Social Media Influencer: The Influence of Followers' Purchase Intention through Online Engagement and Attitude

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ABSTRACT

Marketing collaboration with social media influencers is rapidly developing into a promotional strategy. It is considered the most effective for marketers worldwide, including in Indonesia. Although effective, marketers face challenges in selecting the right Social Media Influencer (SMI) according to the company's brand due to the high growth in the number of SMIs. The research aimed to examine the relationship between the influence of SMI credibility based on the source credibility model and the advertising value of SMI content on attitude toward SMI and online engagement. Then, it led to purchase intention as a determinant of the success of product/brand promotion activities. The research used the Stimulus-Organism-Responses (SOR) framework. The number of samples used was 261 social media users who followed at least one SMI and were domiciled in several regions of Indonesia. Partial Least Square Structural Equation Model (PLS-SEM) was used as a data analysis method, with software analysis tools of Smart PLS Ver.3.2. The results show that SMI's credibility based on the source credibility model and content value based on advertising value act as a stimulus. They have a significant and positive effect on followers' attitude and online engagement. They also subsequently influence purchase intention. Both attitude toward SMI and online engagement mediates the relationship between source credibility and the advertising value of content on purchase intention. These findings can help marketers' strategies in determining the right SMI to use.

Keywords: social media influencer, purchase intention, online engagement, attitude

INTRODUCTION

Influencer marketing emerges as the most effective method of social media marketing to connect with potential consumers out of many other strategies companies try to implement (Childers et al., 2019; Jin et al., 2019; Lou & Yuan, 2019). They connect with followers or potential consumers on various social media platforms, promote various product categories, become entrepreneurs, and take up roles as content creators (Balaban & Mustătea, 2019). Collaboration with Social Media Influencer (SMI) in promotional activities has proven more effective than collaborating with traditional celebrities (Belanche et al., 2021; Schouten et al., 2020).

SMI's effectiveness in promotional activities makes the collaboration promising for marketers around the globe. According to Geyser (2023), the influencer marketing industry was expected to grow by approximately $16.4 billion in 2022. As a developing country, Indonesia is inseparable from the rapidly growing influencer marketing. There has been an increase in the share of influencer marketing budgets since 2019. The data also show that the influencer's recommendation is the first consideration for consumers' purchasing decisions. It is the second to peer's recommendation in Indonesia (Taslaud, 2023). The data emphasize the importance of influencer marketing in the Indonesian market.

Although influencer marketing offers

effectiveness and opportunity, one challenge emerges for marketers. The sheer number of SMIs who come with diverse topics, themes, and followers makes the decision process of the best-suited SMI to promote or represent the brand challenging (Breves et al., 2019). In the Indonesian market, the magnitude of this challenge become greater since it is reported that the number of Indonesian SMIs have increased during the pandemic and has been expected to grow yearly (Tesalonica, 2020).

The question regarding the most suitable SMI to be the best figure to represent a brand or company depends on the company's certain set of marketing goals, but such collaboration with SMI will not be effective if they cannot influence consumers (Belanche et al., 2021; Breves et al., 2019; Schouten et al., 2020). Every influencer marketing activity involves three main agents: SMI, brands/products, and followers (Stubb et al., 2019). From followers' perspectives, an opinion or recommendation from a credible SMI is easier to accept and trust since they generally have expertise in certain topics (Belanche et al., 2021). Credibility is essential in SMI's endorsement, influencing the effectiveness of marketing messages and followers' attitudes and behavior (Schimmelpfennig & Hunt, 2020).

Credibility as SMI's persuasive ability to shape purchase intentions has become a topic that has been widely discussed in previous studies. It has been established as a base ground for understanding how influencer marketing works. Previous researchers regarding SMI's credibility and its aspects produce mixed findings. Several studies find that SMI's credibility positively affects purchase intention (Sokolova & Kefi, 2020; Su et al., 2021). However, other previous research results mention that SMI's credibility does not affect followers' purchase intentions (Lee & Kim, 2020; Leite & Baptista, 2022). These inconsistencies indicate that SMI's persuasive ability does not depend entirely on SMI's credibility. However, it is related to the relationship between SMI and their followers through interactions in social media that is determined by followers' attitudes toward SMI (Magano et al., 2022). Favorable attitude toward SMI plays an essential role in the relationship between the two, such as being the basis for following SMI (Belanche et al., 2021) or influencing purchase intention (Magano et al., 2022).

One of the main factors that can determine the success of marketing activities in increasing purchase intention is online engagement (Alalwan, 2018). SMI's credibility can determine followers' engagement (AlFarraj et al., 2021). Online engagement is considered to be influenced by many factors regarding marketing content (Algharabat et al., 2020). SMI's persuasive communication to his/her followers is carried out through content on his/her social media accounts. Those contents are regularly updated by providing information emphasizing SMI's expertise and entertaining and enjoyable personal touch for their followers (Lou & Yuan, 2019). By creating and sharing content and interacting with their followers on social media, SMI can establish psychological and emotional bonds with them (Algharabat et al., 2020; Dhanesh & Duthler, 2019; Hu et al., 2020).

A few research studies explore how SMI's credibility and the value of their content can affect and shape followers' attitudes and online engagement. It has demonstrated how online engagement can be affected by SMI's credibility aspect. It mediates the relationship between SMI' credibility and purchase intention (AlFarraj et al., 2021). Other researchers have also investigated how engagement is formed by different social media advertising content factors and values (Carlson et al., 2018; Dabbous & Barakat, 2020; Supotthamjaree & Srinaruewan, 2021). However, the research on how the advertising value of SMI's content can trigger followers' online engagement is few and calls for further investigation.

