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Analysis Of The Influencer Content On Advertising Behavior And Consumer Purchase Intention (Case Study On Beauty Influencer Tasya Farasya)

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Abstract

This research was conducted to examine the influence of content delivered by influencer Tasya Farasya on advertising behavior and purchasing interest felt by consumers. This research used a quantitative approach with data collection methods using questionnaires and obtained a total of 196 respondents. Data analysis techniques were carried out descriptively and statistically using SEM AMOS. The findings of this research are: 1) Infotainment influences ads value positively and significantly, 2) Credibility influences ads value positively and significantly, 3) Irritation influences ads value negatively and significantly, 4) Ads value influences behavior towards advertising positively and significant, 5) Ads Value influences purchasing interest positively and significantly, 6) Behavior towards advertising influences purchasing interest positively and significantly.

Keywords: Advertising Value, Influencer Content, Consumer Purchase intention, Behavior towards advertising.

INTRODUCTION

Technological developments occur dynamically. This development was also followed by the progress of social media, which is increasingly progressing rapidly. In practical terms, social media is a group of software-based digital technologies presented as applications and websites where they can send and receive digital content or information through online social networks (Appel et al., 2020). The use of social media,

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which was initially created to exchange information in the form of certain messages and content, has experienced developments in the function of using social media itself. The development of social media has now become multifunctional by increasing the function and use of social media itself for promoting and selling products.

Based on data from Hootsuite, in 2023 social media users in Indonesia will reach 167 million people on various social media platforms (Riyatno, 2023). Social media plays a very important role in promoting sustainable thinking. Kepios' analysis proves that by October 2023, global social media users will reach 4.95 billion or the equivalent of 61.4% of the total global population (Kemp, 2023). Social media has many advantages for promotion because it allows business people to easily send information about products to their target market thereby increasing Purchase intention (Hastiana & Astuti, 2023). The current trend of selling via social media has significantly changed the way people live their lives. Not only are they considered simpler and more practical, the products offered are also more attractive. It is believed that the advanced features offered by each social media will make the product purchase promotion process easier (Imelda and Martini, 2019). Furthermore, (Ngoc, 2018) acknowledged that social media has brought major changes in the way young Indonesians behave, view brands and buy products. This causes consumers, especially in Indonesia, to become more complex and powerful (Chrisniyanti & Fah, 2022).

This marketing strategy through influencers is one of the activities in social media marketing. This marketing is carried out online by influencers providing information and reviews regarding products by communicating with their fans and followers. Their success in building an online image brings various benefits, allowing them to achieve significant fame and popularity (Lin et al., 2018). This is in accordance with what was stated by Maulana et al (2020) who stated that the distribution of content carried out by influencers via Instagram social media will be able to increase people's ability to obtain information so that it will have a big influence on increasing sales of a product significantly. Influencers who promote products on Instagram are often known as 'selebgram'. Each celebrity has an identity and is known based on certain different characteristics or identities. Many celebgrams are known as fashion influencers, beauty influencers, and several other product categories. Consumers currently base their purchasing intentions on information posted on social media (Binwani J & Yin Ho J, 2019). This is supported by Putri and Wandebori (2016) in their research on the factors that influence intentions to buy cosmetics in Indonesia, where they argue that young Indonesian consumers currently rely more on interactions with friends on social media and will look for reviews from other

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consumers to make decisions. whether to buy a product. This shows that the emergence of social media has created a new era of marketing. Social media platforms have become an important marketing tool and strategy to reach a wide audience, especially in developed countries.

One of the MSME sectors that has great potential to emerge in the post-pandemic future is the beauty or cosmetics sector. In the midst of the decline in several business sectors, the cosmetics industry is actually strengthening. According to data from the Central Statistics Agency (BPS), the cosmetics industry is currently dominated by MSMEs, with the number of cosmetics companies in Indonesia increasing by 913 companies (Badan POM, 2022). The cosmetics market in Indonesia is also increasing and has managed to recover after being hit by the Covid-19 pandemic (Statistics, 2023). In 2022, total annual revenue from the cosmetics industry will continue to increase by 7.23 billion US dollars or around 111.83 trillion rupiah (Katadata, 2022). Tasya Farasya, a well-known influencer with 4.8 million followers on Instagram (@tasyafarasya as of January 21 2022), is known for her endorsement of beauty products such as skincare. Tasya's credibility and expertise make her attractive to many companies for collaboration on beauty products. De Veirman et al (2017) state that a high number of followers is useful for reaching broad commercial messages, utilized by many product brands. Traditionally, companies exploit celebrity influence through their expertise, credibility and attractiveness in advertising (Kumar and Ramana, 2019), but social media influencers are better able to provide added value through endorsements (Schouten et al, 2020). The influencers who are most in demand for advertising and endorsements are those who have credibility and infotainment, with the irritation aspect also influencing the value of advertising.

