



## ABSTRACT

Many companies use the celebgram to promote their products through their direct communications and displayed lifestyle. However, it is unclear how is the followers' response to such promotional effort. This study aims to verify this curiosity. More specifically, this study aims to determine the effect of the celebgrams' power on the followers' purchase willingness directly and through attitude. To achieve that objective, the author chose a celebgram named @titantyra as the subject of the study. Next, the author conveniently chose as many as 110 people of his followers as respondents. The multiple linear regression model shows that @tintantyra's power influences his followers' buying interest. Mediation test with path analysis shows that the influence also occurs through attitude toward @tytantyra's lifestyle. In short, the celebgram @titantyra has the power to influence his followers' buying intention. Further research can investigate whether that power effect followers' actual buying.

## Keywords:

Electronic word of mouth, celebgram, intensity, content, positive valence, negative valence, shopping willingness

## How to cite (APA Style):

Rafenda, S., & Simamora, B. (2022). The power of influencers to influence followers' purchase willingness: The case of @titantyra. *Jurnal Ekonomi Perusahaan*, 29(2), 15–28. <https://doi.org/10.46806/jep.v29i2.886>



Copyright © Jurnal Ekonomi Perusahaan. All rights reserved

## Research Article

# The power of influencers to influence followers' purchase willingness: The case of @titantyra

Samuel Rafenda<sup>1\*</sup>

Bilson Simamora<sup>2</sup>

Kwik Kian Gie School Business and Information Technology, Jakarta, Indonesia.

Email address:

<sup>1</sup>rafendasamuel@gmail.com

<sup>2</sup>bilson.simamora@kwikkiangie.ac.id

\*Correspondence address

## INTRODUCTION

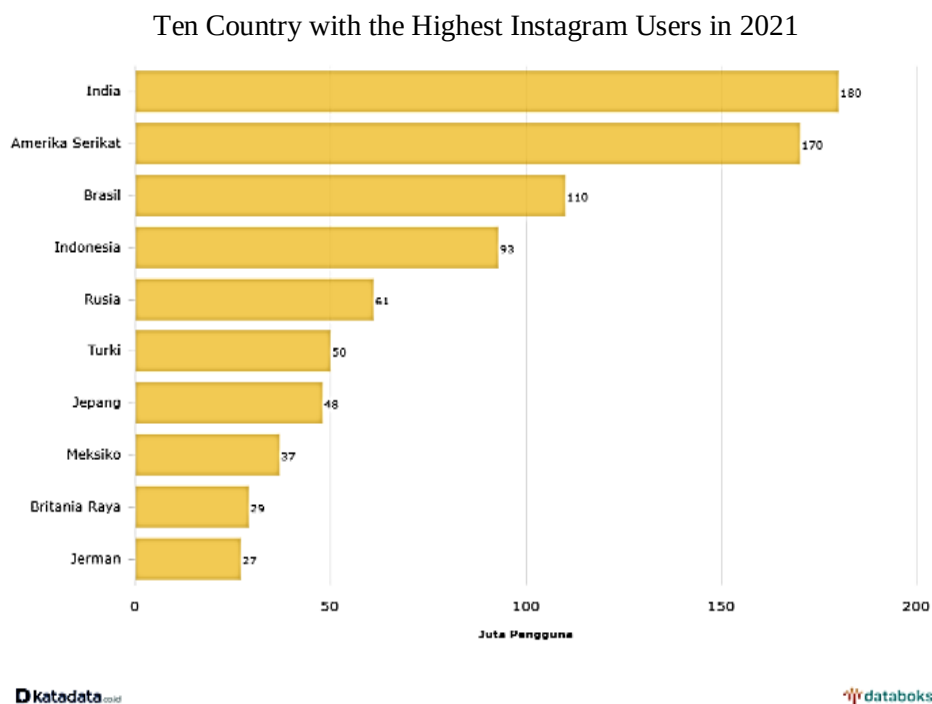
In this increasingly advanced and modern era, the internet is a tool that anyone favors. Through the emergence of several new technologies, today's society has more and more alternatives to using the internet, such as social media. Digital media are various forms of communication media that combine video, sound, graphics, and text through computer technology. Until now, through the internet, anyone can use various types of media (recording, film, sound, and print) (Banyumurti, 2018: 3). In Indonesia, in 2021, internet users will increase by 11 percent compared to the previous year, reaching 202.6 million users from 175.4 million (Agustini, 2021, September 27). It is estimated that 72.41 percent of its users are still dominated by urban communities, where its use is increasing, not only used for communication

but also for working, doing business, ordering transportation, and buying goods (Bohang, 2018)., Lazada, Shopee, Blibli, JD.id.

