiarity, liking, similarity and interest in the product the influencer is advertising (Ohanian, 1999).

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:

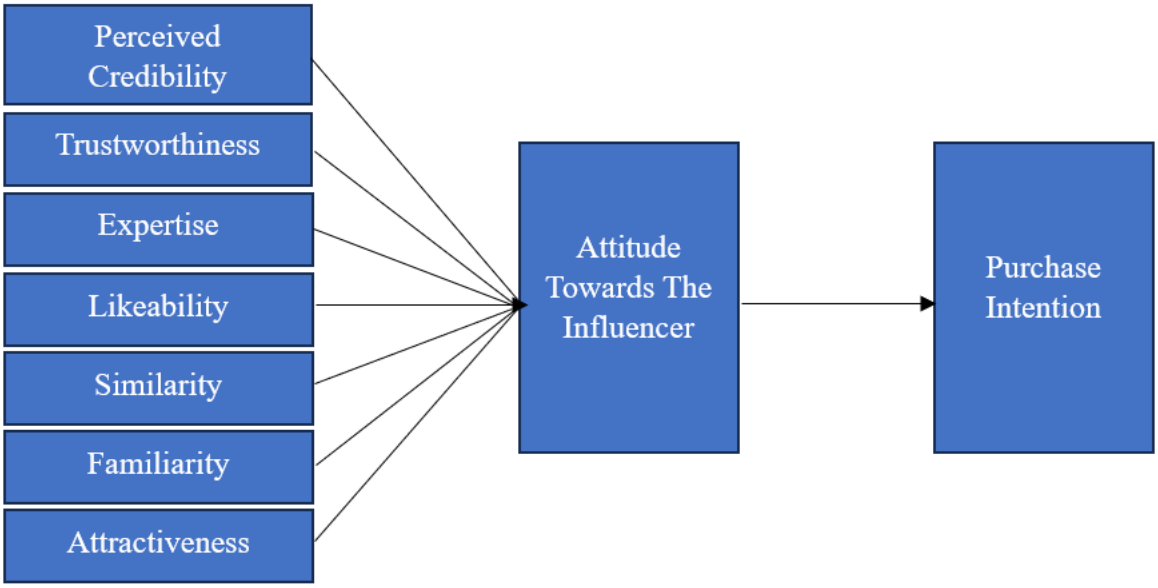


Figure 1 Research Framework

H1: Attitudes towards Beauty Influencers are able to mediate the influence of Credibility on Consumer Purchase Intention

H2: Attitudes towards Beauty Influencers are able to mediate the influence of trustworthiness on Consumer Purchase Intention

H3: Attitudes towards Beauty Influencers are able to mediate the influence of Expertise on Consumer Purchase Intention

H4: Attitudes towards Beauty Influencers are able to mediate the influence of Likability on Consumer Purchase Intention

H5: Attitudes towards Beauty Influencers are able to mediate the influence of Similarity on Consumer Purchase Intention

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H6: Attitudes towards Beauty Influencers are able to mediate the influence of Familiarity on Consumer Purchase Intention

H7: Attitudes towards Beauty Influencers are able to mediate the influence of Attractiveness on Consumer Purchase Intention

RESEARCH METHODS

This research was conducted in the Special Region of Yogyakarta through an online survey to obtain specific data by limiting the respondent's area. The research population was Tasya Farasya's Instagram and YouTube followers aged 18-40 years and domiciled in Yogyakarta, using purposive sampling techniques to ensure relevance and understanding of the research indicators. A quantitative approach was used with a questionnaire as a data collection tool, involving primary data from 245 respondents and secondary data from previous research journals for statistical analysis.

RESULTS

From the results of the questionnaires distributed, 245 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: CFA (Confirmatory Analysis), Construct Reliabilty, Hypotesis Testing, and Goodness of fit analysis.