Irritation, defined as the annoyance and discomfort consumers feel towards an advertisement, is a significant challenge in advertising efficacy. Advertising often appears more annoying than traditional media due to its invasive nature, leading to negative impacts on advertising value, attitudes, and even ad avoidance behavior (Iva Adeline et al, 2023). Ducoffe (1996) describes irritation as a negative emotion from the influencer's psychology, prompting consumer avoidance. This negative emotion reduces the perceived effectiveness and value of ads (Martins et al, 2019). Conversely, credibility is crucial for forming a positive value for advertising content. Influencers must possess credibility to influence consumer trust in a product (Zha et al, 2015). Researchers highlight credibility as key to the effectiveness of persuasive messages (Lou and Yuan, 2019). The

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credibility of both a brand and an influencer significantly affects consumer responses and purchasing interest (Dao et al, 2014).

Advertising value or the value of an advertisement can influence consumers' attitudes towards responding to an advertisement. This advertising attitude is defined as the extent to which users, both influencers and consumers, think that advertising is very important and has benefits for them (Gvili and Levi, 2016). The high advertising value perceived by consumers will influence the purchasing interest felt by consumers. According to Rivaldo (2016), advertising value is a customer's assessment of a product or brand advertisement, where if the consumer feels a positive attitude towards a product or service brand, it will be able to generate purchasing interest for the consumer himself. Thus, positive customer or consumer behavior in viewing an advertisement will also have a positive influence which is manifested in a positive reaction, namely the emergence of purchase intention in consumers.

Influencers can significantly impact consumers' perceived advertising value and Purchase intention through endorsements on Instagram. According to Liu et al. (2012), purchasing interest is key in influencer marketing, defined as the consumer's rational interest in products based on various factors. Kotler and Keller (2009) describe purchasing interest as consumer behavior in response to products or services, influenced by aspects like infotainment, irritation, and credibility. Research by Herrando and De Hoyos (2022) found that advertisement credibility significantly affects perceived value, while Mustafi and Hosain (2020) found no such influence. The infotainment aspect also shows inconsistent findings, as Disastra et al. (2019) reported no significant relationship between infotainment and advertising value. This study aims to understand how influencer content's advertising value influences Instagram users' attitudes and purchasing intentions.

Objectives

Based on the background of the problem that has been presented previously, the author formulates the main problem:

"Do aspects of infotainment, credibility and irritation influence the value of advertising, and does the value of advertising perceived by consumers influence consumer purchase behavior and intentions?

This research aims to test and analyze the influence of infotainment, credibility, and irritation on advertising value, as well as their impact on consumer purchase behavior and interests.

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Theoretical Framework

Uses & Gratification (U&G) Theory

U&G theory is useful for identifying audience preferences for certain media and to help provide an understanding of the basic needs that can encourage audiences to utilize these products (Omar and Dequan, 2020). According to Lin (1999), the U&F theory is able to provide ideas to be used as material in analyzing psychological needs and can explain what factors are able to motivate people to engage in media use for personal satisfaction related to their needs. The application of U&G theory in the context of social media assumes that audiences are active individuals who use social media to satisfy certain needs, including the search for information and entertainment (Buzeta et al., 2020).

In a study conducted by Herrando and De Hoyos (2022), it was found that this theory is a theory that is able to provide an explanation regarding the reasons why consumers feel there is value in posting influencer advertising content. Consumers see that on Instagram social media, users follow influencers voluntarily because they have succeeded in experiencing the advertising content as entertaining and useful content.

Influencer Content Behavior

Research conducted by Herrando and De Hoyos (2022) analyzed the influence of information and entertainment aspects which can influence the advertising value perceived by consumers. The research results show that infotainment is a combination of information and entertainment aspects in an advertisement which can influence the value of an advertisement.

