

The Influence Of Authenticity And Informative Content On Behavioural Intention Mediated By Attitude Towards Influencer

Sean Eugenius^{1,*}, Celine Naomi^{b,2}, Muhammad Rifqi^{b,3}, Pantri Heriyati^{b,4}

¹Sean.eugenius@binus.ac.id, ²celine.naomi@binus.ac.id, ³muhammad.rifqi009@binus.ac.id, ⁴Pheriyati@binus.edu

^{1,2,3,4}Management Department, BINUS Business School Master Program, Bina Nusantara University, Jakarta, Indonesia

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Abstract

This study examines the influence of Authenticity and Informative Content from influencers on the attitudes and behavioral intentions of their followers, focusing on the phenomenon of Influencer Fatigue in Indonesia. Influencer Fatigue reflects the increasing consumer saturation and skepticism towards influencer recommendations, which is a challenge for brands that rely on influencer marketing. Through a Partial Least Square (PLS) analysis of 212 respondents, the results of the study show that Authenticity and Informative Content have a significant influence on attitudes towards influencers, which ultimately impacts followers' behavioral intentions. Authenticity has a stronger direct influence, because it creates trust and credibility instantly, while Informative Content is more effective through mediating attitudes towards influencers. These findings provide insights for marketing practitioners to choose influencers who are not only authentic, but also able to present informative content to increase follower engagement. The managerial implication is that it is important for influencers to maintain the authenticity and relevance of content to increase the effectiveness of marketing campaigns. This study also proposes further research with a qualitative and longitudinal approach to dig deeper into other factors that influence the relationship between influencers and their followers.

I. Introduction

In recent years, the landscape of digital marketing has undergone a transformative shift with the rise of influencer marketing. Supported with the increase in social media users, influencer marketing becomes more accessible and measurable than ever before (Guan and Li, 2021). Social media influencers (SMIs) provide a unique sort of electronic word-of-mouth (eWOM) by disclosing personal information (e.g., daily routines, big life events) as part of their pitch when recommending items (Alrabiah et al., 2022). SMIs are essentially individuals who have gained trust from sizable social media audiences due to their subject-matter expertise and knowledge, and who as a result have a big impact on the choices made by their peers and followers (Ki and Kim, 2019).

In the increasingly competitive social media environment, influencers are increasingly being approached by brands to promote products. Given their potential to reach large audiences, influencers incite companies to include them as a relatively new marketing communication tool, referred to as influencer marketing (Hudders et al., 2020). Through brand partnerships, SMIs can leverage their influence to obtain personal rewards (Audrez et al, 2020) while brand managers work with Influencers to reach sizable audiences in their respective niches (Abidin, 2018).

Influencers are well-known on social media by sharing visually appealing content (like pictures and videos) and interacting with other users (like followers) to foster a feeling of friendship and authenticity (Argyris, 2020). However, consumers are getting fatigued towards influencer marketing and a recent study stated that nearly 90% of customers no longer trust influencers. Nowadays in complex and continuously changing influencer industry, many parties involved may not be entirely aware of best practices. For example, according to (ACCC, 2023) many influencers did not make adequate disclosures in their posts where it appeared they were receiving payment, gifts or other incentives to promote brands, products or services. Study finds that consumers are more likely to purchase from brands that share content made by real customers instead of sponsored by influencer content (Kemp, 2023). Furthermore, 51% of people simply browse over influencer posts in their feeds and a full 29% indicated they absolutely despise influencer content (Carter, 2023). Consumers are clearly growing bored of the current standard for influencer-brand partnerships (Scott, 2023).

This phenomenon is called “influencer fatigue”, where it results as a negative emotional response to social network activities with the tendency of tiredness, boredom, fatigue, indifference, and diminished enthusiasm. Influencer fatigue has

profound implications for consumer behaviour. As audiences become more discerning, marketers face the challenge of adapting their strategies to rebuild trust and capture attention effectively.

In addition to its marketing implications, influencer marketing also raises significant legal considerations. Many countries have implemented regulations that require transparency in influencer-brand collaborations to protect consumers from misleading advertising. For example, the Federal Trade Commission (FTC) in the United States mandates that influencers disclose any sponsored content clearly and conspicuously (FTC, 2023). Similarly, the Advertising Standards Authority (ASA) in the United Kingdom enforces strict guidelines to ensure that influencer endorsements are not deceptive (ASA, 2023). Failure to comply with these legal requirements may result in penalties, fines, or reputational damage for both influencers and brands.

In some jurisdictions, influencer marketing is also subject to consumer protection laws. The European Union's General Data Protection Regulation (GDPR) imposes restrictions on how influencers and brands collect and process user data, ensuring transparency and privacy (GDPR, 2023). Additionally, misleading endorsements that create false expectations among consumers may be considered deceptive advertising, which is prohibited under various legal frameworks worldwide. Brands and influencers must therefore navigate these legal obligations carefully to maintain compliance and foster ethical marketing practices.

One of the key drivers of consumer perceptions lies on the authenticity of social media influencers (Lee and Eastin, 2021). Influencers' brand identities and relationships with their audiences are prioritized by an ethics of authenticity. An ethics of authenticity leads to a decision-making that is premised on two fundamentals: (1) being true to oneself, and by extension, one's brand; (2) being true to one's audience by providing it with the content it seeks (Wellman et al., 2020). Consumers are increasingly drawn to influencers who offer genuine experiences, transparent interactions, and content that goes beyond mere endorsements.

In tandem with authenticity, the role of informative content becomes a crucial aspect of the influencer fatigue narrative. Consumers, now more than ever, seek substance and value in the content they consume. They are interested in important product information and reviews, and informative content that provide valuable details about product features, benefits, and usage, capturing consumers' attention and favor (Park et al., 2023). Influencers who constantly disseminate relevant information on social media, positively attracts the attention of their followers (Morton, 2020). Thakur et al (2023), highlight the fact

that persuasive qualities combined with informative content increase followers' engagement.