Considering both attitudes and online engagement are internalization processes that cover both cognitive and emotional factors (AlFarraj et al., 2021; Belanche et al., 2021; Sharma et al., 2022), the Stimulus-Organism-Responses (SOR) framework is used in the research. SOR framework states that environmental factors can act as a stimulus (S) that influences both the cognitive and emotional state of an organism (O). Then, the internalization leads the organism to behavioral responses (R) (Belanche et al., 2021; Sharma et al., 2022). A stimulus is an impulse that causes a reaction in an individual. When others process stimuli, certain cognitive and emotional states are produced (Belanche et al., 2021). The cognitive state refers to the user's mental response concerning the acquisition, processing, retention, and retrieval, while the emotional state pertains to the emotion evoked following exposure to stimuli. The response is the outcome resulting from the organism's reaction to these stimuli (Belanche et al., 2021). The SOR framework can examine how digital advertising value influences consumers' attitudes toward advertising and purchase intention (Sharma et al., 2022). Formerly, the SOR framework is used to explore how influencers' promotional actions affect their credibility and followers' attitudes and behavioral responses toward the influencers (Belanche et al., 2021).

As mentioned before, credibility is a critical factor in SMI's endorsement, where followers will easily accept SMI's recommendation about a product, leading to actual buying behavior because of their trust in SMI. This trust can be built on the credibility characteristics of an SMI (Leite & Baptista, 2022). Source credibility refers to the positive characteristics of the communicator that can influence the reception of messages and determine the success rate of endorsement. Credible sources will be more persuasive and form positive behaviors in the recipient (Ohanian, 1990). Furthermore, source credibility can be formed from three characteristics: trustworthiness, expertise, and attractiveness. According to Schouten et al. (2020), SMI is credible if they have beautiful faces and are attractive or fashionable in the beauty

or fashion industry. They are trustworthy if they have used a product before recommending it. They are considered experts because they have experience and knowledge in a field or product related.

SMI will manage his/her credibility and self-image in such a way as to increase followers' number and engagement (Dhanesh & Duthler, 2019; Hu et al., 2020). Followers will trust SMI with high credibility features and respond to SMI more positively (Belanche et al., 2021). The relationship between SMI and his/her followers is created when social media users decide to follow SMI's accounts and actively engage with SMI's content (AlFarraj et al., 2021; Sokolova & Kefi, 2020). This relationship is possible because, in SMI's social media accounts, opinions and personal content are mixed with public opinion, making SMI more authentic and approachable (De Brito Silva et al., 2020).

Previous research shows that SMI's credibility directly influences followers' attitudes (Belanche et al., 2021; Chetioui et al., 2020). It determines whether a person will follow SMI's account, mimic their lifestyle, or recommend SMI to others (Belanche et al., 2021; Koay et al., 2022). SMI's credibility also significantly affects online engagement (AlFarraj et al., 2021). Based on the discussions, the first and second hypotheses are proposed as follows.

H1:   Source credibility has a significant influence on attitude toward SMI.

H2:   Source credibility has a significant influence on online engagement.

Advertising value is, "A subjective assessment of the relative value or usefulness of advertising for consumers" (Ducoffe, 1995). Consumer perception of advertising value will positively affect a consumer's attitude toward the advertisement. Furthermore, advertising value can be formed through informativeness, entertainment, and irritation. Informativeness refers to the ability to provide a variety of alternative product information that can provide purchase satisfaction. Then, entertainment is the ability to meet enjoyment needs and emotional release, while irritation describes a situation where a promotion becomes a nuisance.

According to Lou and Yuan (2019), SMI becomes famous through content that reflects knowledge and expertise on specific themes or topics, such as food, fashion, technology, travel, education, sports, reviews, music, movies, and others. SMI's generated contents generally contain information and advice related to the topic, personal information, daily activities, and information and opinions in the form of reviews related to products (Delbaere et al., 2021; Jin et al., 2019; Leite & Baptista, 2022; Tafesse & Wood, 2021).

SMI may post reviews or recommendations related to a product with or without agreement with the brand (Delbaere et al., 2021; Leite & Baptista, 2022).

These contents provide information about certain products or brands with a pleasant and entertaining personal touch that provides an enjoyable experience to followers (Lou & Yuan, 2019; Saima & Khan, 2021). Hence, information and entertainment from the content of an SMI can be a reference for advertising value received by their followers (Herrando & Martín-De Hoyos, 2022).

When SMI collaborates with brands, they will receive financial compensation for creating content that promotes and recommends products from a brand (Stubb et al., 2019). SMI may choose whether to be honest or not about the content being an advertisement. However, followers have recently begun to realize that some product recommendations or reviews are advertisements and not the genuine opinions of SMI because of the compensation they have received (Herrando & Martín-De Hoyos, 2022). This state can determine how followers perceive and behave toward SMI (Belanche et al., 2021). Even so, regardless of SMI's choice to be honest or not to their followers, the advertising value of SMI's organic content will shape followers' trust in sponsored content, which further affects their purchase intention (Lou & Yuan, 2019).

In the context of social media advertising, aspects of advertising value can form a positive attitude of the audience (Cuesta-Valiño et al., 2020; Falcão & Isaías, 2020; Sharma et al., 2022; Sigurdsson et al., 2018). Meanwhile, in the context of SMI, the advertising value of SMI's sponsored content has a significant influence on attitude toward SMI (as a vlogger) (Acikgoz & Burnaz, 2021). In addition, the quality of social media content and advertising significantly influences online engagement (Carlson et al., 2018; Dabbous & Barakat, 2020; Supotthamjaree & Srinaruewan, 2021). Based on the discussion, the third and fourth hypotheses are proposed as follows.