An advertisement that contains useful information and enjoyable entertainment is referred to as infotainment (Liu et al., 2012). Infotainment is believed to be an aspect of advertising that can add added value to an advertisement on social media (Ducoffe, 1996). Infotainment is considered as one of the key factors in U&G theory which is able to contribute and play a role in understanding the values associated with the audience from online advertisements delivered via social media (Lin et al, 2016). Thus, it can be assumed that infotainment is able to influence the value of advertising.

H1: Infotainment has a positive effect on Advertising Value

Research conducted by Cuesta-Valino et al (2020) resulted in the finding that credibility has a positive and significant influence on advertising value. Credibility is an

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element in advertising delivered via social media that can trigger the trust felt by consumers.

This supports research conducted by Herrando and De Hoyos (2022) that credibility can have a positive and significant effect on advertising value. According to Dwivedi et al (2015), in endorsement activities, credibility is an aspect related to consumer perceptions regarding the attractiveness, expertise and trustworthiness of the influencer in providing their image to the advertised product. Therefore, credibility is one of the determining factors in identifying the advertising value perceived by consumers (Liu et al., 2012). Thus, it can be assumed that credibility is able to influence the advertising value perceived by consumers.

H2: Credibility has a positive effect on Advertising Value

Previous research conducted by Herrando and De Hoyos (2022) resulted in the finding that irritation had a negative effect on the advertising value perceived by consumers. This shows that the irritation variable is an aspect that can interfere with consumers in giving their perception of the value of an advertisement delivered by an influencer.

Irritation can be said to be a feeling and perception of displeasure felt by consumers for personal or social reasons or even due to repeated advertising which creates a feeling of boredom for consumers (Saxena and Khanna, 2013). It was explained by Cheng et al (2009) that irritation is a factor that causes consumers to be disturbed by digital advertising. Therefore, the response that arises is that consumers are persuaded by advertisements that are felt to be annoying, offensive, disappointing, or even dishonest, causing consumers to feel dissatisfied with the perceived value of the advertisement. Thus, it can be assumed that irritation can influence the value of advertising.

H3: Irritation has a negative effect on Advertising Value

Previous research conducted by Cuesta-Valino et al (2020) produced findings that the value of social media advertising through influencers had a positive effect on consumer attitudes towards advertising. This indicates that influencers who are able to provide added value to an advertisement will be able to influence the attitudes felt and acted upon by consumers.

The value of social media advertising refers to the overall interpretation and assessment carried out by consumers subjectively through online advertising that combines user interactions with those that influencers post on their social media (Dao et al., 2014). The value of this advertising will influence consumer expectations and will

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indirectly influence consumer attitudes (Ducoffe, 1996). This is supported by Luna-Nevarez and Torres (2015) who argue that attitude is a tendency to respond to stimuli provided through advertisements on social media as one of the benchmarks for providing negative or positive responses depending on the perceived value of social media advertisements. itself. Thus, it can be assumed that the value of advertising is able to influence consumer attitudes towards advertising.

H4: Advertising Value has a positive effect on Attitude Toward Ad

Advertising value is defined as the result of subjective evaluations carried out by consumers regarding the value and usefulness of an advertisement (Ducoffe, 1995). According to Hoffman and Novak (1996) the advertising value perceived by consumers can contribute to increasing positive experiences for consumers because they focus on the message and information received from an advertisement. This is because with a positive advertising value, consumers will evaluate the information received from an advertisement on social media as a message that is appropriate and appropriate to their needs and contains valuable information which then creates Purchase intention in the minds of consumers. Thus, it can be assumed that the value of advertising can influence the purchasing interest felt by consumers.

H5: Advertising Value has a positive effect on Consumer Purchase intention

According to Rogers (1982), Purchase intention is an important and direct measure of consumer behavior, this is because Purchase intention assumes that someone will do something they want to do and will not do something that is not in accordance with their wishes. This interest or purchase intention is manifested in certain actions carried out on the basis of consumer decisions (Sheeran, 2002). As stated by Juma et al (2019), attitude is an aspect identified as a factor that can influence the emergence of Purchase intention in consumers. Thus, it can be assumed that consumer attitudes or behavior towards advertising can influence the emergence of Purchase intention.