The rise of influencer marketing has been extensively explored in recent literature, with numerous studies highlighting the effectiveness of Social Media Influencers (SMIs) in driving consumer behavior through authenticity and informative content (Ki & Kim, 2019; Guan & Li, 2021; Hudders et al., 2020). However, despite the growing body of research, several critical gaps remain in the understanding of how these elements directly impact consumer attitudes and behavior, especially considering the growing phenomenon of influencer fatigue.

One significant gap in current literature lies in the lack of exploration into influencer fatigue. While some studies have begun to recognize this issue (Scott, 2023; Carter, 2023), there is limited empirical research addressing its causes and effects on consumer behavior. The increasing consumer disinterest and mistrust in influencers (90% according to Kemp, 2023) raises important questions about how brands and influencers can mitigate this fatigue. Most studies have not sufficiently delved into how influencers can maintain consumer engagement in the face of this rising phenomenon.

Secondly, previous studies primarily focus on the effectiveness of influencer marketing from the perspective of the brand, or the product being promoted (Casalo et al., 2018). However, few studies emphasize the role of consumers' attitudes towards the influencers themselves, rather than the products they endorse. Understanding how consumers perceive influencers' authenticity, and the informative nature of their content is crucial for assessing their overall influence on consumer behavior. This shift in focus could provide more comprehensive insights into how influencers build and sustain long-term relationships with their audiences.

Moreover, while some studies acknowledge the importance of authenticity and informative content (Wellman et al., 2020; Park et al., 2023), there is a lack of research that systematically examines how these two elements interact to influence consumer attitudes. Most studies treat authenticity and informative content separately, overlooking how they might jointly contribute to consumer trust, engagement, and behavioral intentions.

Finally, there is limited research focusing on specific industries, particularly the food industry on platforms like YouTube. Influencer marketing is not one-size-fits-all, and different industries may require different strategies. Although there are insights into influencer marketing within broader contexts, there is a research gap regarding its application within the niche realm of culinary influencers, food products, and related content on YouTube.

In summary, the present study seeks to fill these gaps by:

1. Investigating the role of influencer fatigue and how brands can navigate it.
2. Focusing on consumer attitudes towards influencers themselves rather than the products they promote.
3. Examining the combined effect of authenticity and informative content on consumer behavior.
4. Addressing the underexplored area of influencer marketing within the food industry, specifically on YouTube.

This research will specifically focus on the realm of influencer marketing within the food industry on Youtube Platform. The scope will encompass various aspects of the food industry including but not limited to restaurants, culinary influencers, food products and related content.

Specifically, our research seeks to answer these following research questions:

- a. Do consumers' perception of influencer's authenticity have a significant and positive effect on their attitude towards influencer?
- b. Does informative content provided by the influencer have a significant and positive effect on consumer's attitude towards influencer?
- c. Does the consumer's attitude towards influencer have a significant and positive effect on behavioral intentions?
- d. Do consumers' perception of influencer's authenticity have a significant and positive effect on behavioral intentions?
- e. Does informative content provided by the influencer have a significant and positive effect on behavioral intentions?
- f. Does the consumer's attitude towards influencer mediate consumers' perception of influencer authenticity on behavioral intentions?

Does the consumer's attitude towards influencer mediate informative content provided by the influencer on behavioral intentions.

Authenticity

Authenticity is a cornerstone of human interaction, essential for establishing trust and fostering genuine connections. It embodies the sincerity and integrity of individuals, products, or experiences, transcending superficial appearances to reveal true essence. In a world inundated with curated personas and manufactured images, authenticity stands out as a beacon of truth, inviting us to peel back layers of pretense and embrace our genuine selves. Whether in personal relationships, professional settings, or artistic expressions, authenticity cultivates meaningful connections by bridging the gap between perception and reality. It engenders a sense of trust and reliability, as people gravitate towards authenticity in search of sincerity and honesty (Belanche et al., 2021).

Moreover, authenticity is not merely about being true to oneself but also about honoring one's values and principles. It requires a deep understanding of one's identity and a commitment to staying true to it, even in the face of external

pressures or societal expectations. Authentic individuals possess a strong sense of self-awareness and integrity, allowing them to navigate life with purpose and conviction. By staying authentic to their beliefs and convictions, they inspire others to do the same, creating a ripple effect of authenticity that permeates through various aspects of society (Chen & Yang, 2020).

In addition to personal authenticity, the concept extends to the realm of creativity and innovation. Authentic artistry arises from a place of genuine expression, devoid of imitation or conformity to trends. Artists who embrace their unique voice and perspective produce work that resonates deeply with audiences, transcending cultural barriers and leaving a lasting impact. Authenticity in creativity fosters innovation by encouraging individuals to think outside the box and challenge the status quo. It celebrates diversity and originality, paving the way for new ideas and perspectives to flourish.

Furthermore, authenticity plays a crucial role in fostering inclusive and supportive communities. Authentic interactions breed empathy and understanding, as individuals feel seen and valued for who they truly are. In such environments, people feel empowered to express themselves authentically, free from judgment or prejudice. Authentic communities prioritize inclusivity and diversity, recognizing the richness that stems from embracing different perspectives and experiences. By nurturing authenticity within communities, we create spaces where individuals can thrive and contribute meaningfully to collective growth and development (Belanche et al., 2021).

Therefore, authenticity serves as a guiding principle for navigating the complexities of modern life. It invites us to embrace our true selves, honor our values, and express our unique perspectives authentically. Whether in personal relationships, creative endeavors, or community interactions, authenticity fosters deeper connections, inspires innovation, and cultivates a sense of belonging. As we strive to lead authentic lives, let us remember that authenticity is not a destination but a journey—one that requires courage, vulnerability, and unwavering commitment to staying true to ourselves and others.

Informative Content

Informative content serves as a valuable resource in our increasingly knowledge-driven society, providing individuals with relevant and valuable information on a wide range of topics. Through informative content, people can gain insights, learn new skills, and stay updated on current events and trends. One of the key characteristics of informative content is its ability to educate and enlighten audiences, offering them valuable knowledge that they can apply in their personal or professional lives (Chopra, 2020).