H3:   Advertising value has a significant influence on attitude toward SMI.

H4:   Advertising value has a significant influence on online engagement.

Purchase intention is the tendency or willingness of a consumer to plan to buy a product in the near future. An increase in purchase intention will mean an increase in consumers' likelihood of actually buying the product (Chetioui et al., 2020). Referring to the SOR framework, the source credibility and advertising value of an SMI will be processed cognitively and effectively by their followers. The cognitive and affective assessment is reflected through attitude and online engagement, with purchase intention as a behavioral result.

Next, attitude reflects a person's positive or negative evaluation of certain behavior before actually executing it (Chetioui et al., 2020). Attitude is one of the dominant factors determining a person's purchase intention. When followers have a favorable opinion about SMI or SMI is well-liked, they tend to

do as SMI suggests or buy the recommended product (Belanche et al., 2021; Chetioui et al., 2020). Previous research has found a significant influence of attitude toward SMI on purchase intention (Chetioui et al., 2020; Magano et al., 2022; Muda & Hamzah, 2021; Taillon et al., 2020).

Social media platforms enable a distinctive form of engagement that emerges from interactive and co-creation values over social media content, involving individuals as consumers or followers, brands or companies, and endorsers or SMI (Alalwan, 2018; De Brito Silva et al., 2020). There are many definitions and conceptual bases of engagement in different fields and contexts (Supotthamjaree & Srinaruewan, 2021). The research defines online engagement as, "Followers' affective and cognitive commitments to have an active relationship with SMI" (AlFarraj et al., 2021). Engaged followers are willing to disburse effort to comprehend or deepen their knowledge about a common topic of interest that SMI discusses. They have continuously positive feelings over the past experiences they have had with SMI (AlFarraj et al., 2021). There is a significant influence of online engagement on intention (AlFarraj et al., 2021). Meanwhile, online engagement significantly influences purchase intention (Supotthamjaree & Srinaruewan, 2021). Based on the explanation, the fifth and sixth hypotheses are proposed as follows.

H5:   Attitude toward SMI has a significant influence on purchase intention.

H6:   Online engagement has a significant influence on purchase intention.

The SOR framework emphasizes that the effect of environmental stimuli around followers is meditated by the internalization process of cognitive and emotional aspects in the individual's consuming experience. Several studies have confirmed the mediating effect of attitude toward SMI. Attitude toward SMI mediates the influence of product-SMI congruence and paid communication on followers' intentions to follow accounts, recommend, or imitate SMI (Belanche et al., 2021). Attitude toward SMI mediates the influence of SMI's source credibility aspect on purchase intention (Magano et al., 2022). It is in line with the results of other studies in the context of SMI and social media advertising (Muda & Hamzah, 2021; Sharma et al., 2022; Taillon et al., 2020).

Meanwhile, online engagement is the consequence of various drivers and antecedents that most likely play a mediating role in customer buying intention. It is found that consumers' brand engagement mediates the relationship between aspects of advertising value and purchase intention (Supotthamjaree & Srinaruewan, 2021). Customer engagement also mediates the relationship between content quality and purchase intention (Dabbous & Barakat, 2020). Similarly, online engagement mediates the influence of SMI's source credibility aspect on purchase intention (AlFarraj et al., 2021). Hence, the seventh and eighth hypotheses are proposed as follows.

H7:   Attitude toward SMI mediates the influence of source credibility and advertising value on purchase intention.

H8:   Online engagement mediates the relationship between source credibility and advertising value on purchase intention.

The research aims to fill the research gap by examining the relationship between SMI's credibility and content advertising value (stimulus) on attitude toward SMI and online engagement as an internalization process (organism) that occurs from the consumers' or followers' side leading to purchase intentions (responses). The research questions are as follows: Do source credibility and advertising value of SMI's contents affect the attitude toward SMI and online engagement? Does attitude toward SMI and online engagement affect purchase intention? Does attitude toward SMI and online engagement mediate the influence of source credibility and advertising value of SMI's content on purchase intention? Based on the analysis of the literature review and the proposed hypothesis, the framework is conceptualized in Figure 1.

METHODS

The research applies explanatory research with a quantitative approach. The population is SMI's followers who are domiciled in several regions in Indonesia. Purposive sampling, as part of the non-probability sampling method, is used as sampling criteria (Bougie & Sekaran, 2019). The sample size requirement is at least ten times the number of indicators of the operational variable (Gefen et al., 2000). Therefore, the minimum sample for the research is 290 respondents (with 29 indicators used).

Then, an online questionnaire is used as a data collection instrument with a minimum level of intervention. The survey method using online questionnaires allows researchers to obtain respondents' data from various regions in Indonesia. Online questionnaires are created using Microsoft Forms. The questionnaire link is shared via WhatsApp message. To ensure the respondent meets the population criteria, they are asked to answer two closed "yes or no" filter questions. First, the researchers ask the respondents if they are active social media users and whether they follow an SMI or not. Respondents who answer "yes" to all filter questions can proceed to the next section. On the other hand, if the respondents do not pass the filtering question, they automatically cannot proceed to the following questions, and the researchers thank the respondents for their participation. In the next section, respondents

are provided with statements that serve as indicators for each construct.

Several indicators are used: nine indicators for source credibility, six indicators for advertising value, five indicators for attitude toward SMI and online engagement, and four indicators for purchase intention, totalling 29 indicators. Then, the indicators are measured using a four-point Likert scale. The participants are asked to choose one of four answers about the SMI they follow: 1 for strongly disagree, 2 for disagree, 3 for agree, and 4 for strongly agree (Dauzón-Ledesma & Izquierdo, 2023).