The development of social media in Indonesia provides an excellent opportunity for companies to market their services or products. For a long time, experts have realized this great opportunity. Solis (2010) argues that social media is an essential component of a fuller and larger marketing, communication, service, and sales strategy that adapts and reflects the people and markets that interpret it. According to Sahlin and Zimmerman (2010), social media has several types of channels, including community building services, meeting services, geolocation, news services, bookmarking services, sharing services, social networking services, and blogs.

Instagram is the world's most popular social media platform, especially among young adults. As of the first quarter of 2021, the number of active Instagram users worldwide is up to 1.07 billion, and 354 million users are aged 25 to 34 years (Rizaty, 2021, September 29).

Figure 1



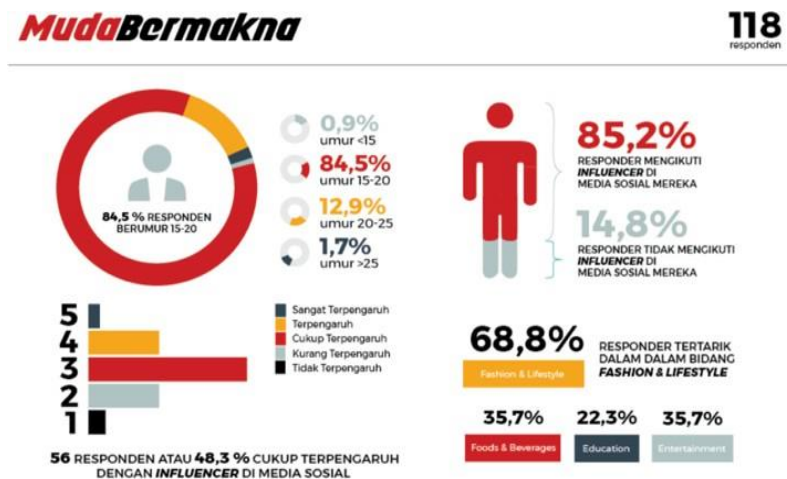
Source: Rizaty (2021, 29 September). Inilah Negara Pengguna Instagram Terbanyak, Indonesia Urutan Berapa? Databoks. Retrieved August 3, 2021, from <https://databoks.katadata.co.id/datapublish/2021/08/03/inilah-negara-pengguna-instagram-terbanyak-indonesia-urutan-berapa>

We can see in Figure 1 that India is the country with the most Instagram users in the world (180 million users), followed by the US (170 million users), Brazil (110 million users), and Indonesia (93 million users). The group aged 18-24 is the largest user, with 63 million users. In Indonesia, the highest number of users are in the 18-24 year age group, covering 36.4% of total Instagram users. For them, Instagram is the most popular social media (Purwanto, 2019).

Currently, Instagram is not used as a medium to share pictures and videos but also to promote products. Currently, Instagram users work as influencers whose purpose is solely to promote products through shared images and videos. Maulana *et al.* (2020)

stated that influencers influence their followers' buying behavior. In detail, Lestari (2021) revealed that almost half (48.5%) of the millennial generation respondents acknowledge the influence of the influencer on their buying behavior, mostly (68.8%) in fashion and lifestyle products.

Figure 2  
The Social Media Influencers' Influence on Millennial Generation



Source: Lestari, A. (2018). Generasi milenial wajib selektif memilih influencer kekinian. *Kumparan.com* [Online News Paper]. Retrieved September 29, 2021, from <https://kumparan.com/anita-lestari1515505632657/generasi-milenial-wajib-selektif-memilih-Influencer-kekinian>

The fact that millennials are primarily attracted to influencers indicates that their buying behavior is influenced not only by product information and testimonials but also by influencers' appearance. Among Instagram users, followers determine who is used as a role model (Monanda, 2017), then follows their lifestyle (Ana, 2016).

The question is, what are the influencers' factors that made them the role model for their followers that stimulate the purchase of the products they promote? This question is the research problem in this study. This study aims to answer that question. In detail, the research questions are:

1. How does an influencer's power affect purchase intention?
2. How is the influence of the power of the influencers on the attitude of the influencer's lifestyle?
3. How is the influence of attitude on influencer lifestyle on consumers' purchase intentions?
4. How does attitude toward influencer lifestyle mediate the influence of influencer power on consumers' purchase intentions?

## LITERATURE REVIEW

### Influencer Power

An influencer is a figure or someone who is found on social media with many followers, and something that is conveyed on social media can affect the behavior of his followers (Hariyanti and Wirapraja, 2018). An influencer is the ability to change and influence a person's behavior and opinions (Evelina and Fitrie, 2018). Influencers are parties with a

large audience or followers on social media and have a significant influence on their followers, for example, YouTubers, bloggers, celebrities, artists, and others, accessed from coil.com (SociaBuzz Influencer Marketing Platform, 2017). According to Schiffman and Wisenblit (2015), the power of influencers is determined by credibility, attractiveness, and expertise.