Furthermore, informative content often aims to provide accurate and reliable information, backed by research, data, or expert insights. In an era of misinformation and fake news, trustworthy sources of information are essential for making informed decisions and understanding complex issues. Informative

content helps to debunk myths, clarify misconceptions, and promote critical thinking, empowering individuals to navigate the vast amount of information available to them with confidence and discernment (Dammann et al., 2021).

Moreover, informative content is not limited to traditional forms of media such as articles or books but encompasses a variety of formats, including videos, podcasts, infographics, and interactive online resources. These diverse formats cater to different learning styles and preferences, making information more accessible and engaging for a wider audience. Whether it's a TED talk on the latest scientific discoveries, a documentary exploring a historical event, or an online course teaching practical skill, informative content comes in various forms to suit the needs and interests of diverse audiences.

Additionally, informative content plays a crucial role in fostering lifelong learning and personal development. By consuming informative content regularly, individuals can broaden their horizons, expand their knowledge base, and enhance their skills and competencies. Whether it's learning a new language, mastering a hobby, or staying abreast of industry trends, informative content provides endless opportunities for growth and self-improvement. Moreover, in today's fast-paced and ever-changing world, the ability to adapt and acquire new knowledge is essential for staying relevant and competitive in various fields (Dammann et al., 2021).

Therefore, informative content serves as a valuable tool for educating, informing, and empowering individuals in our information-driven society. By providing accurate, reliable, and engaging information on diverse topics, informative content enriches our lives, promotes critical thinking, and facilitates lifelong learning and personal development. Whether it's through articles, videos, podcasts, or online courses, informative content empowers individuals to stay informed, curious, and open-minded, fostering a culture of knowledge-sharing and continuous growth.

Behavioral Intention

Behavioral intention refers to the predisposition or likelihood of consumers to engage in certain behaviors related to purchasing, using, or recommending a product or service. It encapsulates the cognitive and affective processes that influence consumers' decisions and actions in the marketplace. Understanding consumer behavioral intention is crucial for businesses as it provides insights into consumer preferences, attitudes, and motivations, which in turn inform marketing strategies and decision-making processes (Drury, 2023).

At its core, behavioral intention stems from a combination of individual factors such as beliefs, attitudes, perceptions, and subjective norms. Beliefs refer to consumers' perceptions of the attributes and benefits associated with a product or service, while attitudes reflect their overall evaluations or feelings toward it. Subjective norms represent the influence of social and cultural factors, including the opinions of peers, family, and societal norms, on consumers' decision-making

processes (Drury, 2023).

Moreover, behavioral intention is shaped by various psychological processes, including motivation, perception, learning, and memory. Motivation plays a significant role in driving consumers to act in ways that satisfy their needs and desires. Perception influences how consumers interpret and make sense of information; while learning and memory affect their ability to retain and recall past experiences and information related to a product or service (Guitart, 2020). Furthermore, behavioral intention is influenced by situational factors, such as the context in which a purchase decision is made, as well as environmental stimuli, including marketing messages, promotions, and the availability of alternatives. These external influences can impact consumers' perceptions, preferences, and ultimately, their behavioral intentions.

Ultimately, behavioral intention serves as a precursor to actual consumer behavior, providing valuable insights into consumers' likelihood to purchase, use, or recommend a product or service. By understanding the underlying factors that drive consumer behavioral intention, businesses can tailor their marketing strategies, product offerings, and customer experiences to better meet the needs and preferences of their target audience, ultimately driving growth and success in the marketplace.

Attitude Towards Influencer

Attitude towards influencers refers to individuals' evaluations, beliefs, and feelings regarding personalities or figures who wield influence over their audience, typically through social media platforms, blogs, or other digital channels. This concept encompasses consumers' perceptions of influencers' credibility, trustworthiness, expertise, relatability, and likability, as well as their overall attitudes towards influencer marketing and its impact on consumer behavior (Kipfelsberger et al., 2022).

At its core, attitude towards influencers is shaped by various factors, including the perceived authenticity and transparency of influencers' content, the relevance of their messages to the audience's interests and needs, and the perceived value of their recommendations or endorsements. Consumers may develop positive attitudes towards influencers who are perceived as genuine, transparent, and aligned with their values, while negative attitudes may arise in response to influencers who are seen as inauthentic, overly promotional, or out of touch with their audience (Pena-García et al., 2020).

Moreover, attitudes towards influencers are influenced by consumers' past experiences with influencer content, as well as their exposure to social norms, cultural values, and peer opinions regarding influencer marketing. Positive experiences, such as finding helpful recommendations or feeling entertained and engaged by influencer content, can contribute to favorable attitudes towards influencers, while negative experiences, such as feeling misled or manipulated by sponsored content, can lead to skepticism or distrust.

Furthermore, attitudes towards influencers play a significant role in shaping consumer behavior, including purchase decisions, brand perceptions, and engagement with influencer content. Consumers who have positive attitudes towards influencers may be more receptive to their recommendations and endorsements, leading to increased brand awareness, consideration, and loyalty. Conversely, consumers with negative attitudes towards influencers may be more skeptical of their content and less likely to engage with or trust influencer marketing efforts (Pena-García et al., 2020).

Ultimately, understanding consumers' attitudes towards influencers is essential for brands and marketers seeking to leverage influencer marketing as part of their promotional strategies. By gauging consumers' perceptions, beliefs, and feelings regarding influencers, businesses can identify opportunities to collaborate with influencers who resonate with their target audience, create authentic and engaging content, and build meaningful relationships with consumers to drive brand awareness, credibility, and loyalty in the digital age (Pena-García et al., 2020).

The Theory of Reasoned Action

The Theory of Reasoned Action (ToRA or TRA) is a hypothesis aimed at explaining how behavior and attitudes (ATT) interact in human actions. It is primarily used to predict individuals' behavior based on their past attitudes and intentions. According to TRA, a person's willingness to engage in a particular behavior depends on the anticipated outcomes of that behavior (Ajzen & Albarracín, 2007; Kushwaha & Agrawal, 2016; Lagorio & Pinto, 2020). The theory suggests that the desire to engage in a specific behavior is the most critical factor in determining whether an individual will act on it (Ajzen & Albarracín, 2007). It posits that the intention to perform a specific behavior comes first, known as behavioral intention, which arises from the belief that the behavior will lead to a desired outcome. Since these intentions are shaped by attitudes toward the behavior and subjective norms, the concept emphasizes the importance of behavioral intention (Fishbein & Ajzen, 1975). The goal of the behavior is a crucial aspect to consider before deciding on a particular course of action, making this model fundamental for research.