Structured Equation Modeling (SEM) based on confirmatory factor analysis is used in research to test causal relationships and assess measurement models. The test results from the data obtained are divided into measurement model or outer model testing to assess the reproducibility of the indicators used, construct reliability, convergent validity, and discriminant validity (Hair et al., 2017). Hypothesis testing based on structural models uses the Partial Least Squares (PLS) method with SmartPLS 3.2 software.

RESULTS AND DISCUSSIONS

A total of 369 questionnaires are received, although only 282 are fully completed and meet the filter questions. After evaluating the univariate and multivariate outliers, 261 samples are found to be fit to be tested. Number of samples that fit to be tested are lower than the minimum requirement mentioned before. However, according to Hair et al. (2019), the minimum sample requirement in SEM should be a minimum of five to ten respondents for each indicator

used. Therefore, 261 respondents as samples are still within acceptable range. Respondent's demographic and other information collected are shown on Table 1 (see Appendices).

Respondents in the research are dominated by female (71.6%), while the rest are male (28,4%). Most of the respondents' age are between 28−45 years or Gen Y (52.9%), followed by 17−27 years or Gen Z (34.5%), 46−57 years or Gen X (4.6%), >57 years or Baby Boomer (3.1%), and undisclosed age (5%). As for occupation, most of them work as employees in private company or civil servant (60.5%). The result is followed by high school and college students (18.8%), entrepreneurs (14.2%), housewives (5.4%), and other occupation (1.1%).

Moreover, Instagram is the social media mostly used by respondents (93.5%). The next most used social media platforms are YouTube (70.5%), Facebook (67.4%), TikTok (46.0%), and Twitter (6.1%). There are 33.3% of respondents who pay attention once to thrice a week to SMI' social contents. The other results include 4 to 6 times a week with 17.2%, 7 to 9 times a week with 16.1%, and more than 9 times a week with 33.3%. For the SMI's topic, most of the respondents choose to follow SMI with food topic (61.7%), followed by fashion (53.3%), beauty (50.2%), education (48.3%), and others (4.2%).

The researchers assess the validity and reliability of the indicators and latent variables by evaluating the outer another. Based on Table 2 (see Appendices), all indicators representing latent variables in the research have met the convergent validity criteria, where outer loading for each indicator are ideally > 0.5 and the Average Variance Extracted
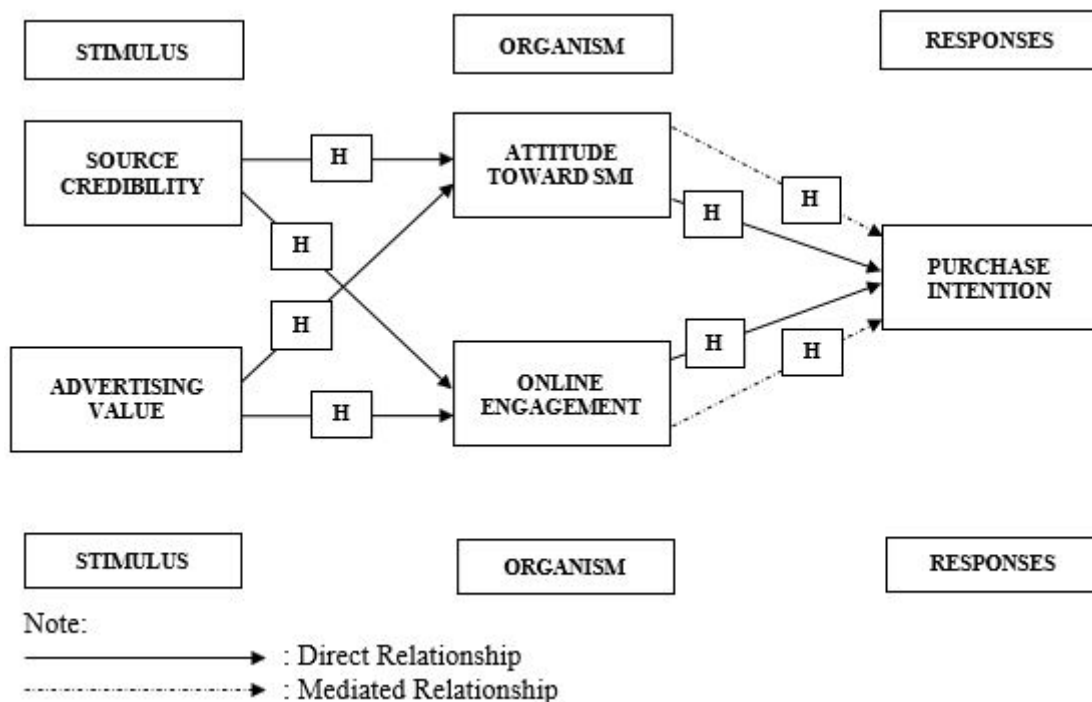

Figure 1 Research Framework

(AVE) value > 0.5 (Fornell & Larcker, 1981); Hair et al., 2017). However, in the initial data processing, three indicators in the source credibility construct and one indicator in the online engagement construct do not meet the convergent validity criteria. Hence, four indicators are excluded from their construct. For the reliability of each construct, the Composite Reliability (CR), Cronbach's Alpha (CA), and rho_A values are all greater than 0.7. Therefore, all constructs meet the reliability requirement.

The next test analyzes the discriminant validity by examining the Fornell-Larcker criterion and Heterotrait-Monotrait (HTMT) ratio, presented in Tables 3 and 4 (see Appendices). Fornell-Larcker criterion result based on Table 3 (see Appendices) shows that the square root of the AVE value for each latent variable is greater than the correlation between other latent variables. Meanwhile, the HTMT ratio for each latent variable is below 0.9. From the results of the two tests, all constructs for latent variables have met the discriminant validity criteria. The test can proceed by analyzing the structural model.