### **Attitude toward Lifestyle Influencers**

Attitude is an expression of a person's feelings that reflect his likes or dislikes towards an object. A person's attitude is the result of a psychological process. It cannot be observed directly but must be inferred from what is said or done (Schiffman & Wisenblit, 2015). An individual develops his attitude based on knowledge of the results that can he can achieve (positive results) or avoid (negative results) by performing a behavior (Simamora, 2022).

Lifestyle is a consumption pattern that describes a person's choices about using his time and money (Azizah and Hadi, 2018). Kotler and Keller (2016: 192) state that the definition of a lifestyle is a person's lifestyle which is reflected through his opinions, activities, and interests. Lifestyle describes a person as a whole interacting with the surrounding environment. According to Purbaya and Putra (2019), lifestyle dimensions consist of activities, interests, and opinions.

### **Purchase Intention**

Consumer purchase intention is a behavior that arises in response to an object that shows the customer's desire to buy (Latief, 2018: 95). A person's purchase intention is strongly related to feelings. When a person feels satisfied and happy when he sees a service or product, his satisfaction and happiness can strengthen the purchase intention. Following Monica's opinion (2018: 142), purchase intention is when the buyer or consumer has made a choice, buys goods, and uses them.

Buying a product starts with customers' awareness of their wants and needs. Next, if the desires and needs are active, the customer will find out information about the existence of the desired item. The customer selects the available options based on some of the information they obtained.

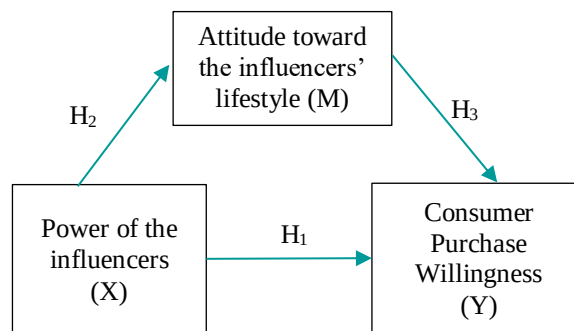
Consumer purchase intention is customers' interest in a brand (service or product) that depends on the attitude outside the customer and inside the customer (Hardiansyah 2019). Following the opinion of Ferdinand (2002), purchase intentions can be identified from indicators, namely: transactional intentions, referential intentions, preferential intentions, and exploratory intentions.

### **Conceptual Framework**

The conceptual framework is depicted in Figure 3. Structural relationships in this framework are described in the following section.

Figure 3

### Conceptual Framework



### The Influence of Influencer Power on Consumer Purchase Intention

Influencers are parties with a large audience or followers on social media and have a significant influence on their followers, for example, YouTubers, bloggers, celebrities, artists, and others, accessed from coil.com (SociaBuzz Influencer Marketing Platform, 2017). Suppose it is reviewed in detail when an influencer shares information and has the ability to teach abilities about beauty through using the beauty items used. In that case, there will be trust and attraction that followers can try, thus forming a purchasing decision (Zukhrufani and Zakiy, 2007). 2019). The trust and expertise possessed by an influencer are also needed to influence customer purchase intentions (Haerunnisa et al., 2019).

The emergence of consumer purchase intentions can relate to the characteristics or power of an influencer. What the influencer conveys must be very objective. In addition, if an influencer can provide accurate and valid information and market an item, then customers can be directly affected by something the influencer offers (Teo et al. 2018). The above description is supported by Purwanto's research (2019), which states that influencers influence customer purchase intentions. Under the explanation above, the author proposes the following hypotheses:

H1: The power of influencers positively affects consumers' purchase intentions.

### The Influence of Influencer Strength on Attitudes on Influencer Lifestyle

Technology is increasingly sophisticated, and the times are growing, so the implementation of lifestyle is also increasingly widespread in their daily lives. The emergence of influencers and social media has resulted in the adoption of appearance styles based on beauty or fashion, especially for women (Haerunnisa et al., 2019). Influencers can be classified as microcelebrity which means a new style of online behavior in which a person seeks to develop popularity on the internet through the use of several types of technology, for example, social networks, blogs, and videos (Amalia and Putri, 2019) in (Maulana et al., 2021).

The power of influencers makes them the trend setter. Thus not a few entrepreneurs use influencers in marketing their goods due to their enormous influence (Kurniawan, 2021, September 29). The high public consumption of goods marketed by social media influencers significantly affects the development of the digital economy (Maulana et al., 2020). With the emergence of many Instagram influencers who act as a means of company promotion and with the characteristics of the popularity, trust,

expertise, and attractiveness of the influencers, of course, the promotional stimuli carried out by the influencers will cause the lifestyle of their followers to change.