Conceptual Framework and Hypothesis Development

The present study focuses on digital influencers who demonstrate knowledge and expertise in specific fields, in which their followers value and trust their opinions (Hu et al., 2020). In social media marketing, authenticity refers to an influencer's real motive when recommending a product or service for external pay (Boerman et al., 2017; Evans et al., 2017). According to (Audrezet, Kerviler & Moulard, 2018), a transparent authenticity strategy refers to a set of tools that SMIs use to provide a truthful and comprehensive representation of the partnership and personal opinions while maintaining their own sense of integrity. The content describes how, when, and where the product was tested, as well as the observed

results of the experience. Such objective accounts of performance and quality can be linked to providing an honest, unbiased opinion.

Authenticity builds trust between influencers and their followers by demonstrating genuine opinions (Kim, 2021). Furthermore, research suggests that positive customer behavior towards influencers authenticity leads to better brand outcomes, including higher customer acquisition, satisfaction, and expenditure (Tafesse & Wood, 2021). Previous study state, Authenticity also positively influence attitude toward a virtual influencer, which in turn positively impacts attitude toward adverts (Um, N., 2023)

H1: Authenticity has a significant and positive influence on attitude towards influencers.

Nowdays, it's common to see digital influencers for everything from foods to lifestyle goods and services, allowing knowledgeable and adept people to make a living from their online presence (Magano et al., 2022). Consumers are more likely to acquire an endorser's ideas, attitudes, and behaviors if they have similar interests, values, or qualities (Scouten, Janssen & Verspaget, 2019). Influencers' ability to deliver advertising messages and their personal image are crucial variables in influencing consumer opinions (Azkiah & Hartono, 2023).

According to previous study from Alhensa and Hasnah (2021), trusting influencers has a favorable impact on consumer attitudes towards advertising especially when their content is informative and credible.

H2: Informative content has a significant and positive influence on attitude towards influencers.

Digital influencers are frequently thought of as "people at the grassroots level who share followers' social status and outlook on life (Hwang & Zhang, 2018). Through blogging or vlogging, digital influencers frequently share details about their personal lives, experiences, and opinions. As a result, followers watch how influencers behave and learn about their attitudes, ideas, and personalities (Hu et al., 2020).

Previous studies suggest the influencer influences the attitudes of his or her followers and their perceptions of the influencer's credibility by promoting products that are more or less in line with their own style (Belance et al., 2021). More specifically, the intentions of followers were highly correlated with the actions that they would take in response to the influencer (i.e., following, imitating, and recommending the user to others). According to (Ki et al., 2020), people tend to imitate role models, such as celebrities, whose attitudes and behaviours inspire them to change their own. They believe that following inspiring role models helps them enhance their personal development. Not just that, the positive emotional connections between followers and influencers may lead to increased adoption of their products or brand recommendations. Further, (Casalo et al., 2018) mention that a higher degree of psychological closeness between the opinion leader and the consumer will result in a higher degree of

influence from the latter on the former, provided that the contents of the account are consistent with the consumer's thoughts and personality.

H3: Attitude towards influencer has a significant and positive influence on behavioral intention.

According to previous study from Kim and Choo (2019), influencers' authenticity positively impacts follower behavior intention and fanship, with social attractiveness and physical attractiveness also affecting fanship. In addition, authenticity is operationalized as honesty and expertise. This study verifies the critical role of authenticity for an influencer marketing and commerce, as this factor leads to followers behavioral intention as well as fanship in both direct and mediated paths.

H4: Authenticity has a significant and positive influence on behavioral intention.

According to previous study from Konstantoulaki et al., 2022, short videos with informative and trusted content tend to enhance attitudes, consideration and behavioural intentions regarding the provider being promoted.

H5: Informative Content has a significant and positive influence on behavioral intention.

H6: Attitude towards influencer mediated influence of authenticity on behavioral intention.

H7: Attitude towards influencer mediated influence of informative content on behavioral intention.

The proposed model is summarized in Fig.1.

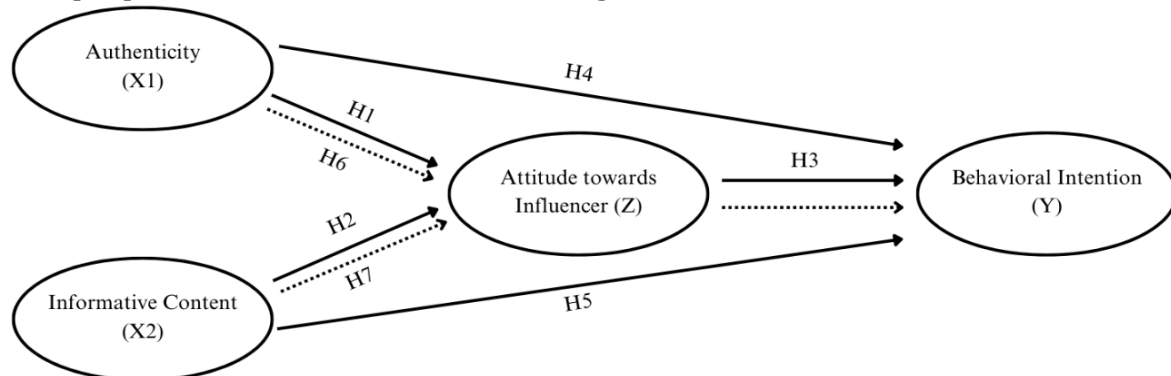


Fig. 1. Research model.

2. Method

Operation of Research Variables

According to Sugiyono (2015: 38) research variables are an attribute or trait or value of a person, object or activity that has certain variations determined by researchers to study certain variations applied by researchers to study and then draw conclusions. The measure used in this study is the interval measure. According to Oei in Sarjono and Julianita (2011: 3) interval scale is a scale that has the same order and interval / distance between categories or their closest points, where between one category and another category has a relationship,

such as an order such as greater or smaller than other categories with the same distance from the closest category. According to Noor (2011: 125) the measurement scale is a measuring tool used to quantify the information provided by respondents if they are required to answer questions that have been formulated in a questionnaire.