H6: Attitude Toward Ad has a positive effect on Purchase intention

Advertising Value (Ad Value)

Advertising value refers to the overall benefits offered by a product through an influencer which can cause the audience to make sacrifices to be able to buy or use the advertised product (Lin and Bautista, 2018). The value of this advertisement is defined as the result of a subjective evaluation process from the audience which is in line with the effectiveness of the delivery of an advertisement to create an impression of the value of the advertisement which is felt positively and favorably by the audience. Haida and Rahim

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(2015) define advertising value as certain behaviors and states that are psychologically personal or socio-culturally more desirable than the opposite end state. Thus, it can be assumed that advertising value can be shown as a representative value and comprehensive assessment of an advertisement that appears on social media.

Attitude Toward The Ad

The definition of attitude is expressed by Kotler and Armstrong (1996) that attitude is a form of internal evaluation of a person towards an object by giving an assessment of whether they like or dislike a particular product or brand on the market. This attitude can be influenced by social media marketing through influencers whose role is to provide stimulus through honest reviews, product trustworthiness, credibility in conveying information about products and several other factors that can influence the attitudes felt by consumers through the influencer's attitude in the process of delivering advertising and promotions. related products. Therefore, attitude can be a mediating variable in analyzing consumer Purchase intention in a product through social media marketing. This is in accordance with what was expressed by Trivedi (2018) who said that attitudes towards brands and influencers are mediators that are considered suitable for analyzing advertising and social media marketing stimuli on consumer Purchase intention.

Purchase Intention

Purchase intention is something that is felt by consumers in influencing the emergence of purchasing decisions. According to Fitriah (2018) Purchase intention is a strong motivation and is felt in the minds of consumers. Consumer Purchase intention comes from the attitudes and assessments given by consumers and several external factors regarding the product. Therefore, purchasing interest can be said to be an attitude that can provide a measurement of how likely consumers are to make a purchase of a particular product brand. According to Maghfiroh (2015), the higher the Purchase intention felt by consumers, the greater the possibility that consumers will make purchasing decisions about the product.

Another opinion was expressed by Belch and Belch (2014) who defined purchasing interest as a series of thoughts, desires and interests felt in the minds of consumers towards a product which can lead to purchasing decisions. Therefore, purchasing interest is an aspect that is assessed subjectively and depends on the tastes and product preferences of each consumer.

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Research Framework

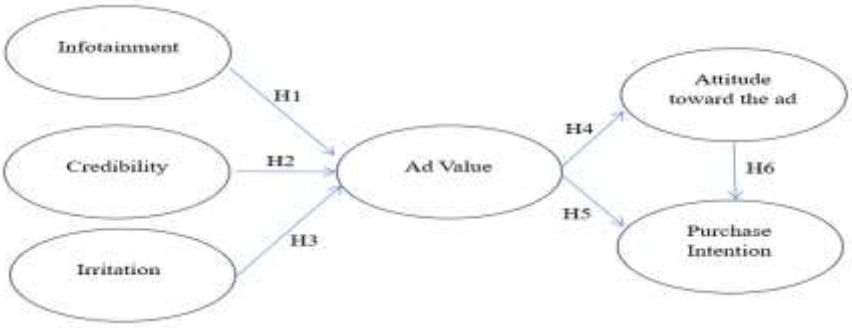


Figure 1. Research Framework

RESEARCH METHOD

This research uses a quantitative approach with a non-probability convenience sampling technique to examine the influence of infotainment, credibility and irritation on advertising value and its impact on consumer buying behavior and interest. Data was collected through an online questionnaire with a 5-point Likert scale from respondents who had an Instagram account, followed Tasya Farasya, actively used Instagram, knew the skincare brands advertised by Tasya Farasya, and had varying incomes. Based on the sample size calculation, a minimum of 168 samples are needed, however, to reduce errors, the questionnaire will be distributed to around 200 respondents. This research was conducted in the Special Region of Yogyakarta but included all Indonesian people.