Statistics Analysis

Validity and Reliability Testing

Validity Testing Result

Validity testing in this research uses the CFA (Confirmatory Factor Analysis) tool which is part of AMOS. The indicator of a variable is valid if the estimated value is >0.50, but if the result is <0.50 then the result is invalid (Ghozali, 2017).

The following are the results of validity testing using AMOS which are presented in the following table:

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Table 1. Validity Results

Variable	Indicator	Loading Factor	Criterion	Information
Perceived Credibility	C1	0,848	> 0.5	Valid
	C2	0,818		Valid
	C3	0,837		Valid
	C4	0,840		Valid
Trustworthines	T1	0,828	> 0.5	Valid
	T2	0,816		Valid
	T3	0,834		Valid
Expertise	E1	0,831	> 0.5	Valid
	E2	0,831		Valid
	E3	0,806		Valid
Likeability	L1	0,840	> 0.5	Valid
	L2	0,821		Valid
	L3	0,836		Valid
Similarity	S1	0,797	> 0.5	Valid
	S2	0,819		Valid
	S3	0,815		Valid
Familiarity	F1	0,831	> 0.5	Valid
	F2	0,809		Valid
	F3	0,827		Valid
	F4	0,819		Valid
Attractiveness	A1	0,856	> 0.5	Valid
	A2	0,845		Valid
	A3	0,839		Valid
	A4	0,823		Valid
Attitude Towards The Influencer	AT1	0,842	> 0.5	Valid
	AT2	0,832		Valid
	AT3	0,860		Valid
	AT4	0,847		Valid
Purchase Intention	P1	0,838	> 0.5	Valid
	P2	0,817		Valid
	P3	0,829		Valid
	P4	0,814		Valid

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Based on the validity test results table above, it shows that all questions have a loading factor value of >0.50. Therefore, it can be concluded that all questions in the questionnaire can be said to be appropriate.

Reliability Testing

Reliability test shows the reliability of a measuring instrument. Reliability testing in this research uses CR (Construct Reliability), which has the criteria that if the CR value is > 0.7 then the variable can be said to be reliable. To test reliability, use the following formula:

$$\text{Construct Reliability} = \frac{\left(\sum \text{Factor Loading}\right)^2}{\left(\sum \text{Factor Loading}\right)^2 + \sum \text{Measurement Error}}$$

Table 2. Reliability Testing Results

Variable	CR	Criterion	Information
Perceived Credibility	0,903	> 0.7	Reliable
Trustworthines	0,866		Reliable
Expertise	0,863		Reliable
Likeability	0,871		Reliable
Similarity	0,852		Reliable
Familiarity	0,893		Reliable
Attractiveness	0,906		Reliable
Attitude Towards The Influencer	0,909		Reliable
Purchase Intention	0,895		Reliable

Ghozali (2017) stated that test results are said to be reliable if they have a construct reliability value > 0.7. The results of this test show that the C.R value for the 9 research variables has a value for each variable greater than 0.7. Based on these results, it can be concluded that the entire research instrument is reliable so it can be used in this research.

a. Hypotesis Testing

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In accordance with the model developed in this research, the data analysis tool used is SEM which is operated using the AMOS application. These steps refer to the SEM analysis process according to Ghozali (2017).

Goodness of Fit Criterion

Assessing goodness of fit is the main goal in SEM to find out to what extent the hypothesized model is "Fit" or fits the data sample. The goodness of fit results are displayed in the following data:

Table 3. Goodness of Fit Criterion Value

Goodness of fit index	***Cut-off value***	**Research Model**	**Model**
Chi-square	≤ 477,234 (df=428)	771,380	Not Fit
Significant probability	≥ *0.05*	0,000	Not Fit
RMSEA	≤ 0.08	0,057	Fit
GFI	≥ 0.90	0,816	Marginal
AGFI	≥ 0.90	0,773	Not Fit
CMIN/DF	≤ 2.0	1,802	Fit
TLI	≥ 0.90	0,990	Fit
CFI	≥ 0.90	0,965	Fit

Based on the goodness of fit test, there are seven fit criteria, namely Chi Square, Probability, CMIN/DF, RMSEA, GFI, TLI, CFI, and one marginal criterion, namely AGFI.