The outer model evaluation results consist of outer loading for each construct's indicator (except three source credibility indicators and one online engagement indicator that are excluded from their

construct). Average Variance Extracted (AVE), Cronbach's Alpha (CA), and Composite Reliability (CR) values meet the convergent validity requirement with outer loading (AVE value > 0.5) and reliability requirement (CA and CR values > 0.7). The results are illustrated in Figure 2.

Structural models are evaluated by examining inner model results. The first test assesses the coefficient of determination or R-square (R^2) of each dependent construct. The results can be seen in Table 5 (see Appendices).

Based on Table 5 (see Appendices), the total variance for endogenous variables of attitude towards SMI and online engagement can be explained by source credibility and advertising value of 54.9% and 51.3%. In comparison, the total variance for endogenous variables of purchase intention can be explained by attitude toward SMI and online engagement of 20%. Moreover, the effect of source credibility and advertising value on attitude toward SMI and online engagement can be categorized as moderate. Meanwhile, the effect of attitude toward SMI and online engagement on purchase intention is relatively weak but quite substantial in research related to consumer behavior.
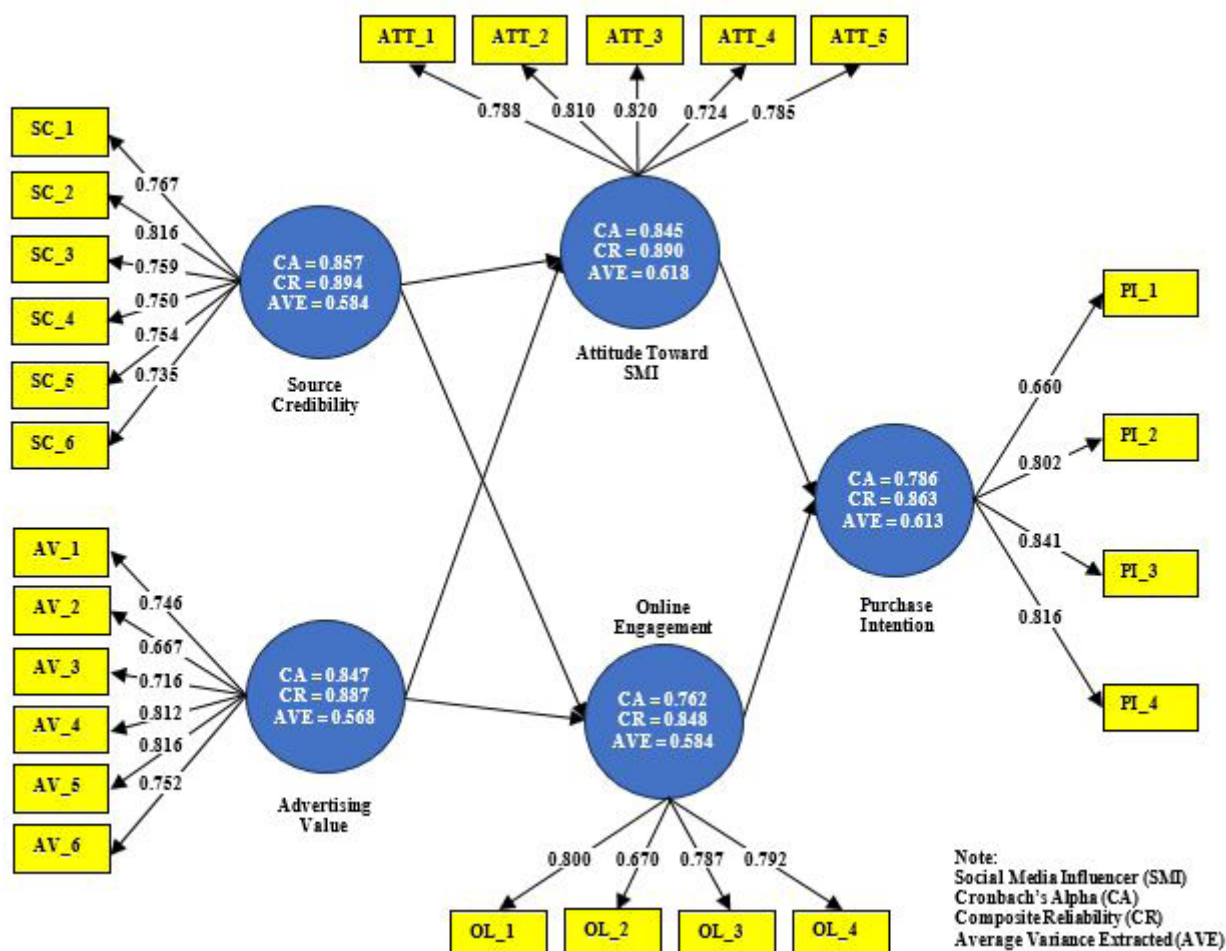

Figure 2 Outer Model Evaluation

The proposed hypotheses testing is carried out by evaluating the significance values of t-statistics and p-value for each path coefficient value of direct or indirect relationships. It is done by the bootstrapping method of 5,000 resamplings. The SmartPLS 3.2 coefficient path output can be seen in Table 6 (see Appendices).