The above argument is confirmed by Haerunnisa et al. (2019), who found that the influencers influence Attitudes in influencer Lifestyles (lifestyle). Consumer lifestyles can change, but this is not due to changing needs but to the values adopted by consumers. As we know, many people use influencers as their reference in choosing a product, even following or imitating their lifestyle. Under the explanation, the author proposes the following hypothesis:

H2: The power of the influencer has a positive effect on the attitude of the lifestyle influencer.

### **The Influence of Attitudes on Influencer Lifestyles on Consumer Purchase Intentions**

The attitude of a lifestyle influencer is an expression or feeling that affects the way of life, for example, the way of talking, dressing, and constantly changing according to the times. Thus, if there are changes in trends or ways of dressing, consumers will also follow the increasing trend (Purbaya and Putra 2019).

Lifestyle is often the primary guide and motivation in purchasing decisions. It means that individuals choose products based on their desired lifestyle. Lifestyle reflects behavior, such as how to dress and habits. In addition, lifestyle also reflects a mindset, which can affect product purchases (Zukhrufani and Zakiy, 2019). Azizah and Hadi (2018) found that attitudes towards lifestyle influencers affect purchase intentions. Therefore, the author proposes the following hypothesis:

H3: Attitudes towards lifestyle influencers positively affect consumer purchase intentions.

### **Mediation of Attitudes toward Influencer Lifestyles on the Effect of Influencer Strength on Consumer Purchase Intentions**

Influencers are reference groups used as a reference or comparison to form attitudes and behavior related to an object (Schiffman and Wisenblit, 2015; Solomon, 2020). Individuals imitate because of the reference group's credibility, attractiveness, and expertise. In other words, the higher the power of the reference group, the more individuals like the lifestyle of the reference group, and the higher the likelihood that individuals will follow their buying patterns (Azizah & Hadi, 2018). Based on these arguments, the following hypothesis is formulated:

H4: Attitudes toward influencer lifestyles mediate the effect of influencer strength on consumer purchase willingness.

## **METHODS**

### **Research Context**

This study focuses on a celebgram named Titan Tyra, who has an Instagram account of @titantyra. The author chose @titantyra as the object of research because currently, Titan Tyra is an Instagram Influencer whose followers are enormous, reaching 681 thousand followers. In addition to many followers, @titantyra also actively publishes various



videos and posts about beauty and make-up tutorials. She often shares his review (experience) of a product, be it endorsement products or the products he is currently using. As of October 29, 2021, there are 2,105 Titan Tyra marketing posts. An example of a product review is displayed in Figure 4.

Figure 4  
Example of @tyrantira Product Review



Sumber: TitanTyra. (2021, Oktober 28). Cleansed by Nivea. *Instagram*. Retrieved from <https://www.instagram.com/titantyra>.

## Respondents

The population in this study is @tyrantira followers, which are 681.000 people. One hundred ten respondents are recruited as a sample conveniently. This sample size is sufficient because, according to Hair et al. (2014), for multiple linear regression, the number of respondents is around five to ten people for each item. Because there are 11 question items, the number of respondents is 110.

## Analysis Techniques

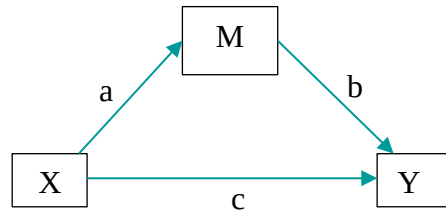
In this study, there are two categories of structural relationships. The first category is direct relationships represented by coefficients  $a$ ,  $b$ , and  $c$  in Figure 5.

This study utilizes a simple linear regression model to analyze the direct influence of independent variable  $X$  (power of the influencers) on mediating variable  $M$  (attitude toward influencers' lifestyle) represented by  $a$  (Figure 5). The equation is as follows:

$$M = a_1 + aX + e_1 \dots (1)$$

where  $a_1$  is constant, and  $e_1$  is an error or residual. This equation functions to test  $H_1$ .

Figure 5  
Direct Structural Relationships



The influence of independent variable X (power of the influencers) on mediating variable M (attitude toward influencers' lifestyle) represented by  $c$  and  $b$  (Figure 5) are analyzed using multiple linear regression:

$$Y = a_2 + bM + cX + e_2 \dots (2)$$

where  $a_2$  is constant, and  $e_2$  is an error or residual. This equation is used to test  $H_2$  and  $H_3$ .