Based on the results of the goodness of fit test using Amos, the model tested meets most of the goodness of fit criteria, indicating that the model has a good fit with the existing data. Even though AGFI is in the marginal category, this model can still be considered good enough to be used in further analysis, with the potential for several areas that can be improved to improve the overall model fit.

Hypotesis Testing Results

Hypothesis testing is carried out to answer the questions in this research or analyze the structural model relationships. Hypothetical data analysis can be seen from

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the standardized regression weight value which shows the coefficient of influence between variables in the following table:

Tabel 4. Hypotesis Testing Results

No.	Hypotesis	Estimate	S.E.	C.R.	P	Result
	Attitude Towards the Influencer → Purchase Intention	1.070	0.059	18.213	0.000	Significant
		Direct		**Indirect**		
1	Perceived Credibility → Attitude Towards The Influencer → Purchase Intention	0.000		0.182		Significant
2	Trustworthiness → Attitude Towards The Influencer → Purchase Intention	0.000		0.049		Significant
3	Expertise → Attitude Towards The Influencer → Purchase Intention	0.000		0.177		Significant
4	Likeability → Attitude Towards The Influencer → Purchase Intention	0.000		0.162		Significant
5	Similarity → Attitude Towards The Influencer → Purchase Intention	0.000		0.392		Significant
6	Familiarity → Attitude Towards The Influencer → Purchase Intention	0.000		0.021		Significant
7	Attractiveness → Attitude Towards The Influencer → Purchase Intention	0.000		0.041		Significant

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DISCUSSION

Perceived Credibility has a positive and significant effect on Purchase Intention through Attitude Towards The Influencer

The influence of Perceived Credibility on Purchase Intention is mediated by Attitude Towards The Influencer comparing the direct effect value < indirect effect value, testing the relationship between these two variables shows a value of 0.000 < 0.182, this shows that Attitude Towards The Influencer mediates the influence of Perceived Credibility on positive Purchase Intention. This means that the better the Perceived Credibility, it will create an Attitude Towards the Influencer, and have an impact on increasing Purchase Intention. So (H1) which states "Perceived Credibility has a positive and significant effect on Purchase Intention through Attitude Towards The Influencer" is accepted.

Supported by a statement from Rahmat (2008) which explains that the perception of influencer credibility has two important components, namely expertise and trust. Expertise is the impression that consumers are able to create about the influencer regarding their role in conveying accurate information on topics. Meanwhile, trust is the impression that arises from consumers towards an influencer which is related to the personality and character of the influencer. An influencer who has a high level of credibility will be able to influence consumers to generate purchase intention in the products or services they are promoting.

Trustworthiness has a positive and significant effect on Purchase Intention through Attitude Towards The Influencer

The influence of Trustworthiness on Purchase Intention is mediated by Attitude Towards The Influencer comparing the direct effect value < indirect effect value, testing the relationship between these two variables shows a value of 0.000 < 0.049, this shows that Attitude Towards The Influencer mediates the influence of Trustworthiness on positive Purchase Intention. This means that the better the Trustworthiness, the more Attitude Towards the Influencer it will create, and this will have an impact on increasing Purchase Intention. So (H2) which states "Trustworthiness has a positive and significant effect on Purchase Intention through Attitude Towards The Influencer" is accepted.

The trustworthiness of an influencer has been identified as one of the variables that can positively influence consumer purchase intention (Samarge and Ratnayake, 2021). The trustworthiness of influencers is shown in their attitude when conveying information related to products and services which is then accepted by consumers.

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Acceptance of information from consumers towards influencers is considered as one of the strengths of the influencer's attitude which can then influence consumers' purchase intention in products. The attitude shown by consumers in conveying this information is through honest reviews and accountability for all content created by influencers.