In this study, researchers used a Likert scale as a scale to show attitude. The Likert scale according to Kinneer (1988) in Umar (2013: 70) is a statement about one's attitude towards something, for example agree-disagree, happy-unhappy and good-not good. According to Sugiyono (2015: 38) operational variables are basically anything in the form of anything that is determined by the researcher to study so that information is obtained about it, then conclusions are drawn. Some of the variables included in this study:

1. Authenticity, namely whether there is a relationship built on a foundation of trust and honesty between influencers and their followers.
2. Informative Content i.e. whether the Influencer provides content information to their followers.
3. Attitude towards Influencers is whether the influencer gives trust to a brand that is attractive to its followers.
4. Behaviour Intention is a condition where consumers have the intention or attitude of loyalty and voluntarily tell the advantages of influencers.

Table 1 Operation of Research Variable

Variable	Indicator/Element	Statement	Response Scale	Reference
Authenticity	Relationships are built on a foundation of trust and honesty between influencer marketing and their followers.	1. The food influencer is authentic in every food-related post they share. 2. The food influencer often shares their experiences in the food content they upload, making their content feel relevant to me. 3. The food influencer has a genuine passion for the food content they create.	Likert Scale 1-5	Anand Thakur et al, 2023 Mourlard et al, 2016 Janssen et al, 2022
Infor	Good	1. The food content	Liker	Venciute et

mativ ve Cont ent	information provided by influencers to their followers	shared by the influencer is very valuable to me because it aligns with my personal values. 2. The food content produced by the influencer is of good quality. 3. The influencer's content is beneficial to me, as I can find useful recommendations in areas that interest me.	t Scale 1-5	al, 2023 Xiuping Zhang and Jaewon Choi, 2022
Attit ude Towa rds Influ encer	Perceptions, opinions, or attitudes held by followers towards a particular influencer.	1. I will continue to follow the food influencer's YouTube channel because their content is very engaging for me. I consider the food influencer's content a reliable source of information to help me find suitable food. The food content created by the influencer makes me interested in trying it.	Liker t Scale 1-5	Karina Sokolova & Charles Perez, 2020 Magano et al, 2022 Ajzen and Casalo 2018 Dimofte et al, 2003
Beha viora l Inten tion	Intention to Follow	1. I have that intention to continue following the influencer account in the near future. 2. I predict that I will continue following this influencer account.	Liker t Scale 1-5	Belanche et al, 2020 Xiuping Zhang and Jaewon Choi, 2022
	Intention to	1. I would not		

	Imitate	hesitate to consider the suggestions about food I find in the picture/video published by this influencer. 2. I would rely on the recommendation about food made by this influencer.		
	Intention to Recommend	1. I would recommend the influencer's account to other people. 2. I would seldom miss an opportunity to tell others interested in food about this influencer		

Source: Writer, 2024

Data Collection Techniques

In this study data collection In this study data collection was taken by questionnaire, questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer. The questionnaire is an efficient data collection technique if the researcher knows for sure the variables to be measured and knows what to expect from the respondents. The questionnaire in this study was made on a Likert measurement scale with weighting as follows: (SS) Strongly Agree = 5, (S) Agree = 4, (N) Neutral = 3, (TS) Disagree = 2, (STS) Strongly Disagree = 1.as taken by questionnaire.

Sampling Techniques

Sampling technique is the process of selecting a sufficient number of elements in the population. According to Sugiono (2015: 215) population is a generalization area consisting of objects / subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. According to Sekaran and Bougie (2013: 240) Population is the entire research subject, where these characteristics relate to all groups of people, events, or objects that are the center of research attention.

Meanwhile, according to Sugiono (2015: 215) the sample is part of the population. The population, for example, residents in a certain area, the number of users of certain YouTube applications, the number of employees in certain organizations, the number of teachers and students in certain schools and so on.

If the number of people surveyed is less than 100 people, the entire unit of analysis is used as the object of research. then the research does not use a sample but is a population study for more accurate results. The data collection technique in this research is by doing Questionnaires, Questionnaires are data collected by asking questions to employees through a structured list of questions. With a questionnaire, data such as attitudes, feelings, or knowledge of respondents on YouTube application users can be obtained.

In this study, the population taken is social media users, especially YouTube app users. The sampling technique used non-probability sampling because the population could not be counted, and in non-probability sampling this study used purposive sampling technique. Purposive sampling is a sampling technique with certain considerations. Selection of a group of subjects in purposive sampling, based on certain characteristics that are considered to have a close connection with the characteristics of the population that are already known. So, in other words, the sample unit contacted is adjusted to certain criteria that are applied based on research objectives or research problems. The criteria are:

1. Active YouTube users
2. Have watched content from YouTube channel X at least 3 times in the last 3 months.

According to Hair et al. (2017), the recommended minimum sample size to use is 10 times the total number of indicators. Generally, a sample size exceeding 100 is preferable; however, sample sizes smaller than 100 are acceptable. In this research, we have 19 indicators, so the minimum sample required is $15 \times 10 = 150$ respondents. Based on the result, the writer chooses to round the sample size to 200 responses for YouTube app users.

Data Analysis Method

In this study, the data analysis method used is the Reflective and Structural Measurement Model using PLS-SEM with SmartPLS software.

1. Reflective Measurement Model
 - a. Convergent Validity

The Convergent Validity test is used to determine the loading value of each latent variable indicator in relation to the latent variable itself. According to Hair et al. (2016) the condition for testing validity using Convergent Validity is that the loading factor value for each indicator should be > 0.7 .

- b. Discriminant Validity

The Discriminant Validity test is used to determine the validity value of each variable in relation to its indicators, compared to other variables. According to Hair et al. (2016) ,the condition for testing validity with Discriminant Validity is that the indicator loadings on its variable should be stronger than its loadings on other variables.