Based on Table 6 (see Appendices), all hypotheses proposed are accepted with a p-value for each path coefficient tested < 0.05 and a t-statistical value of > 1.96. The direct influence relationship of each endogenous variable on exogenous variables shows a positive and significant influence. Meanwhile, in indirect relationship testing, attitude toward SMI and online engagement significantly mediate the relationship between source credibility and advertising value to purchase intentions. The inner model evaluation results assess coefficient determination and hypotheses testing consist of R^2 value for each endogenous variable, path coefficient and t-Statistics value for each hypothesis based on aforementioned analysis. The results are illustrated in Figure 3.

The research examines the relationship between the influence of source credibility and advertising value of SMI's content on attitude toward SMI and online engagement as an internalization process that occurs from the consumers'/followers' side. Then, it leads to purchase intentions as behavioral responses. The research produces three main findings. First, the source credibility and advertising value of SMI's content act as a stimulus that triggers the internalization process. These two constructs significantly positively affect attitudes toward SMI and online engagement. Second,

attitude toward SMI and online engagement as an internalization process positively affects purchase intention as a response. Finally, attitude toward SMI and online engagement mediate the relationship between source credibility and advertising value on purchase intention.

The economic value of SMI comes from its persuasive ability to influence followers' attitudes and behaviors (Dhanesh & Duthler, 2019; Hu et al., 2020; Pick, 2021). In fact, in today's technological developments, one can easily search for information about a product, topic, or field of interest through the utilization of search engines and Internet. In addition, anyone can become an SMI, so to form a bond with followers, SMI must be able to distinguish himself/ herself from other SMIs (Hu et al., 2020). The research results show that when SMI is considered credible and provides value through their content, followers or respondents whom Gens Y and Z dominate will have favorable attitudes and actively commit to engaging with them. These results are in line with several previous studies that show the importance of source credibility and advertising value aspects in shaping followers attitudes (Acikgoz & Burnaz, 2021; Belanche et al., 2021; Chetioui et al., 2020; Falcão & Isaías, 2020; Gaber et al., 2019; Hamouda, 2018) and engagement (AlFarraj et al., 2021; Dolan et al., 2019; Florenthal & Awad, 2021; Onofrei et al., 2022; Supotthamjaree & Srinaruewan, 2021).

Based on these results, SMI must maintain his/ her image as a credible figure by presenting authentic and valid opinions from knowledge or experience on a common topic of interest to his/her followers. SMI
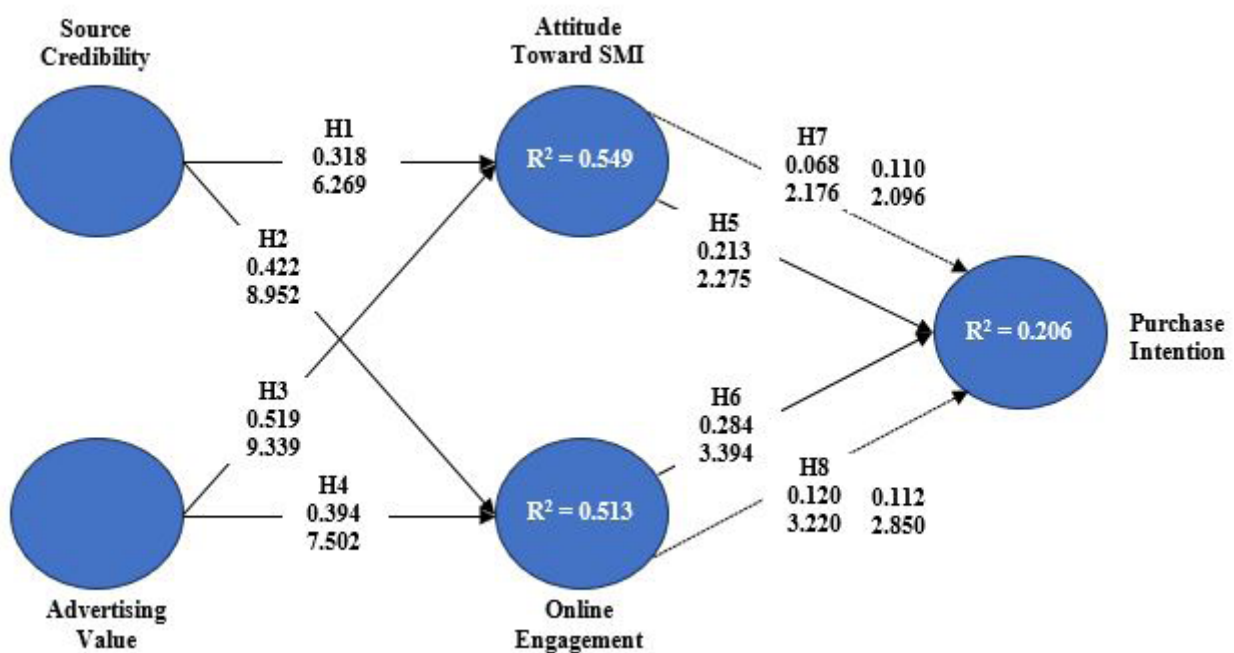

Figure 3 Inner Model Evaluation

also must be able to create informative, entertaining, and enjoyable organic content that is valuable for their followers. In recent years, several studies have shown that followers have begun to realize that SMI's endorsement content without disclosure will hurt SMI's image and credibility, considering that followers can easily search for other sources of information using search engines. If there is a disparency between facts and SMI's opinions, followers will respond negatively toward SMI (Belanche et al., 2021; Herrando & Martín-De Hoyos, 2022). However, followers will have favorable attitude towards SMI and trust promotional content if the organic contents are judged to provide valuable information, entertainment and are presented by trustworthy SMI as shown in Acikgoz and Burnaz (2021) and Lou and Yuan (2019).