Expertise has a positive and significant effect on Purchase Intention through Attitude Towards The Influencer

The influence of Expertise on Purchase Intention is mediated by Attitude Towards The Influencer comparing the direct effect value < indirect effect value, testing the relationship between these two variables shows a value of 0.000 < 0.177, this shows that Attitude Towards The Influencer mediates the positive influence of Expertise on Purchase Intention. This means that the better the Expertise, the more Attitude Towards the Influencer will be created, and will have an impact on increasing Purchase Intention. So (H3) which states "Expertise has a positive and significant effect on Purchase Intention through Attitude Towards The Influencer" is accepted.

The expertise of an influencer plays an important role in providing greater persuasion to consumers (Chetioui, 2020). This expertise can be identified through the influencer's experience in providing product promotions and presenting reliable and accurate information. Influencers who have expertise characteristics seen from experience, knowledge, and the way they convey information about products or services to consumers will be able to influence the influencer's attitude and behavior in order to increase their effectiveness in influencing consumer attitudes. In research, Wiedmann and Mettenheim (2020) examined the mediating effect of attitude towards the influencer on the influence of expertise on consumer purchase intention. This research proves that influencers' expertise in processing information and delivering promotions to consumers will be able to influence consumer behavior.

Likeability has a positive and significant effect on Purchase Intention through Attitude Towards The Influencer

The influence of Likeability on Purchase Intention is mediated by Attitude Towards The Influencer comparing the direct effect value < indirect effect value, testing the relationship between these two variables shows a value of 0.000 < 0.162, this shows that Attitude Towards The Influencer mediates the influence of Likeability on positive Purchase Intention. This means that the better the Likeability, the more Attitude Towards the Influencer it will create, and this will have an impact on increasing Purchase Intention.

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So (H4) which states "Likeability has a positive and significant effect on Purchase Intention through Attitude Towards The Influencer" is accepted.

Likeability is an attitude held by consumers which includes their liking for an influencer. A consumer has a tendency to buy products or services from and be influenced by influencers they like (Cialdini, 2001). Someone who likes an influencer will be able to influence them in seeing that influencer. This liking can be based on appearance, beauty, way of communication, and the attractiveness provided by the influencer in providing product or service information. Consumer attitudes which can be influenced by their liking for influencers and brands will be manifested in purchasing interest which will then be felt by potential consumers.

Similarity has a positive and significant effect on Purchase Intention through Attitude Towards The Influencer

The influence of Similarity on Purchase Intention is mediated by Attitude Towards The Influencer comparing the direct effect value < indirect effect value, testing the relationship between these two variables shows a value of 0.000 < 0.392, this shows that Attitude Towards The Influencer mediates the influence of Similarity on positive Purchase Intention. This means that the better the Similarity, it will create an Attitude Towards the Influencer, and have an impact on increasing Purchase Intention. So (H5) which states "Similarity has a positive and significant effect on Purchase Intention through Attitude Towards The Influencer" is accepted.

Overall, this research shows that influencers are better able to provide added value in the aspects of similarity, credibility and trustworthiness in influencing consumer purchase intention. The aspect of similarity felt by consumers comes from what they feel or the extent to which consumers feel they have similarities with other people so that the desire to be the same as other people arises (Hoffner and Buchanan, 2005). Therefore, the similarity aspect plays an important role in influencing the influencer's attitude in influencing consumer behavior in the form of purchase intention.

Familiarity has a positive and significant effect on Purchase Intention through Attitude Towards The Influencer

The influence of Familiarity on Purchase Intention is mediated by Attitude Towards The Influencer comparing the direct effect value < indirect effect value, testing the relationship between these two variables shows a value of 0.000 < 0.021, this shows that Attitude Towards The Influencer mediates the influence of Familiarity on positive

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Purchase Intention. This means that the better Familiarity it will create an Attitude Towards The Influencer, and have an impact on increasing Purchase Intention. So (H6) which states "Familiarity has a positive and significant effect on Purchase Intention through Attitude Towards The Influencer" is accepted.