- c. Average Variance Extracted (AVE)

The validity test using Average Variance Extracted (AVE) is used to assess the

overall validity of each variable. According to Hair et al. (2016), the condition for testing AVE is that the AVE value should be > 0.5 .

d. Composite Reliability

The Composite Reliability test is used to assess the reliability of each variable without considering the differences in covariances or loading values of each indicator. According to Hair et al. (2016, the condition for testing reliability with Composite Reliability is that the Composite Reliability value should be > 0.6 .

e. Cronbach's Alpha

The reliability test using Cronbach's Alpha is used to assess the reliability of each variable by considering the covariances or loading values of each indicator. According to Hair et al. (2016, the condition for testing reliability with Cronbach's Alpha is that the Cronbach's Alpha value should be > 0.6 .

2. Structural Measurement Model

a. R-Squared

The R-squared is part of the inner model test, and its purpose is to see the extent of the influence of an indicator on both exogenous and endogenous variables. The R-squared value is considered strong when it is 0.67, moderate at 0.33, and weak at 0.19 (Arfian et al., 2019).

b. Path Coefficient

According to Arfian et al. (2019), the path coefficient test using the PLS algorithm is used to determine the coefficient values and the significance levels of each variable's direct influence on other variables through bootstrapping procedures.

3. Result and Discussion

From the total 212 respondents, the majority of respondents were male, aged 27-42 years, and had an expenditure of Rp3,000,000-Rp5,000,000.

Partial Least Square Model Scheme

In this study, the hypothesis test was conducted using the Partial Least Square (PLS) analysis technique using the Smart PLS 4.0 program. The following is the Partial Least Square program model scheme that has been tested:

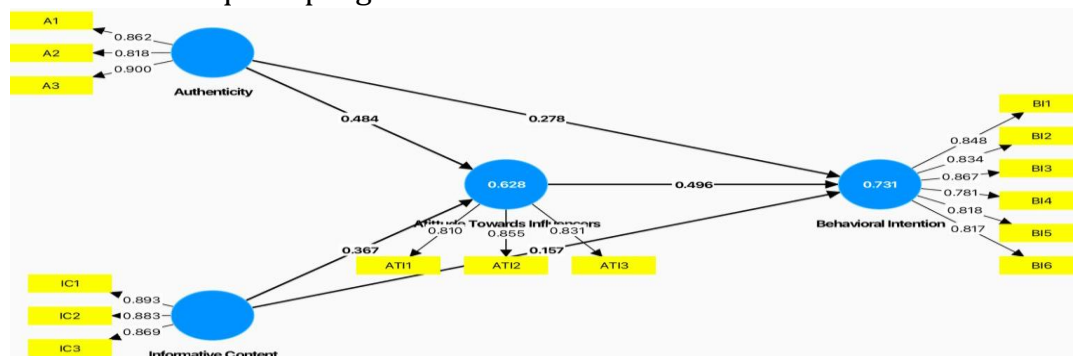


Fig.2 Outer Model PLS

Reflective Measurement Model Evaluation

a. Convergent Validity

Table 2 Convergent Validity

	Factor Loadings	Validity
<i>Authenticity (X1)</i>	0.862	Valid
	0.818	Valid
	0.900	Valid
<i>Informative Content (X2)</i>	0.893	Valid
	0.883	Valid
	0.869	Valid
<i>Attitude Towards Influencers (Z)</i>	0.810	Valid
	0.855	Valid
	0.831	Valid
<i>Behavioral Intention</i>	0.848	Valid
	0.834	Valid
	0.867	Valid
	0.781	Valid
	0.818	Valid
	0.817	Valid

Based on the data results in table 2, it can be seen that each research variable indicator has an outer loading factor greater than 0.70.

b. Discriminant Validity – Fornell-Lacker

Table 3 Discriminant Validity – Fornell-Lacker

	Attitude Towards Influencers	Authenticity	Behavioral Intention	Informative Content
<i>Attitude Towards Influencers</i>	0.832			
<i>Authenticity</i>	0.752	0.861		

<i>Behavioral Intention</i>	0.818	0.766	0.828	
<i>Informative Content</i>	0.721	0.731	0.717	0.882

Based on the output of the Fornell-Lacker value in table 3, it can be concluded that the Fornell-Lacker value of the variable has a large value when compared to other variables.

c. Average Variance Extracted

Table 4 Average Variance Extracted

	AVE
<i>Authenticity</i>	0.741
<i>Informative Content</i>	0.778
<i>Attitude Towards Influencers</i>	0.693
<i>Behavioral Intention</i>	0.686

Based on the results of data processing in table 4, it is known that the AVE value of each variable is above 0.5. So, it can be concluded that each variable has met the testing requirements and can be continued to the next stage.

d. Composite Reliability

Table 5 Composite Reliability

	Composite Reliability	Reliability
<i>Authenticity</i>	0.895	Reliable
<i>Informative Content</i>	0.913	Reliable
<i>Attitude Towards Influencers</i>	0.871	Reliable
<i>Behavioral Intention</i>	0.929	Reliable

Based on the data processing results in table 5, it can be seen that the value of each Composite is above 0.7. So, it can be concluded that the Composite Reliability data results meet the requirements and can be continued to the next stage.

e. Cronbach's Alpha

Table 6 Cronbach's Alpha

Cronbach's	Reliability
-------------------	--------------------

s Alpha		
Authenticity	0.824	Reliable
Informative Content	0.857	Reliable
Attitude Towards Influencers	0.778	Reliable
Behavioral Intention	0.908	Reliable

Based on the result of data processing results in table 6, it can be seen that the value of each Cronbach's Alpha is above 0.7. So, it can be concluded that the results of the Cronbach's Alpha data meet the requirements and can be continued to the next stage.

