

Influence of Influencer Credibility on Consumer Attitude towards Product and Advertising, and Its Impact on Purchase Intention

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Abstract: This study analyzes the influence of influencer credibility on attitude towards product and attitude towards advertising, as well as its impact on purchase intention in the automotive industry on the YouTube platform. The research employs an online survey with 168 respondents who follow automotive influencers. Data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS). The results indicate that influencer credibility positively affects attitude towards product but does not influence attitude towards advertising. Furthermore, attitude towards product and attitude towards advertising positively affect purchase intention. These findings suggest that while influencer credibility can enhance a positive attitude toward a product, it does not necessarily lead to greater acceptance of advertisements. The study's implications highlight the importance of selecting influencers with strong reputations and expertise to enhance consumer attitudes toward products and increase purchase intention. Additionally, companies should ensure that their marketing strategies include engaging and relevant advertisements for their target audience.

Keywords: Influencer credibility, attitude towards product, attitude towards advertising, purchase intention, digital marketing, social media

Abstrak: Studi ini menganalisis pengaruh kredibilitas influencer terhadap sikap terhadap produk dan sikap terhadap iklan, serta dampaknya terhadap niat beli di industri otomotif pada platform YouTube. Penelitian ini menggunakan survei online dengan 168 responden yang mengikuti influencer otomotif. Data dianalisis menggunakan Structural Equation Modeling-Partial Least Squares (SEM-PLS). Hasil menunjukkan bahwa kredibilitas influencer berpengaruh positif terhadap sikap terhadap produk tetapi tidak berpengaruh terhadap sikap terhadap iklan. Lebih lanjut, sikap terhadap produk dan sikap terhadap iklan berpengaruh positif terhadap niat beli. Temuan ini menunjukkan bahwa meskipun kredibilitas influencer dapat meningkatkan sikap positif terhadap suatu produk, hal itu tidak selalu mengarah pada penerimaan iklan yang lebih besar. Implikasi studi ini menyoroti pentingnya memilih influencer dengan reputasi dan keahlian yang kuat untuk meningkatkan sikap konsumen terhadap produk dan meningkatkan niat beli. Selain itu, perusahaan harus memastikan bahwa strategi pemasaran mereka mencakup iklan yang menarik dan relevan untuk target audiens mereka.

Kata kunci: Kredibilitas influencer, sikap terhadap produk, sikap terhadap iklan, niat beli, pemasaran digital, media sosial

I. INTRODUCTION

The American Marketing Association (AMA) defines marketing as a set of activities, institutions, and processes aimed at creating, communicating, delivering, and exchanging offerings that provide value to customers, clients, partners, and society at large (AMA, 2017). One crucial aspect of marketing is Purchase Intention, which reflects the extent to which a consumer is inclined to purchase a product or service in the future (Gautam & Sharma, 2017). In the context of digital marketing, particularly

through social media, Purchase Intention serves as a key indicator in evaluating the effectiveness of marketing strategies (Djafarova & Rushworth, 2017).

Purchase Intention is influenced by various factors, one of which is Influencer Credibility. Influencers who demonstrate attractiveness, expertise, and trustworthiness are more capable of shaping positive consumer attitudes toward products, ultimately increasing Purchase Intention (Pick, 2021; Schouten et al., 2020). The trust placed by followers in

influencers plays a crucial role in driving purchasing decisions (Jin et al., 2019).

Furthermore, the relationship between Influencer Credibility and Purchase Intention is often mediated by Attitude towards Product and Attitude towards Advertising. Positive evaluations of both the product and the advertisement can strengthen consumer intention to purchase (Gautam & Sharma, 2017). Influencer Credibility itself consists of three dimensions—attractiveness, expertise, and trustworthiness—which enhance audience attention, confidence, and trust in promoted products (Jin et al., 2019; Schouten et al., 2020).

Previous studies confirm that Influencer Credibility significantly affects consumer attitudes and engagement (Lou & Yuan, 2019). Consumers tend to trust influencers with specific expertise, particularly in industries such as technology and automotive (Ibáñez-Sánchez et al., 2022). Additionally, authenticity and engagement further strengthen influencer credibility and Purchase Intention (Lim & Rasul, 2022). Compared to traditional celebrities, influencers are often more effective in building emotional connections with audiences, which enhances engagement and Purchase Intention (Schouten et al., 2020; Djafarova & Rushworth, 2017).