Familiarity is an aspect of similarity assumed in the information conveyed by influencers (Yi, 2021). This familiarity refers to how familiar consumers are with influencers in terms of the information and influencer figures that appear in front of them, whether through social media or YouTube (Lee and Yurchisin, 2011). In terms of brands, the familiarity and quality of information conveyed by influencers can play a significant role in having a significant impact on consumer engagement with brands and influencers on social media which will then be able to influence consumer behavior. The role of influencers in promoting a brand will be able to influence consumers' purchase intention in that brand of product or service.

Attractiveness has a positive and significant effect on Purchase Intention through Attitude Towards The Influencer

The influence of Attractiveness on Purchase Intention is mediated by Attitude Towards The Influencer comparing the direct effect value < indirect effect value, testing the relationship between these two variables shows a value of 0.000 < 0.041, this shows that Attitude Towards The Influencer mediates the influence of Attractiveness on positive Purchase Intention. This means that the better the Attractiveness, the more Attitude Towards the Influencer will be created, and will have an impact on increasing Purchase Intention. So (H7) which states "Attractiveness has a positive and significant effect on Purchase Intention through Attitude Towards The Influencer" is accepted.

The attraction that influencers have can encourage consumers to accept advertisements and promotions delivered by influencers more easily. Influencers who have high attractiveness will increase their effectiveness in behaving in accordance with the concept of conveying information related to the products and services they provide. Thus, influencers who are considered to have high appeal to consumers will be able to influence consumer attitudes towards these influencers (Taylor et al, 2020). The appeal that an influencer must have has many aspects. Najib et al (2019) stated that several indicators or benchmarks that can be used to identify the attractiveness of an influencer are attractive, elegant, classy and sexy. However, this is not an absolute benchmark for influencers to then identify their attractiveness in influencing consumer behavior. The

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appeal that an influencer can convey is complex and depends on how the influencer introduces themselves to consumers.

CONCLUSION

This research found that several influencer factors have a positive and significant influence on Purchase Intention through Attitude Towards The Influencer. Perceived Credibility, Trustworthiness, Expertise, Likability, Similarity, Familiarity, and attractiveness all show a strong relationship with consumer purchase intention when mediated by positive attitudes towards the influencer. High credibility increases purchasing intention because consumers form a positive attitude towards the influencer. The influencer's trustworthiness and expertise also play an important role, increasing consumers' purchase intention through the positive attitudes they create. Apart from that, consumers' perceived liking and similarity towards influencers also have a significant effect on purchasing intention, indicating that a positive attitude towards influencers is very determining. Familiarity with the influencer was also found to increase purchasing intention through the positive attitudes formed. Overall, positive attitudes toward influencers mediate the influence of various influencer characteristics on consumer purchasing intentions, underscoring the importance of credibility, trust, expertise, likability, similarity, familiarity, and attractiveness in influencer marketing strategies.

RECOMMENDATION

Based on the findings of this research, there are several suggestions that can be proposed to increase the effectiveness of marketing strategies through influencers. First, companies must focus on collaborating with influencers who have high credibility, because credibility has been proven to increase consumers' positive attitudes and ultimately purchasing interest. Second, it is important for companies to choose influencers who have a high level of trust and expertise in their field, because these two factors significantly influence consumer purchase intention through the positive attitudes they create. Third, companies must consider consumers' similarities and preferences towards influencers. Influencers who consumers feel are similar and liked can form strong positive attitudes, thereby increasing purchasing interest. Fourth, companies must also pay attention to consumers' familiarity or familiarity with influencers. Increasing the interaction and presence of influencers on social media can increase familiarity, which in turn increases consumer purchase intention through positive attitudes that are formed.

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