Structural Model Evaluation

a. R-squared

Table 7 R-Squared

R-Squared		
Attitude Influencer	Towards	0.628
Behavioral Intention		0.731

Based on the result of data processing results in table 7, it is known that the R-Squared value for the the Attitude Towards Influencers variable is 0.628 or 62.8% and for the Behavioral Intention variable value is 0.731 or 73.1%.

b. Path Coefficient

Table 8 Path Coefficient

Path	Original Sample	T-Statistics	P-Value
Authenticity (X1) → Attitude Towards Influencer (Z)	0.484	6.796	0.000
Informative Content (X2) → Attitude Towards Influencer (Z)	0.367	4.664	0.000
Attitude Towards Influencer (Z) → Behavioral Intention (Y)	0.157	7.245	0.000

<i>Authenticity (X1) → Behavioral Intention (Y)</i>	0.278	4.600	0.000
<i>Informative Content (X2) → Behavioral Intention (Y)</i>	0.157	2.510	0.012
<i>Authenticity (X1) → Attitude Towards Influencer (Z) → Behavioral Intention (Y)</i>	0.240	4.904	0.000
<i>Informative Content (X2) → Attitude Towards Influencer (Z) → Behavioral Intention (Y)</i>	0.182	3.803	0.000

Ho: There is no significant influence between a and b on Food Influencers in Indonesia.

Ha: There is a significant influence between a and b on Food Influencers in Indonesia.

Basis for Decision Making:

If the T-Statistics value > 1.96, then Ho is rejected, Ha is accepted.

If the T-Statistics value < 1.96, then Ho is accepted, Ha is rejected.

Based on the results of data acquisition in table 8 above, it is known that the T-Statistics value of each variable is above 1.96, then Ho is rejected, Ha is accepted.

From these results, it can be concluded that there is a significant influence between variables on Food Influencers in Indonesia.

Table 9 Total Influences

	Influences	
	Direct	Indirect
<i>Authenticity (X1) → Attitude Towards Influencer (Z) → Behavioral Intention (Y)</i>	0.278	0.240
<i>Informative Content (X2) → Attitude Towards Influencer (Z) → Behavioral Intention (Y)</i>	0.157	0.182
<i>Authenticity (X1) → Attitude Towards Influencer (Z)</i>	0.484	-
<i>Informative Content (X2) → Attitude Towards Influencer (Z)</i>	0.367	-
<i>Attitude Towards Influencer (Z) → Behavioral Intention (Y)</i>	0.157	-

In table 9, it can be seen that the Authenticity variable directly influences the Behavioral Intention variable by 0.278, or 27.8%, which indicates a direct influence between the Authenticity variable and the Behavioral Intention variable and indirectly through the Attitude Towards Influencer variable by 0.240 or 24%. The Informative Content variable directly influences the Behavioral Intention variable by 0.157, or 15.7%. The value of this direct influence is smaller than its indirect influence. The Informative Content variable also directly influences the Behavioral Intention variable by 0.182, or 18.2%.

The Authenticity variable directly influences the Behavioral Intention variable by 0.484, or 48.4%. The value of this direct influence is greater than the value of the direct influence between other variables.

The Informative Content variable directly affects the Attitude Towards Influencer variable by 0.367, or 36.7%, indicating a direct influence between the Informative Content variable and the Attitude Towards Influencer variable.

The Attitude Towards Influencer variable directly affects the Behavioral Intention variable by 0.157, or 15.7%, indicating a direct influence between the Attitude Towards Influencer variable and the Behavioral Intention variable.

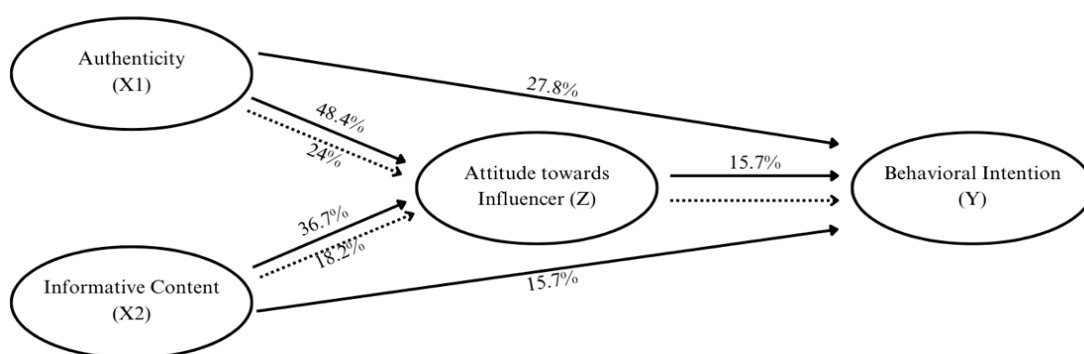


Fig. 3 Result and Discussion

3. Discussion and Implication

This research focuses more on the consequences that influencers might face, whereas many previous studies focus more on the consequences for their brands (Belanche et al., 2021), because we want to investigate the dynamics that develop in influencer marketing, especially regarding the phenomenon known as Influencer Fatigue. This Influencer Fatigue reflects growing consumer disinterest and scepticism towards influencer endorsements, which poses a significant challenge for brands that rely on social media influencers (SMI) to influence consumer behaviour. This research aims to explore the complex relationship of how an influencer's actions influence the perception of the influencer's followers, how these followers respond toward their influencer. This research aims to explore the influence of Influencers' Authenticity and Informative Content from Influencers on the attitude towards influencers and behavioral intention of followers of these influencers. The results of the analysis show that these two

factors have a significant and unidirectional influence on attitude towards influencers, which ultimately influences behavioral intention.

Of these two factors, our findings showed that Authenticity possessed by influencers, which is characterized by genuine passion for the food content and authenticity in every food-related post they share, contributes greatly and is a crucial cue to the positive attitude of their followers. This is in line with previous research where followers are more likely to trust and engage with influencers they consider authentic (Moulard et al., 2015). Influencers who are perceived as sincere are more effective at advocating products than those who are perceived as insincere (Lee and Eastin, 2020). Social media consumers are aware of sponsorship and may be dubious of the influencer's motivations for advocating a product or service. Therefore, authenticity is a key factor that can influence the effectiveness of influencer marketing. Influencers who are considered authentic by their audience tend to have a greater impact in promoting food. This is because when followers feel connected to the influencer they follow because they feel this influencer is authentic, they tend to want to engage with the content shared either through comments, shares, or other interactions (Mardani et al., 2024). This follower involvement can ultimately increase the visibility and effectiveness of influencer marketing. Authenticity from influencers has a greater direct influence because followers may value authenticity so highly that they act on it directly, without relying heavily on their general attitude toward the influencer. In such cases, Authenticity might create an immediate sense of trust and credibility for the influencers, prompting actions like Following, Imitating, or Recommending the influencer without the need for Attitude to intervene.