Despite extensive research, most studies focus on low-involvement products such as fashion and beauty (Jain, 2020; H. Kim & Karpova, 2010). Research on high-involvement products like automobiles remains limited. Therefore, this study examines how Influencer Credibility Influences Attitude towards Product and Attitude Towards Advertising, and their impact on Purchase Intention in the automotive industry on YouTube.

Consumer Behavior Theory provides the theoretical foundation for this study. It explains how individuals select, purchase, and evaluate products to satisfy their needs (Schiffman & Kanuk, 2021). In digital marketing, Influencer Credibility acts as a stimulus that shapes perceptions, attitudes, and ultimately Purchase Intention (Lim & Rasul, 2022).

Research Objective:

This study aims to analyze the effect of Influencer Credibility on Attitude towards Product and Attitude Towards Advertising, and examine their impact on Purchase Intention among YouTube users in Indonesia, particularly within the automotive industry.

II. RESEARCH METHODS

Purchase Intention

Purchase Intention refers to an individual's readiness to perform a purchasing behavior (Sun et al., 2018) and reflects the likelihood of buying a product in the future (Chang & Wildt, 1994). It is shaped through evaluation processes involving product quality, price, benefits, and recommendations (Yulianingsih et al., 2019). As a predictor of actual behavior, Purchase Intention is influenced by psychological and social factors, including trust in information sources (Sidharta et al., 2021).

In influencer marketing, influencers guide consumers through decision-making by providing information, testimonials, and usage experiences (Johansen et al., 2021). Trust in influencers strengthens the relationship between product attitudes and Purchase Intention (Chih et al., 2020), while testimonials expand market reach (Sandi & Wahyudi, 2022).

Attitude towards Product

Attitude towards Product is defined as a consumer's positive or negative evaluation of a product (I. Kim et al., 2021). It reflects how consumers associate themselves with a brand and differentiate it from others (Argyriou & Melewar, 2011). According to Ajzen (2012), it is a strong predictor of Purchase Intention.

Influencer-generated content enhances positive attitudes through shared experiences and credibility (Posavac et al., 2014; Sidharta et al., 2021). Emotional responses also play a role, as positive experiences strengthen brand attachment (Mary & Solomon, 2022). Thus, influencer marketing is effective in shaping favorable product attitudes.

Attitude towards Advertising

Attitude towards Advertising refers to consumers' positive or negative responses to advertising stimuli (Sander et al., 2021).

It is influenced by perceptions of credibility, content quality, and message delivery (Lu et al., 2014). Credible advertisements generate more favorable attitudes (Jain, 2020).

Influencers enhance advertising effectiveness because audiences trust their recommendations more than traditional ads (Djafarova & Rushworth, 2017). Emotional connection and authenticity contribute to positive responses (Lim & Rasul, 2022). Conversely, manipulative or misleading ads generate negative attitudes (Cotte et al., 2005; Goldsmith et al., 2000).

According to Petty and Cacioppo (2021), attitudes are formed through central and peripheral routes. Influencer Credibility strengthens persuasion through both routes, leading to higher Purchase Intention.

Influencer Credibility

Influencer Credibility refers to the extent to which influencers are perceived as trustworthy, expert, and attractive (Pick, 2021). Influencers build communities and influence purchasing decisions through their expertise and relationships with followers (Gupta et al., 2020; Schouten et al., 2020).

Attractiveness enhances likability and persuasion (Goldsmith et al., 2000). Expertise reflects knowledge and competence (Priester & Petty, 2003), while trustworthiness indicates honesty and reliability (Rahmawati & Ramli, 2024). These dimensions collectively determine influencer effectiveness in shaping consumer attitudes.

Hypotheses Development

Influencer Credibility influences Attitude towards Product through attractiveness, expertise, and trustworthiness, which build trust and positive perceptions (Jin et al., 2019; Schouten et al., 2020; Till & Busler, 2000).

H1: Influencer Credibility has a positive effect on Attitude towards Product.

Influencer Credibility also shapes Attitude towards Advertising by influencing how consumers evaluate promotional messages (Djafarova & Rushworth, 2017; Pick, 2021).

H2: Influencer Credibility has a positive effect on Attitude towards Advertising.

Positive Attitude towards Product increases Purchase Intention as consumers develop favorable perceptions and confidence (Lu et al., 2014; Pick, 2021).