The mediation of M on the relationship of X and Y is represented by coefficient  $h$  in the following equation:

$$Y = a_3 + bM + cX + hXM + e_3 \dots (3)$$

Where  $a_3$  is constant and  $e_3$  is error or residual. This equation is used to test  $H_2$  and  $H_3$ . For this purpose, as Kenny (2018) suggested, this study uses the Sobel test  $h$  or the mediating effect of M. This test calculates the value of  $Z$  using the following equation:

$$Z = \frac{a*b}{s_{ab}} \dots (3a)$$

$$s_{ab} = \sqrt{a^2 * s_b^2 + b^2 * s_a^2}$$

Where  $a$ =value of coefficient  $a$ ,  $s_a$ =standard error of  $a$ ,  $b$ =value of coefficient  $b$ ,  $s_b$ =standard error of  $b$ ,  $s_{ab}$ =standard error of  $a*b$ . If  $Z=1.96$ , the mediation is significant at  $\alpha=0.05$ . If the value of  $Z$  is less than 1.96, M's mediating effect is insignificant, and we must conclude that the effect of X on Y occurred directly (Kenny, 2018). The mediation effect cannot be computed if the path from M to Y is insignificant. Then, the influence of X on Y should also be direct.

## RESULTS

### Validity and Reliability Analysis

Construct validity is analyzed using Pearson correlation with the cut-off value of 0.70. As we can see in Table 1, all items are valid because their correlation ( $r$ ) exceeds the cut-off



point of 0.70. All constructs are also reliable, with an alpha that surpasses the minimum point of 0.70 (Hair et al., 2014).

Table 1. Validity and Reliability Analysis

| No                          | Items                                                         | r     | Alpha |
|-----------------------------|---------------------------------------------------------------|-------|-------|
| <i>Power</i>                |                                                               |       |       |
| 1                           | Titan Tyra is an honest person                                | 0,813 | 0.885 |
| 2                           | I trust Titan Tyra                                            | 0,845 |       |
| 3                           | Titan Tyra is an exciting and fun character                   | 0,858 |       |
| 4                           | Titan Tyra's beautiful and elegant appearance                 | 0,770 |       |
| 5                           | Titan Tyra is an expert in a product review                   | 0,754 |       |
| 6                           | Titan Tyra has extensive knowledge                            | 0,754 |       |
| <i>Lifestyle</i>            |                                                               |       |       |
| 7                           | Titan Tyra's appearance on Instagram is interesting           | 0,701 | 0.751 |
| 8                           | I always see Titan Tyra's activities and activities every day | 0,704 |       |
| <i>Purchase Willingness</i> |                                                               |       |       |
| 9                           | I want to buy a product that Titan Tyra has reviewed          | 0,731 | 0.817 |
| 10                          | I intend to buy the product reviewed by Titan Tyra            | 0,768 |       |
| 11                          | I'm interested in buying what Titan Tyra has to offer         | 0,860 |       |

## Structural Analysis

### Simple Linear Regression

Equation 1 I a simple linear regression. The analysis using SPSS generates the results as displayed in Table 2. Based on this result, equation 1 is as follows:

$$Y = 10,921 + 0,748X \dots (4)$$

Where Y=purchase willingness and X=influencer power. The residuals are normally distributed (Kolmogorov-Smirnov Z=0.642, p-value=0.802). Glejser test reveals that the regression coefficient of X (the power of influencers) on residuals has the p-value of 0,576, or the condition of homoscedasticity is fulfilled.

Table 2  
SPSS Analysis Results for Equation 1

| Model                      | Unstandardized Coefficients |            | Standardized Coefficients |
|----------------------------|-----------------------------|------------|---------------------------|
|                            | B                           | Std. Error | Beta                      |
| (Constant)                 | 10,921                      | 1,681      |                           |
| Kekuatan <i>Influencer</i> | 0,849                       | 0,072      | 0,748                     |

The coefficient of X in this equation represents hypothesis 1 (H1) in Figure 3 or a in Figure 5. Regression analysis with SPSS resulted the t-value=11.724 with p-value=0.000.

There is enough evidence to reject  $H_0$ : "The power of influencers does not affect consumers' purchase intentions." We can decide to accept its alternative or  $H_a$ , which represents  $H_1$ . Therefore, the accepted statement is: "The power of influencers has a positive effect on consumers' purchase intentions."

### Multiple Linear Regression

Equation 3 is multiple linear regression. The results of the analysis of SPSS are displayed in Table 3. Based on these results, we find the equation as follows:

$$Y = 1,723 + 0,564X + 0,349M \dots (5)$$

Where Y=purchase willingness, X=influencer power, and M=attitude toward influence lifestyle. Glejser test generates the Kolmogorov-Smirnov Z of 0.564 with a p-value of 0.908, which means that the residuals are normally distributed.