Apart from authenticity, informative content has also been proven to be important in building positive attitudes of followers, where followers value information that is relevant and useful for them. They want the influencer to share content that is valuable and aligns with their values, good quality, and is useful in finding food recommendations that are interesting to them. This is in line with previous research where consumers are more likely to acquire an endorser's ideas, attitudes, and behaviors if they have similar interests, values, or qualities (Scouten, Janssen & Verspaget, 2019). Influencers' ability to deliver advertising messages and their personal image are crucial variables in influencing consumer opinions (Azkiah & Hartono, 2023). This shows that influencers need to focus not only on creating authentic content, but also on providing added value in the form of informative content for their followers. Influencers' informative content impacts more strength if indirectly by shaping attitudes towards influencers, which then strengthens the audience's behavioral intention. Unlike Authenticity, which can directly evoke trust and audiences' action, Informative Content needs Attitude as a bridge to transform its value into followers' real-world behavior, it is because informative content needs to build positive perceptions of the influencer first, then strengthening the audience's

willingness to engage with their recommendations.

Finally, the study results showed that attitude toward the influencer had direct positive effects on followers' responses toward the influencer. Attitude toward influencer proven to influence behavioral intentions to imitate and recommend the influencer (Ki and Kim, 2019). Attitudes often involve cognitive and emotional components and positive attitudes toward the influencer make followers feel connected to the influencer, which causes followers to want to engage with the influencer's content, and make behavioral intentions such as Follow, imitate, and recommend feel more natural and rewarding for them

Theoretical and Managerial Implications

This study offers interesting implications for both researchers and practitioners. Specifically, the present study sheds light that many previous studies primarily focus on the effectiveness of influencer from the perspective of brand, our research focus on the role of consumers' attitude and behavioral intention towards the influencer especially to overcome the influencer fatigue phenomenon. First, our findings showed that influencer authenticity is key for influencers in encouraging followers to develop positive behavioral responses toward the influencer to overcome the influencer fatigue. Therefore, it should be considered that influencer marketing does not only impact brands on social media, but it also influences followers' perceptions toward the own influencer they follow. To maintain this positive behavioral intention, followers keep seeking the content that their needs satisfy while following the influencer (e.g., informativeness, enjoyment, inspiration; Ki et al., 2020). That's why it's important for influencers not only to maintain their authenticity in their content, but also how they can provide informative content for their followers.

From this study, marketers should prioritize selecting influencers who demonstrate authenticity and provide informative content, because these two things are the main insight for marketers about the importance of choosing the right influencer, namely those who have authenticity and informative content. Marketers must consider the influencer's content because authentic and informative content influences consumers' perceptions of their behavior towards the influencer, which results in followers' responses, namely behavioral intention, which can determine the success of their marketing campaign. By knowing the factors that influence their behavioral responses, influencers can also improve and enhance their attitudes toward them. As a result, they might evoke more positive behavioral responses, which will help them to create successful social media communities (Stubb et al., 2019). Plus, ultimately brands will be interested in choosing the influencer because they are interested in the influencer's good performance, which ends in a collaboration that produces fruitful results for all the stakeholders involved (De Veirman and Hudders, 2020). Besides choosing the right influencer, with this research, brands can also provide appropriate briefs to their influencers to create authentic, informative, and

valuable content that resonates with their followers. Therefore, developing guidelines for influencers on content creation that focus on value addition can lead to better consumer engagement that is part of behavioral responses (Azkiah & Hartono, 2023).

Limitation and Future Research Lines

In carrying out this research, several limitations were found in the research. These things can be factors that need to be considered when conducting further research. Firstly, this research was only carried out for respondents in big cities in Indonesia, namely Jabodetabek, of course future research can be carried out in other cities and countries with larger samples. Second, this research uses quantitative methods with surveys as a data collection tool. This can limit in-depth understanding of the context or reasons behind the respondent's answers. It is recommended that further research use a qualitative approach, such as in-depth interviews or focus group discussions (FGD), to gather more comprehensive information.

Third, the variables used in this research are still limited to certain aspects that are relevant to the topic, namely Authenticity and Informative Content. For future research, it would be better to add other variables that may be influential, such as cultural or socio-economic factors of technology, to provide a more holistic understanding. Fourth, this study was conducted over a specific time period, which may have influenced the results due to seasonal factors or trends. Future researchers may consider conducting longitudinal studies to see changes or consistency of results over a longer period of time.

Conclusion

This study illustrates the important role that influencer Authenticity and Informative Content play on consumer attitudes and Behavioral Intentions. Thus, consumers tend to favor Authentic and Informative Content shared by influencers and are more likely to follow or engage with them. The implication is that brands should focus on partnering with influencers who are able to communicate their message authentically while providing content on relevant issues. The focus of the study may have been too narrow, risking generalizing the findings across demographic profiles. The approach to how age, gender, and socioeconomic income have shaped consumer perceptions of Authenticity and Informative content needs to be addressed. Additionally, this study is primarily cross-sectional in nature, taking a snapshot of consumer attitudes at a single point in time. This method does not account for the dynamic nature of consumer perspectives and behaviors over time, indicating a gap for longitudinal research to better illustrate these relationships.

Furthermore, while this study observes the need for Authenticity and Informative content, it does not delve deeper into what constitutes Authenticity and how different forms of Informative Content should impact consumer engagement.

Future researchers may need to look at the nuances of what constitutes Authenticity and the impact of other forms of Informative Content on consumer engagement. Thus, by directly addressing these omissions, one will gain a better understanding of influencer marketing and how it impacts consumer behavior. The shortcomings described in this study merit further investigation into such dynamics unfolding in more varied and longitudinal contexts; this will further the understanding of the impact of influencer marketing on consumer behavior.

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