H3: Attitude Towards Product has a positive effect on Purchase Intention.

Positive Attitude towards Advertising enhances Purchase Intention by increasing acceptance of marketing messages (Reichelt et al., 2014; Schouten et al., 2020).

H4: Attitude Towards Advertising has a positive effect on Purchase Intention.

Research Design

This study uses a quantitative approach with a survey method. Data were collected through an online questionnaire using a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree). Influencer Credibility was measured with 14 items (Weismueller et al., 2020), Attitude towards Product with 5 items (Goldsmith et al., 2000; Pick, 2021), Attitude Towards Advertising with 5 items (Hariandja et al., 2016), and Purchase Intention with 6 items (Coyle & Thorson, 2001; Weismueller et al., 2020).

The population consists of male Generation Y YouTube users aged 25–34 (Gilal et al., 2021). Purposive sampling was applied with criteria including active YouTube use, subscription to automotive influencers, and intention to purchase a car. Selected influencers include Ridwan Hanif (AutonetMagz), Mas Wahid, Fitra Eri (Oto Driver), Om Mobi (Motomobi), and Om B (Bchannel) (IDNTIMES, 2019).

Data analysis employed Structural Equation Modeling (SEM) using SPSS for validity and reliability testing and SmartPLS for hypothesis testing. A minimum sample size of 40 respondents was determined based on SEM requirements (Mathwick et al., 2001). Pretest results (n=30) showed all indicators were valid (KMO > 0.5) and reliable (Cronbach's Alpha close to 1) (Hair et al., 2017).

III. RESULT AND DISCUSSION

The research involved 168 respondents who had the YouTube app on their smartphones and subscribed to

automotive influencers. Among the 168 respondents, 86.90% were male and 13.10% were female. Of the respondents, 8.33% were from Generation X, 50.60% were from Generation Y, and 41.07% were from Generation Z. Furthermore, 24.40% of the respondents had a monthly household expenditure above 7.5 million IDR, 26.79% had a monthly household expenditure between 5 million and 7.5 million IDR, and 48.21% of respondents had a monthly expenditure ranging from 1.5 million to 5 million IDR.

Validity and reliability tests for the constructs in the reflective measurement model were conducted following the recommendations of Hair et al. (2017).

This process began with a First Order analysis, focusing on reflective measurements, where the success criterion was that the loading factor must reach or exceed 0.70. The results of the analysis indicated that all indicators in each variable had a loading factor confirming the model's appropriateness. Evaluation of the loading factors for each dimension in the First Order analysis showed that several indicators were invalid due to loading factors below 0.70. Specifically, one of the four indicators for the attractiveness dimension (ATR) was ATR1, two of the five indicators for the expertise dimension (EXP) were EXP1 and EXP3, and two of the four indicators for the trustworthiness dimension (TRU) were TRU2 and TRU3, all of which were found to be invalid.

All indicators for the Attitude towards Product (ATP) variable had a loading factor ≥ 0.70 , thus they were deemed valid. For the Attitude towards Advertising (ATA) variable, three of the five indicators—ATA1, ATA2, and ATA4—had a loading factor below 0.70, so they were considered invalid. For the Purchase Intention variable, one indicator, PI4, was also found to be invalid due to its loading factor being below 0.70, while the remaining five indicators were valid.

Based on the evaluation of loading factors, several indicators in the Influencer Credibility, Attitude towards Advertising, and Purchase Intention variables had to be removed from the model due to failing to meet the required validity standard (loading factor ≥ 0.70). On the other hand, all

indicators for the Attitude towards Product variable met the standard and were considered fully valid.

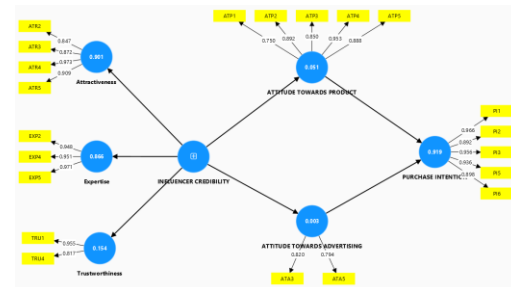


Figure 2 Path Diagram First Order – Composite Reliability Value

Furthermore, Influencer Credibility, as a Second Order structure, was found to be valid. The results of the Composite Reliability (CR) and Average Variance Extracted (AVE) calculations for the research met the criteria overall. According to Hair et al. (2017), the required values are $CR \geq 0.70$ and $AVE \geq 0.50$. The results of the calculations for CR and AVE were as follows: Influencer Credibility (IC) ($CR=0.810$; $AVE=0.616$), Attitude towards Product (ATP) ($CR=0.941$; $AVE=0.763$), Attitude towards Advertising (ATA) ($CR=0.789$; $AVE=0.651$), and Purchase Intention (PI) ($CR=0.970$; $AVE=0.865$).