Table 3  
Analysis Results of Equation 2 with SPSS

| Model                                  | Unstandardized Coefficients |            | Standardized Coefficients |
|----------------------------------------|-----------------------------|------------|---------------------------|
|                                        | B                           | Std. Error | Beta                      |
| (Constant)                             | 1,723                       | 2,333      |                           |
| Kekuatan <i>Influencer</i>             | 0,640                       | 0,077      | 0,564                     |
| Sikap Pada <i>Lifestyle Influencer</i> | 0,555                       | 0,107      | 0,349                     |

The equation is also free from multicollinearity, as indicated by the variable inflation factor (VIF) value and tolerance values in Table 4.

Table 4  
Multicollinearity Test Result for Equation 2

| Dependent Variable | Independent Variables                       | Collinearity Statistics |       |
|--------------------|---------------------------------------------|-------------------------|-------|
|                    |                                             | Tolerance               | VIF   |
| Purchase Intention | Influencer power                            | 0,721                   | 1,387 |
|                    | Attitude to the lifestyle of the influencer | 0,721                   | 1,387 |

Glejser test shows that the coefficients of variables X and M regressed with their residuals are non-significant (p-value=0.171 for X and 0.063 for M). It means that the equation is free from heteroscedasticity.

So far, the study fulfills the normal distribution of residuals, multicollinearity, and homoscedasticity assumptions. Consequently, we can now test the significance of the coefficient of equation 2 (presented in Table 5).

Table 5  
The Coefficients of Equation 2

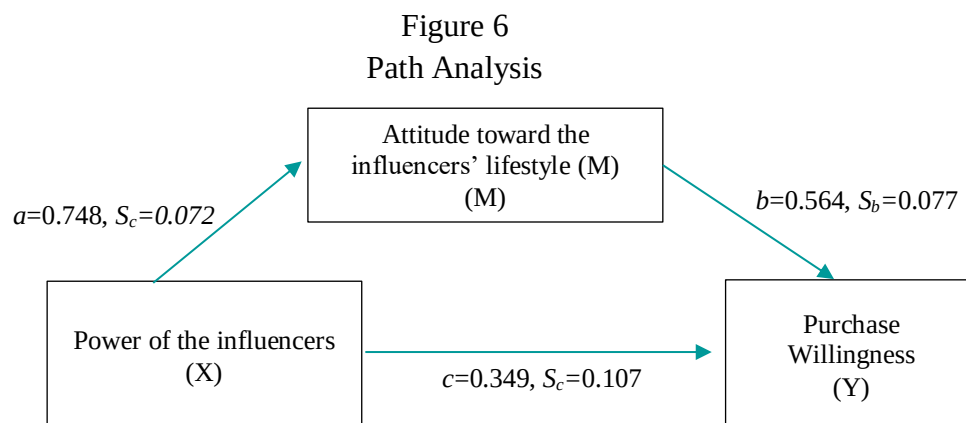
| Dependent Variable | Model                | t     | Sig.  |
|--------------------|----------------------|-------|-------|
| Purchase intention | Influencer power     | 8,349 | 0,000 |
|                    | Influencer lifestyle | 5,175 | 0,000 |

The value of the t-table is seen from the value of  $df = n - k - 1$  with a degree of freedom of 5% (0.05). The number of research samples ( $n$ ) = 110, the number of independent and dependent variables ( $k$ ) = 3, and the maximum accepted p-value is 0.05. With the p-value=0.000,  $H_0$  is rejected, and  $H_a$  is accepted. In sum, the power of the influencer (X) to influence purchase intention positively or  $H_2$  is confirmed.

The significance of the influence of attitudes toward influencer lifestyle (M) on purchase intentions (Y) is indicated by the t-value of 5.175 with a value of 0.000. Consequently,  $H_0$  is rejected, and  $H_a$  is accepted. Therefore, we can conclude that attitudes toward influencer lifestyle (M) positively influence purchase intention (Y), or  $H_3$  is confirmed.

### Mediation Analysis

Equation 3 aims to verify the mediation of M (attitude toward influencer's lifestyle) on the relationship of X (power of the influencer) and Y (purchase intention). This equation is developed using path analysis. For that purpose, we use the beta coefficient generated from the regression results of equation 4 and equation 5. The results are represented by structural paths presented in Figure 6.



Using the beta coefficient, we get two new equations: equation 6 represents simple linear regression (equation 4), and equation 7 is developed for multiple linear regression (equation 5).

$$Y = 0.349X + 0.564M \dots (6)$$

$$M = 0.748X \dots (7)$$

Then, by combining equations (6) within equation (7), we can get equation (8):

$$Y=0.439X+0.564(0.748X)$$

$$Y=0.771X \dots (8)$$

In equation 8, the mediation effect is represented by the X coefficient of 0.771. The question is, is this coefficient significant? We can use the Sobel test represented by equation (3a) to answer this question. Using the data displayed in Figure 6, processed with an online calculator provided by Preacher and Leonardelli (2001), the Sobel test's statistic is 5.98 with the p-value=0.000.0. Therefore, we can conclude that M (attitude toward influencer's lifestyle) mediates the relationship between X (power of the influencer) and Y (purchase intention).