Result And Discussion

Respondent Decriptive Analysis Results

Table 1. Respondent Descriptive Analysis

Gender	Frequencies	Percentage
Male	31	15,8%
Female	165	84.2%
Total	196	100%
Ages	**Frequencies**	**Percentage**
<16 Years Old	7	3,6%
16-25 Years Old	155	79,1%
26-35 Years Old	22	11,2%
36-45 Years Old	10	5,1%
>45 Years Old	2	1%

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Total	196	100%
Latest Education	**Frequencies**	**Percentage**
Elementary School	1	0,5%
Junior High School	5	2,6%
Senior High School	98	50%
S1	27	13,8%
S2	61	31,1%
S3	4	2%
Total	196	100%
Jobs	**Frequencies**	**Percentage**
Students	121	61,7%
Entrepreneurs	28	14,3%
BUMN Employees	14	7,1%
Private Employees	20	10,2%
House Wifes	8	4,1%
Another	5	2,6%
Total	196	100%
Income	**Frequencies**	**Percentage**
< Rp. 1.000.000	32	16,3%
Rp. 1.000.001 - Rp. 5.000.000	112	57,1%
Rp. 5.000.001 - Rp. 10.000.000	29	14,8%
Rp. 10.000.001 - Rp. 15.000.000	11	5,6%
Rp. 15.000.001 - Rp. 20.000.000	6	3,1%
> Rp. 20.000.000	6	3,1%
Total	196	100%

Measurement Model Analysis

Validity Testing Results

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).

Table 2. Validity Testing Results

Variable	Indicators	Loading Factor	Requirements	Results

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Infotainment	INF1	0,766	> 0.5	Valid
	INF2	0,712		Valid
	INF3	0,740		Valid
Credibility	CR1	0,807	> 0.5	Valid
	CR2	0,780		Valid
	CR3	0,841		Valid
Irritation	IRT1	0,842	> 0.5	Valid
	IRT2	0,825		Valid
	IRT3	0,898		Valid
Ad Value	AV1	0,872	> 0.5	Valid
	AV2	0,843		Valid
	AV3	0,814		Valid
Attitude toward the ad	ATT1	0,794	> 0.5	Valid
	ATT2	0,721		Valid
	ATT3	0,785		Valid
Purchase Intention	PI1	0,745	> 0.5	Valid
	PI2	0,805		Valid
	PI3	0,793		Valid

Based on the validity test results table with 196 respondents and 18 questions, 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 Results

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.

Table 3. Reliability Testing Results

Variable	CR	Requirements	Results
Infotainment	0,784	> 0.7	Reliable
Credibility	0,851		Reliable
Irritation	0,891		Reliable
Ad Value	0,881		Reliable

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Attitude toward the ad	0,811		Reliable
Purchase Intention	0,825		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 6 research variables is 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.

Goodness of Fit Value Results

Goodness of fit index	***Cut-off value***	**Research Model**	**Results**
Chi-square	≤ 153,197(df=126)	205,475	Not Fit
Significant probability	≥ 0.05	0,000	Not Fit
RMSEA	≤ 0.08	0,057	Fit
GFI	≥ 0.90	0,899	Marginal
AGFI	≥ 0.90	0,863	Marginal
CMIN/DF	≤ 2.0	1,631	Fit
TLI	≥ 0.90	0,958	Fit
CFI	≥ 0.90	0,965	Fit

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.

This research shows a model that is close to good fit based on the goodness of fit test. RMSEA of 0.057 indicates fit because <0.08. A GFI of 0.899 indicates marginal fit because it is close to 0.9. AGFI of 0.863 indicates not fit because <0.9. CMIN/DF of 1.631 indicates fit because < 2. TLI of 0.958 and CFI of 0.965 indicates fit because > 0.90. Based on these results, seven criteria including Chi Square, Probability, CMIN/DF, RMSEA, TLI, and CFI show fit, while AGFI and GFI show marginal 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 the standardized regression weight value which shows the coefficient of influence between variables

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No.	Hypotesis	Estimate	S.E.	C.R.	P	Results
H1	Infotainment → Advertising Value	0.202	0.084	2.392	0.017	Significant
H2	Credibility → Advertising Value	1.055	0.094	11.253	0.000	Significant
H3	Irritation→ Advertising Value	-0.089	0.044	-2.004	0.045	Significant
H4	Advertising Value→ Attitude toward the ad	0.606	0.068	8.971	0.000	Significant
H5	Advertising Value → Purchase Intention	0.389	0.058	6.740	0.000	Significant
H6	Attitude toward the ad → Purchase Intention	0.291	0.067	4.320	0.000	Significant

According to the table data processing, it states that the CR value has an influence by showing a value above 1.96. Then, for p values below 0.05 there is an influence (Ghozali, 2017).