Initially, the discriminant validity test was invalid because the AVE root of Attitude towards Advertising was higher than the variable Purchase Intention, which led to the removal of the ATA5 indicator (0.794) due to its lower loading factor. The second discriminant validity test was valid, as the AVE root for each latent variable was higher than the correlation with other latent variables (Fornell-Larcker Criterion), and the indicators also showed a higher correlation with their respective latent variables compared to other latent variables (Cross Loading) (Henseler et al., 2009).

To determine the R^2 values for each equation, a structural analysis was conducted. The R^2 value indicates how independent variables can explain their dependent variables. The analysis revealed that the Purchase Intention (PI) variable was jointly influenced by the Attitude towards Product (ATP) and Attitude towards Advertising (ATA) variables, with an R^2 value of 0.756. This means that 75.6% of the variance in Purchase Intention

(PI) can be explained by Attitude towards Product (ATP) and Attitude towards Advertising (ATA), while the remaining 24.4% is explained by other variables not included in this study.

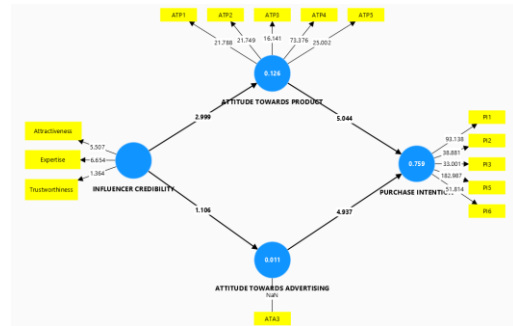


Figure 3 Path Diagram Second Order – T Value

Based on the path diagram and T-values shown in Figure 2, the hypothesis testing for the research model is summarized in Table 1 as follows:

Table 1 Hypothesis Testing Result

Hypothesis	Path	T-Statistic	P-Value	Decision
H1	IC → ATP	2.677	0.008	Supported
H2	IC → ATA	1.106	0.269	Not Supported
H3	ATP → PI	5.093	0.000	Supported
H4	ATA → PI	4.937	0.000	Supported

Source: Primary Data, Processed by Researchers (2024)

Based on Table 1, three hypotheses (H1, H3, and H4) have t-statistics greater than 1.96, which indicates that the data supports these hypotheses. However, H2 has a t-statistic value of 1.106, which is less than 1.96, meaning the data does not support this hypothesis in the current study.

Based on the hypothesis testing results in this study, several important findings related to the influence of Influencer Credibility on Attitude towards Product and Advertising, as well as its impact on

Purchase Intention, were identified. These findings support previous research stating that influencers with high credibility are more effective in influencing consumer purchase decisions (Djafarova & Rushworth, 2017).

This study explores and empirically tests the role of Influencer Credibility in shaping Consumer Attitude towards Products, Advertising, and Purchase Intention. The results showed that the dimensions of Influencer Credibility positively affected Consumer Attitude towards Product, particularly among male respondents who own or plan to own a car. The findings revealed that the attractiveness dimension of Influencer Credibility, such as an influencer having an attractive face and elegant appearance, could influence respondents to consider that owning the automotive product promoted by the influencer would be beneficial. This aligns with prior research that suggests that an influencer's attractiveness influences positive Attitude towards Product (Goldsmith et al., 2000).

Additionally, the expertise dimension, such as the influencer's ability to provide reviews of automotive products and having more experience with these products, makes respondents more interested in the new valuable knowledge about automotive products. Previous research has also stated that an influencer with good communication skills to deliver accurate information and more knowledge demonstrates expertise, which can positively influence consumer behavior towards the recommended product (Priester & Petty, 2003; Schouten et al., 2020). The trustworthiness dimension, such as an influencer who consistently provides honest reviews about automotive products, makes consumers more confident in choosing the products promoted by that influencer. This finding is supported by previous researchers who have shown that an influencer perceived as honest and sincere by consumers strengthens the positive Attitude towards Product (Priester & Petty, 2003).