Because the relationship between X (power of the influencer) and Y (purchase intention) is significant, the mediation function acted by M (attitude toward influencer's lifestyle) is partial. Therefore, the more proper conclusion is that M (attitude toward influencer's lifestyle) partially mediates the relationship between X (power of the influencer) and Y (purchase intention).

## DISCUSSION

This study found that influencer power had a positive and significant effect on purchase intention directly and indirectly through attitude on influencer's lifestyle. This findings are also found partly by Purwanto (2019). When viewed from the elaboration of the likelihood model or ELM (Petty & Caccioppo, 1986), the influence of these influencers takes place through the peripheral route, which is the route taken by those who are low in involvement with the product. They said that the attractiveness of the message source could simply lead to a preference for the product delivered.

Lutz et al. (1983), in "Attitude toward the Ad Model," attitudes toward advertising stars affect attitudes towards brands and, subsequently, purchase intentions. Because advertising has a belief dimension in addition to affection and conation dimensions, based on this model, the belief in advertising stars will lead to belief in the message and subsequently affect purchase intention. This is why in this study, attitude on influencer's lifestyle mediates the influence of influencers' power on purchase intention.

The problem with the above argument is this: Lutz et al.'s (1983) model is intended for advertising, and this study is about the influencers' role in stimulating purchase intention. Does belief in influencers lead to belief in the message conveyed and subsequently form purchase intention? The authors propose that the same mechanism will also occur. However, this idea can be investigated further in future research.

This study found that influencers' power positively influences their attitude toward their lifestyle. In a different context but with the same tone, Towler (2001) stated that the charismatic property of a leader helps to increase the organization's effectiveness because of the followers' agreement with the leader's vision. In other words, charisma helps the development of a positive attitude toward the leader that positively impacts the followers' establishment. In the same tone, the authors believe that the higher the celebgrams' power, the higher the tendency of their followers to agree with their attitude, behavior, and lifestyle. In reference group theory, this agreement is reflected by individuals' tendency to follow the attitude or behavior of their reference group (Schiffman & Wisenblit, 2015).

## CONCLUSIONS AND SUGGESTION

This study concludes that the influencers' power influence attitude on influencers' lifestyles and influence purchase intention positively. Attitude toward influencers' lifestyles mediates the relationship of influencers' power on purchase intention partially. Further research is suggested to investigate which route influencers' power takes in stimulating purchase intention according to Petty and Caccioppo's (1986) model, peripheral or central route?

## REFERENCES

- Agustini, P. (2021). Warganet meningkat, Indonesia perlu tingkatan nilai budaya di internet pengguna. *Kementerian Komunikasi dan Informatika RI Direktorat Jenderal Aplikasi Informatika* [Government Website]. Retrieved September 15, 2021, from <https://aptika.kominfo.go.id/2021/09/warganet-meningkat-indonesia-perlu-tingkatkan-nilai-budaya-di-internet/>, diakses tanggal).
- Ana (2016). The influence of fashion bloggers on consumers. *Faded Spring* [Fashion Personal Blog]. Retrieved September 27, 2021, from <https://fadedspring.co.uk/fashion/the-influence-of-fashion-bloggers-on-consumers/>
- Azizah, M.E., & Hadi, Hadi, M. (2018). Pengaruh lifestyle dan selebgram (selebriti endorser Instagram) terhadap minat pembelian pada media sosial Instagram (Studi Eksplanatif pada followers selebgram @Joyagh). *JAB Jurnal Aplikasi Bisnis* 3(2):13–18.
- Banyumurti, I. (2018). *Media Sosial*. Jakarta: banyumurti.net.
- Haerunnisa, Z.N., & Yusuf, R.I. (2019). Beauty Influencer di Instagram terhadap gaya hidup mahasiswi Universitas Islam Makassar. *Jurnal Komunikasi Dan Organisasi* 1(2), 46–54.
- Hair, J.F., Black, W.C., Babin, B.J. and Anderson, R.E. (2014). *Multivariate Data Analysis*. 7th Edition, Pearson Education, Upper Saddle River.
- Hardiansyah, R. (2019). Pengaruh suasana toko, lokasi dan promosi terhadap minat beli di toko roti Morning Bakery. *Jurnal BENING*, 6(1), 214-223. <https://doi.org/10.33373/bening.v6i1.1798>
- Kenny, D.A., 2018. *Mediation*. Retrieved April 21, 2019, from <http://davidakenny.net/cm/mediate.htm>.
- Kotler, P., & Keller, K.L. (2016). *Marketing Management*. 15th Edition. Harlow: Pearson.
- Kurniawan, S. (2021). Apa itu influencer dan manfaatnya untuk bisnis? *NIAGAHOSTERBlog* [A Company Blog]. Retrieved September 16, 2022, from <https://www.niagahoster.co.id/blog/apa-itu-influencer/>
- Latief, A. (2018). Analisis pengaruh produk, harga, lokasi dan promosi terhadap minat beli konsumen pada warung wedang jahe (Studi kasus warung Sido Mampir di kota Langsa). *Manajemen Dan Keuangan*, 7(1), 90–99.
- Lestari, A. (2018). Generasi milenial wajib selektif memilih influencer kekinian. *Kumparan.com* [Online News Paper]. Retrieved September 29, 2021, from <https://kumparan.com/anita-lestari1515505632657/generasi-milenial-wajib-selektif-memilih-Influencer-kekinian>