For respondents whom Gens Y and Z dominate, both SMI's credibility and advertising value act as stimuli that encourage online engagement (Belanche et al., 2021; Florenthal & Awad, 2021). Followers will commit to engaging with SMI because the information in the content triggers their curiosity about a topic. Meanwhile, fun, exciting, and entertaining content provides an escape from their daily routine. Therefore, followers will continue to pay attention to the SMI's content (Dolan et al., 2019). According to Hollebeek and Macky (2019), cognitive engagement is formed from functional and authentic motives that refer to the desire for information on a particular topic and the originality of that information. Meanwhile, emotional engagement arises from hedonic and authentic motives that refer to the desire for entertainment, the transfer of pleasure, or relaxation. The research results reflect this argument that respondents are committed to actively being involved with SMI's content because the value of information meets functional desire, and entertainment value meets hedonic desire. Then, an SMI's figure with expertise can be trusted to fulfill the authentic desire.

Respondents in the research consider the SMI they follow to be interesting and well-liked. They also commit to being actively involved with SMI. Engaged followers with a positive attitude toward SMI will tend to consider or intend to buy products that SMI recommends they follow as an internalization reaction. The results are in line with the previous studies that attitude toward SMI and online engagement have a positive influence on purchase intention (Chetioui et al., 2020; Dabbous & Barakat, 2020; Delbaere et al., 2021; Magano et al., 2022; Muda & Hamzah, 2021; Taillon et al., 2020). The more positive a follower's attitude towards SMI is, the higher the tendency of followers to imitate the lifestyle or products used by SMI will be (Belanche et al., 2021). These results are consistent with Ki and Kim (2019).

Respondents tend to idolize SMI who have discussed lifestyle-related topics, such as food, beauty, technology, and fashion. When the SMI posts content related to the products or services they consume or promote, followers will be motivated to buy those products/services (Ki & Kim, 2019; Lou &

Kim, 2019). Furthermore, a follower's commitment to actively engage with SMI will cause followers to think about or like the product. Since by mentioning or reviewing the product on SMI's post, followers' knowledge will be evoked, making them enthusiastic and giving a positive impression of the product, resulting in purchase intention as a reaction (Delbaere et al., 2021).

Finally, attitude toward SMI and online engagement mediates the relationship between source credibility and advertising value to purchase intention. The research results are in line with other studies examining the mediating effects of attitude (Muda & Hamzah, 2021; Sharma et al., 2022; Taillon et al., 2020) and engagement (AlFarraj et al., 2021; Dabbous & Barakat, 2020; Supotthamjaree & Srinaruewan, 2021). Therefore, if followers perceive the SMI as credible and provide value through their content, they will like and commit to being actively involved with SMI, which raises consumers' purchase intentions.

For managerial implications, marketers in Indonesia should consider using a well-liked SMI capable of building online engagement with their followers since positive attitude and engagement persuasive factors can determine followers' purchase intentions. Those well-liked SMI should have a reputation built from their credibility, which reflects their informative and entertaining content that provides value and motivates followers to get involved and engage with the SMI. Marketers should avoid collaborating with SMI with no value to offer from their content or the SMI who is not credible. For example, their reputation is built from overnight viral content. Another suggestion is that the collaboration between SMI and a brand should be represented as organic content but with an advertisement disclosure. Since followers are now more capable of identifying advertisements, undisclosed promotional content considered inauthentic will harm SMI and the brand's reputation.

CONCLUSIONS

The research investigates how SMI's credibility is based on the source credibility model and the content value based on advertising value as a stimulus. They can trigger followers' attitudes toward SMI and online engagement as an internalization process, ultimately resulting in purchase intention as a reaction. Both credibility and advertising value positively and significantly affect attitudes toward SMI and online engagement. Subsequently, attitude toward SMI and online engagement affect purchase intention positively and mediate the relationship between source credibility and advertising value on purchase intention.

The research provides an academic contribution by adding literature on how SMI's source credibility and advertising value affect attitude and engagement. It provides a better understanding of how engagement can become SMI's persuasive capability in shaping followers' behaviour.

However, the research has limitations. The relatively small sample size cannot be compared to the total population, specifically SMI's followers. The samples are also dominated by female respondents. Hence, the results are more likely to incline to SMI with lifestyle-related topics, such as food, beauty, and fashion. Future research should use a larger sample size, select a specific theme or SMI, and employ gender as a control variable to examine how each gender perceives and engages with the SMI.

Finally, the number of variables is also limited to SMI's features in determining engagement. Since followers today are more capable of identifying advertisements, future research should investigate how advertisement disclosure can affect followers' engagement. Future research can also determine how different levels of interaction can result in different levels of engagement. It is by considering that interaction between SMI and followers is an important factor in determining engagement

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APPENDICES

Table 1 Respondents' Demographic

Respondent's Profile	Attributes	Frequency	Percentage (%)
Gender	Male	74	28.4
	Female	187	71.6
Age	17–27 (Gen Z)	90	34.5
	28–45 (Gen Y)	138	52.9
	46–57 (Gen X)	12	4.6
	>58 (Baby Boomer)	8	3.0
	Undisclosed	13	5.0
Occupation	Civil Servant/Private Employee	158	60.5
	Highschool student/College	49	18.8
	Entrepreneur	37	14.2
	Housewife	14	5.4
	Other	3	1.1
Attention paid to SMI's content /week	1–3 times	87	33.3
	4–6 times	45	17.3
	7–9 times	42	16.1
	>9 times	87	33.3
Social media	Facebook	176	67.4
	Instagram	244	93.5
	YouTube	184	70.5
	TikTok	120	46.0
	Twitter	16	6.1
SMI's Topic	Food	161	61.7
	Technology	103	39.5
	Beauty	131	50.2
	Fashion	139	53.3
	Education	126	48.3
	Others	11	4.2