Secondly, the analysis showed that Influencer Credibility does not have a significant effect on Attitude towards Advertising, with a t-statistic value of 1.106

(<1.96), so hypothesis H2 was rejected. This means that, although an influencer has high credibility, it does not necessarily lead to a positive attitude towards the advertisements they present. One of the main reasons for this could be consumer skepticism towards digital ads, which are often perceived as commercial promotions that lack authenticity.

Furthermore, consumers today are becoming more selective in responding to advertising content on digital platforms. Factors such as ad transparency, relevance to consumer needs, and how the influencer conveys the ad message can influence its effectiveness. If an influencer does not present the ad in an engaging, honest, and audience-preferred manner, the attitude towards the ad tends to be neutral or even negative. This is supported by the study of Lim and Rasul (2022), which showed that consumers are more likely to trust experience-based reviews rather than ads framed as endorsements.

Thirdly, the findings of this study showed that Attitude towards Product has a positive effect on Purchase Intention. When a review provided by an influencer is beneficial to consumers, the products promoted by the influencer are always remembered and considered when purchasing automotive products. Furthermore, an influencer who can provide important knowledge about automotive products attracts consumer attention, so this information will be stored as a reference when consumers need the automotive products promoted by the influencer. The influencer's review also stimulates consumer interest in imagining owning a similar product and influences the Purchase Intention of consumers. This finding is supported by previous research, which suggests that when an influencer has credibility in their field, it increases consumer acceptance of ads, leading consumers to evaluate the product better and strengthening their intention to purchase (Priester & Petty, 2003).

In the context of digital marketing, a positive attitude towards a product can be formed through various factors, such as product quality, positive reviews from influencers, and satisfactory user experiences. In the automotive industry, a

positive attitude towards the product can be developed when consumers receive clear information about the features, quality, and benefits of the promoted vehicle. Trust arising from the influencer's review, which provides firsthand experience with the product, can encourage consumers to add that product to their purchase consideration list. These findings support the research of Gautam and Sharma (2017), which states that Attitude towards Product is one of the key factors driving consumer purchase intention.

The analysis also showed that Attitude Towards Advertising has a positive and significant effect on Purchase Intention, with a t-statistic value of 4.937 (>1.96), so hypothesis H4 was accepted. This indicates that the more positive consumers' attitudes are towards advertising, the higher the likelihood they will have the intention to purchase the promoted product.

In the automotive industry, this occurs when ads presented by influencers provide clear, engaging, and relevant information to consumers. If the ad successfully convinces consumers of the benefits and value of the offered product, their desire to purchase will increase. This is in line with the persuasion theory in marketing, which asserts that attractive, informative, and relevant ads can form positive perceptions and increase purchase interest (Petty & Cacioppo, 2021). Therefore, marketing strategies focusing on enhancing the effectiveness of advertising can be a crucial factor in increasing consumers' Purchase Intention.

Based on the findings and discussion, it can be concluded that Influencer Credibility has a significant effect on Attitude towards Product but not on Attitude towards Advertising. Meanwhile, both Attitude towards Product and Attitude towards Advertising were found to have a significant effect on Purchase Intention.

Specifically, this study shows that high influencer credibility can improve consumer attitudes towards products, which ultimately contributes to an increase in purchase intention. However, influencer credibility is not always sufficient to form a positive attitude towards advertising, which could be due to consumer skepticism towards promotional content. This

highlights the importance of selecting influencers with a good reputation and expertise in their field to enhance the effectiveness of influencer-based marketing strategies.

IV. CONCLUSION

Based on the results of this study, it was found that Influencer Credibility has a positive impact on Attitude towards Product, but not on Attitude towards Advertising. This suggests that, although an influencer may have appeal, expertise, and trust from their audience, such credibility is not sufficient to form a positive attitude towards the ads they present. However, Influencer Credibility was proven to shape Attitude towards Product, which subsequently influences the increase in consumer Purchase Intention.