- Lutz, R. J. Lutz, MacKenzie, S.B, & Belch, G.E. (1983). Attitude toward the ad as a mediator of advertising effectiveness: Determinants and consequences. In Bagozzi, R.P., & Tybout, A.M. [Eds.]. *Advances in Consumer Research Volume 10*, 532-539. Ann Arbor, MI: Association for Consumer Research.
- Maulana, A.G., Muliawati, A.M., Salsabillah, D.S., & Firmansyah, R. (2021). Fenomena influencer marketing dalam pembentukan perilaku konsumtif mahasiswa (Studi fenomenologi terhadap mahasiswa Jurusan Akuntansi Universitas Negeri Malang). *Prosiding National Seminar on Accounting, Finance, and Economics (NSAFE)* 1(8), 100–111.
- Maulana, I., Manulang, J.M., & Salsabila, O. (2020). Pengaruh social media influencer terhadap perilaku konsumtif di era ekonomi digital. *Majalah Ilmiah Bijak*, 17(1), 28–34. [https:// doi.org/10.31334/bijak.v17i1.823](https://doi.org/10.31334/bijak.v17i1.823).
- Monica, E. (2018). Pengaruh harga, lokasi, kualitas bangunan dan promosi terhadap minat beli perumahan Taman Safira Bondowoso. *International Journal of Social Science and Business*, 2(3):141–49.
- Petty, R.E., & Cacioppo, J.T. (1986). *Communication and Persuasion: Central and Peripheral Routes to Attitude Change*. Berlin, Germany: Springer-Verlag
- Preacher, K.J., & Leonardelli, G.J. (2001). Calculation for the Sobel test: An interactive calculation tool for mediation tests. *Calculation for the Sobel Test* [A Statistic Blog]. Retrieved September 5, 2022, from <https://quantpsy.org/sobel/sobel.htm>
- Purbaya, A. H., & Putra, M. (2019). Pengaruh perceived quality, harga dan *lifestyle* terhadap minat beli produk Oldman.Co. *Jurnal Mitra Manajemen*, 3(11),1038–1054. <https://doi.org/10.52160/ejmm.v3i11.293>.
- Purwanto, A., Caesar, S.A., & Purwanto, T. (2019). Pengaruh social media *influencer* terhadap purchase intention yang dimediasi oleh trustworthiness (Studi pada akun Instagram @Kulinersby). *Majalah Ekonomi*, 24(2), 219–31.
- Schiffman, L.G., Wisenblit, J.L. (2015). *Consumer Behavior*. 11<sup>th</sup> Edition. Boston: Pearson Education.
- Simamora, B. (2022). Decision, intention, expectation, and volition : Critics and comments. *Jurnal Ekonomi Perusahaan*, 29(1), 1–15. <https://doi.org/10.46806/jep.v29i1.834>
- Solomon, M. R. (2020). *Consumer Behavior: Buying, Having, and Being*. 13<sup>th</sup> Edition. Hoboken, NJ: Pearson
- Teo, L. X., Leng, H.K., & Phua, Y.X.P.P. (2018). Marketing on Instagram: Social influence and image quality on perception of quality and purchase intention. *International Journal of Sports Marketing and Sponsorship*, 20(2):321–32. <https://doi.org/10.1108/IJSMS-04-2018-0028>.
- Towler, A. (2001). The language of charisma: The effects of training on attitudes, behavior, and performance. *Rice University Collection of Dissertation*. Rice University, Texas. <https://hdl.handle.net/1911/18039>
- Titan Tyra (@tintantya). (2021). tintantya [A Personal Blog]. *Instagram*. Retieved September 29, 2021, from <https://www.instagram.com/titantya>
- Zukhrufani, A., & & Zakiy, M. (2019). The effect of beauty influencer, lifestyle, brand image and halal labelization towards halal cosmetical purchasing decisions. *Jurnal Ekonomi Dan Bisnis Islam (Journal of Islamic Economics and Business)*, 5(2):168. <https://doi.org/10.20473/jebis.v5i2.14704>