DISCUSSION

The research results show that all the hypotheses tested are accepted. The influence of infotainment on advertising value is positive and significant with an estimated parameter of 0.202 and a C.R value of 2.392, and a probability of 0.017 ($p<0.05$). This means that H1 which states "Infotainment has a positive and significant effect on Advertising Value" is accepted. The development of the internet and social media also provides many opportunities to advertise more attractively and on target. One form of advertising that is popular with consumers is infotainment because consumers are not only treated to information but are also accompanied by entertainment so that advertising becomes more attractive in the eyes of consumers. Effective communication can occur if what is intended by the sender of information can be fully captured by the recipient (Magfirah, 2021).

Credibility also has a positive and significant effect on advertising value with an estimated parameter of 1.055 and a C.R value of 11.253, and a probability of 0.000 ($p<0.05$), so that H2 is accepted. Credibility has a positive effect on advertising value. The high level of credibility of the influencer can increase consumer trust in the message conveyed in the advertisement. Research by Octaviani (2023) supports these findings,

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confirming that credibility has a positive and significant influence on advertising value. Irritation has a negative and significant effect on advertising value with an estimated parameter of -0.089 and a C.R value of -2.004, and a probability of 0.045 ($p<0.05$), so that H3 is accepted. Irritation negatively impacts advertising value. Poorly structured advertising content can annoy and confuse consumers, resulting in negative reactions to the advertisement. Octaviany's (2023) findings show that irritation causes a decrease in advertising value. Muzakki's (2019) research results also support this, confirming that the more irritation in an advertisement, the lower the value of the advertisement.

Advertising value has a positive and significant effect on attitude toward the ad with an estimated parameter of 0.606 and a C.R value of 8.971, and a probability of 0.000 ($p<0.05$), so that H4 is accepted. Advertising value also has a positive and significant effect on purchase intention with an estimated parameter of 0.389 and a C.R value of 6.740, and a probability of 0.000 ($p<0.05$), so that H5 is accepted. Advertising value influences consumer purchasing behavior and interest in an advertisement. Muzakki (2019) found that a positive assessment of advertising value increases consumer attitudes towards advertising, so that consumer behavior becomes more positive. Apart from that, the advertising value felt by consumers, as stated by Magfirah (2021), also influences consumer Purchase intention. His research shows that the higher the perceived advertising value, the greater the consumer's Purchase intention in the product.

Finally, attitude toward the ad has a positive and significant effect on purchase intention with an estimated parameter of 0.291 and a C.R value of 4.320, and a probability of 0.000 ($p<0.05$), so that H6 is accepted. Consumer behavior is closely related to their Purchase intention. Linardi et al (2022) found that consumer behavior, which includes purchasing habits and decisions, influences purchase intention. When consumers show a positive attitude towards a product, their Purchase intention tends to increase. This shows that improvements in consumer behavior can increase purchasing interest significantly.

CONCLUSION

Based on the research results, it can be concluded that Infotainment, Credibility, Advertising Value, and Attitude toward the ad significantly influence consumer behavior towards advertising. In this context, this research makes a significant contribution to understanding the dynamics between various factors in the marketing context. These results highlight the importance of designing ads that are not only visually appealing but also provide added value to consumers. By understanding how Infotainment, credibility,

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and evaluation of ads influence consumer behavior, marketers can optimize their strategies to increase Purchase intention and response to their ads. This research also provides a strong foundation for the development of more effective and efficient marketing theory and practice in the future.

RECOMMENDATION

Future research is recommended to further explore how certain factors in advertising, such as the visual elements or narratives used, can influence consumer perceptions and responses. Additionally, research on the influence of timing and frequency of advertising exposure on consumer behavior can also provide valuable insights. Additionally, digging deeper into how social and cultural factors, such as current trends or consumer preferences based on demographics, may influence advertising effectiveness could also be an interesting area of research. Thus, future research can provide more comprehensive insight into the dynamics between advertising and consumer behavior, as well as provide more specific guidance for marketing practitioners to design more effective and efficient advertising strategies.

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