Furthermore, this study found that Attitude towards Product positively affects Purchase Intention. In other words, the more positive consumers' attitudes are towards the product promoted by an influencer, the higher the likelihood they will purchase that product. On the other hand, Attitude towards Advertising also positively affects Purchase Intention, meaning that ads presented in an engaging and relevant way can increase consumers' desire to purchase the product.

However, this study also shows that Influencer Credibility does not automatically lead to a positive Attitude towards Advertising. Factors such as consumer skepticism towards promotions, clarity of information in ads, and relevance to consumer needs likely contribute to why Influencer Credibility did not significantly affect Attitude towards Advertising. This indicates that companies cannot rely solely on Influencer Credibility to build a positive perception of their ads, but must ensure that the marketing strategies they employ are more aligned with the preferences and needs of their target market.

This study also has some limitations that need to be addressed. First, the study focused only on automotive product (car) consumers, which may not fully represent the conditions of consumers in other product categories. Therefore, future research could focus on different industries to gain broader insights. Second, this study

only examined Attitude Towards Product and Attitude Towards Advertising as determining factors for consumer Purchase Intention, so future research could explore subjective norms, which are also factors influencing consumer Purchase Intention (Jain, 2020). Third, this study only focused on the social media platform YouTube, so future studies may analyze and compare other social media platforms, such as TikTok, especially for research on products or industries targeting younger social media users (<30 years).

This research also opens opportunities for further exploration of other factors that may moderate the relationship between Influencer Credibility and Purchase Intention. Factors such as product type, consumer demographic segmentation, and social trends could serve as important variables that affect the effectiveness of influencer-based marketing. Therefore, future studies are encouraged to delve deeper into how these elements can strengthen or weaken the relationships found in this study.

The implications of these findings for the digital marketing industry are significant. Companies aiming to leverage influencer marketing must ensure that the influencers they choose possess high credibility in terms of appeal, expertise, and trust, particularly if they aim to improve consumer attitudes towards the product. Since Influencer Credibility does not significantly affect Attitude towards Advertising, companies must ensure that the ads they create are still engaging, informative, and relevant to the audience's needs. Transparency in marketing communication is crucial to avoid consumer skepticism and build stronger long-term relationships with customers.

Consumers are more likely to have a positive attitude towards a product when they receive detailed and honest information from influencers. Therefore, experiential-based marketing strategies may be more effective than standard ad promotions. Companies need to be more proactive in involving influencers to educate their audiences about the benefits of their products, rather than just relying on short endorsements. Companies must understand that the effectiveness of

influencer-based marketing may vary depending on the target market. By utilizing data and analytics, marketers can identify consumer groups that are more responsive to influencer marketing and tailor their campaigns to the characteristics of their target audience.

In the context of global marketing, the findings of this study also have implications for companies wishing to enter new markets. Influencer Credibility can serve as an effective tool for building brand awareness in untapped markets. By understanding consumer behavior in each market and selecting influencers who have appeal in those segments, companies can increase the likelihood of success when introducing new products.

Overall, this study emphasizes that Influencer Credibility is more effective in shaping Attitude towards Product than Attitude towards Advertising. Additionally, positive attitudes towards both products and advertisements contribute to increased consumer Purchase Intention. Therefore, companies are advised to optimize their marketing strategies by selecting suitable influencers and ensuring that their ads are engaging and relevant to their target audience.

As digital marketing trends continue to evolve, companies must remain flexible in adjusting their marketing strategies, including the use of artificial intelligence (AI) and data analytics to more accurately understand consumer preferences. By applying data-driven approaches and academic insights, companies can create more successful marketing campaigns that have a positive impact on consumer buying behavior.

Moreover, this study highlights the importance of transparency in influencer-based marketing. Consumers are increasingly aware of marketing practices conducted by influencers, and trust can easily be lost if they feel that a promotion is dishonest or exaggerated. Therefore, companies must ensure that partnerships with influencers are ethical and authentic to prevent skepticism from the audience.

As a further recommendation, companies should also consider a community-based marketing approach, where influencers are not only used for one-

way promotions but also to create deeper interactions with the audience. With this strategy, consumers feel more involved and have a closer connection to the brand being promoted by the influencer.

With the continued growth of digital marketing and increased brand competition, influencer-based marketing strategies must be regularly evaluated and adjusted to current trends. By understanding the factors influencing consumer purchase decisions, companies can design more effective, efficient, and long-lasting marketing strategies that positively affect customer loyalty.

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