Note: Social Media Influencer (SMI)

Table 2 Validity and Reliability of Constructs

Construct	Loading Factor	Cronbach's Alpha	Rho_A	Composite Reliability	Average Variance Extracted (AVE)
SOURCE CREDIBILITY		0.857	0.859	0.894	0.584
SC_1: SMI is honest (Muda & Hamzah, 2021)	0.767				
SC_2: SMI is trustworthy (Muda & Hamzah, 2021)	0.816				
SC_3: SMI is Sincere (Muda & Hamzah, 2021)	0.759				
SC_4: SMI is experts regarding his/her topic/theme (Muda & Hamzah, 2021)	0.75				
SC_5: SMI is knowledgeable about his/her topic/theme (Muda & Hamzah, 2021)	0.754				
SC_6: SMI has experiences about his/her topic/theme (Muda & Hamzah, 2021)	0.735				
ADVERTISING VALUE		0.847	0.857	0.887	0.568
AV_1: SMI's contents are good information sources (Sharma et al., 2022)	0.746				
AV_2: SMI's contents provide up-to-date information (Sharma et al., 2022)	0.667				
AV_3: SMI's contents provide useful information (Sharma et al., 2022)	0.716				
AV_4: SMI's contents are fun (Sharma et al., 2022)	0.812				
AV_5: SMI's contents are exciting (Sharma et al., 2022)	0.816				
AV_6: SMI's contents are entertaining (Sharma et al., 2022)	0.752				
ATTITUDE TOWARD SMI		0.845	0.849	0.89	0.618
ATT_1: SMI is an interesting person (Belanche et al., 2021)	0.788				
ATT_2: SMI is pleasant (Belanche et al., 2021)	0.810				
ATT_3: I like SMI (Muda & Hamzah, 2021)	0.820				
ATT_4: SMI is likable to others (Belanche et al., 2021)	0.724				
ATT_5: I have a favorable opinion about SMI (Belanche et al., 2021)	0.785				
ONLINE ENGAGEMENT		0.762	0.772	0.848	0.584
OL_1: I paid close attention to SMI's content (John & De'Villiers, 2020)	0.800				
OL_2: Following SMI's content stimulates my interest in their topic (Supotthamjaree & Srinaruewan, 2021)	0.670				
OL_3: I feel enthusiastic to see SMI's content (Dessart et al., 2016)	0.787				
OL_4: I feel good when I see SMI's content (Supotthamjaree & Srinaruewan, 2021)	0.792				
PURCHASE INTENTION		0.786	0.797	0.863	0.613
PI_1: I will seriously consider the product recommended by SMI (Muda & Hamzah, 2021)	0.660				
PI_2: I will consider buying a product that is promoted by SMI (Muda & Hamzah, 2021)	0.802				
PI_3: I will buy products/services promoted by SMI (Magano et al., 2022)	0.841				
PI_4: I will recommend products/services that are promoted by SMI (Magano et al., 2022)	0.816				

Note: Social Media Influencer (SMI)

Table 3 The Results of the Fornell-Larcker Criterion

	Advertising Value	Attitude Toward SMI	Online Engagement	Purchase Intention	Source Credibility
Advertising Value	0.753				
Attitude toward SMI	0.691	0.786			
Online Engagement	0.622	0.661	0.764		
Purchase Intention	0.395	0.400	0.425	0.783	
Source Credibility	0.541	0.599	0.635	0.376	0.764

Note: Social Media Influencer (SMI).

Table 4 The Results of Heterotrait-Monotrait (HTMT) Ratio

	Advertising Value	Attitude Toward SMI	Online Engagement	Purchase Intention	Source Credibility
Advertising Value					
Attitude Toward SMI	0.804				
Online Engagement	0.766	0.817			
Purchase Intention	0.491	0.493	0.539		
Source Credibility	0.634	0.697	0.779	0.454	

Note: Social Media Influencer (SMI).

Table 5 The Results of Coefficient Determination (R^2)

Construct	R-Square	Adjusted R-Square
Attitude toward SMI	0.549	0.545
Online Engagement	0.513	0.509
Purchase Intention	0.206	0.200

Note: Social Media Influencers (SMI).

Table 6 Estimation of Path Coefficient

Hypothesis	Relationship	Original Sample	Sample Mean	STDEV	T-Statistics	P-Values	Decision
H1	Source Credibility → Attitude toward SMI	0.318	0.317	0.051	6.269	0.0000	Supported
H2	Source Credibility → Online Engagement	0.422	0.422	0.047	8.952	0.0000	Supported
H3	Advertising Value → Attitude toward SMI	0.519	0.521	0.056	9.339	0.0000	Supported
H4	Advertising Value → Online Engagement	0.394	0.395	0.053	7.502	0.0000	Supported
H5	Attitude toward SMI → Purchase Intention	0.213	0.218	0.093	2.275	0.0230	Supported
H6	Online Engagement → Purchase Intention	0.284	0.285	0.084	3.394	0.0010	Supported
H7	Source Credibility → Attitude toward SMI → Purchase Intention	0.068	0.068	0.031	2.176	0.0300	Supported
	Advertising Value → Attitude toward SMI → Purchase Intention	0.110	0.115	0.053	2.096	0.0360	Supported
H8	Source Credibility → Online Engagement → Purchase Intention	0.120	0.120	0.037	3.220	0.0010	Supported
	Advertising Value → Online Engagement → Purchase Intention	0.112	0.114	0.039	2.850	0.0040	Supported

Note: Social Media Influencers (SMI).