



THE EFFECT OF INFLUENCER ATTRACTIVENESS AND EXPERTISE ON INCREASING PURCHASE INTENTION WITH BRAND IMAGE AS AN INTERVENING VARIABLE

Dona Fitriani

Sarjanawiyata Tamansiswa Yogyakarta University

fitrianiidona139@gmail.com

Ida Bagus Nyoman Udayana

Sarjanawiyata Tamansiswa Yogyakarta University

ibn.udayana@yahoo.co.id

Lusia Tria Hatmanti Hutami

Sarjanawiyata Tamansiswa Yogyakarta University

trialusia@ustjogja.ac.id

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Abstract

Recently, the beauty trend for face and body care has become more popular, this has been adopted in many rapidly growing beauty industries. The objective of this study is therefore to determine the influence of Attractiveness and Expertise Influencers, and of Brand Image on Purchase Intention. This research was quantitative by taking 100 samples of social media users in the city of Yogyakarta, men and women aged at least 15 years old who have seen the Scarlett Whitening Endorsement brand broadcasts on influencers on social media. The sampling method used a non-probability method and the sampling technique was purposive sampling. Data collection was done by sending a link to the questionnaire via Google Form which was distributed online to respondents. Data analysis used IBM SPSS application. The results of this study indicate that the influence variable Attractiveness (X1) has a significant positive effect on brand image (Z) with a value of 0.004, then the Influencer expertise variable (X2) has a significant positive effect on brand image (Z) with a value of 0.000. The brand image variable (Z) has a significant positive effect on purchase intention (Y) with a value of 0.000. Moreover, the Attractiveness influence variable (X1) has no significant effect on purchase intention (Y) with a value of 0.168. The variable Expertise influence (X2) has a significant positive effect on purchase intention (Y) with a value of 0.001. In addition, the results of the study also show that brand image is able to act as an intervening variable for the influence of Attractiveness and Expertise influencers on the purchase intention of consumers of Scarlett Whitening products in the City of Yogyakarta.

Keywords: Influencer Attractiveness, Brand Image, Influencer Expertise, Purchase Intention.

INTRODUCTION

The beauty industry in Indonesia is currently experiencing rapid growth, based on various types of beauty trends affecting consumer habits in Indonesia. Due to the high public demand for beauty products, many local brands compete with each other to present a wide variety of beauty products. To win the competition in the local cosmetics industry, local brand entrepreneurs are required to keep innovating. Additionally, local brands need to promote in different ways, one of which is by using influencer referral services. Influence is the ability to influence, to change one's opinion and behavior (Evelina & Handayani, 2018). Scarlett Whitening is one of the local brands that promotes products using influencer endorsement services with the aim of increasing consumer interest. For the continuation of the promotion, choosing the right social networks and influencers is very important, the opinion of consumers on Scarlett products will be good with expert influencers in the transmission and promotion of these products (Felicya Antonia Tandayong, 2022).

As an influencer who can influence the opinions of others, you also need attractiveness and expertise to enable influencers to influence their followers. According to Abednego et al., (2021) The attractiveness of influencers is based on their credibility and their ability to communicate, and the high public interest in influencers is reflected in the large number of followers on their social networks so that they can increase product recognition to the wider community and level of marketing. Moreover, the expertise factor is no less important for influencers. The expertise that influencers demonstrate refers to the experience, knowledge, creativity and skills that can be easily linked to the supported brands (Rahmawati, 2021). Influencers can also increase brand image in the minds of consumers. Brand image is a representation of consumer perceptions of a brand formed from information and past experiences with the brand (Indarto et al., 2018). There are some researches on the marketing of Scarlett products, for example research Audia et al., (2019) indicate that the variables of celebrity attractiveness, expertise, and trust simultaneously influence consumers' buying interest. Besides, researchers Tandayong & Palumian, (2022) otherwise states that trust, expertise and attractiveness do not significantly influence consumer buying interest. This research therefore aims to fill this gap by exploring whether the attractiveness and expertise of influencers can increase consumer interest in Scarlett products with branding as mediation.

LITERATURE REVIEW

Definition of purchase intention

Purchase intention is a desire that exists in a person to be able to make a purchase because they are influenced by a trusted source (Sokolova & Kefi, 2020). According to the opinion of (Ahmad et al., 2022; Wulandari et al., 2021) when consumers plan to purchase a certain number

of product units from different brands within a certain period of time, this is considered a true reflection of their purchase intention. Point of view I. Udayana & Ramadan, (2019) reveal that consumer buying interest is always hidden in every individual where no one can understand what consumers want and expect. Purchase intention is a process used to assess a consumer's decision-making. From the definitions above, it can be concluded that purchase intent is the desire of consumers to purchase a product or service from a brand, when someone is interested in a product and has the desire to buy the product, then the consumer already has the intention to buy the brand's product. One of the factors that influence purchase interest is an influencer's opinion of the product they are recommending.

Purchase intention indicator

Ferdinand 2006 in Setiawan, (2018) Purchase intention can be identified by indicators, including: (a) Transactional interest, namely the tendency of a person to buy a product. (b) Reference interest i.e. provide insight into the likelihood that a person will recommend a product to others. (c) The preferential interest is described when a person has a strong preference for a product. This preference can only be changed if something happens to the preferred product. (d) Exploratory interest is an interest that describes the behavior of a person who is always looking for information about the product that interests him and who is looking for information to support the positive characteristics of the product.

Attraction

Attractiveness or physical attractiveness is an important factor for influencers because followers can see it all the time (Masuda et al., 2022). Influencer attractiveness refers to the self being seen as something worth looking at. Attractiveness refers to self-perceived as attractive to look at versus the concept of a particular group with physical attractiveness (Ridiana, 2020). Physical attractiveness will tend to have a persuasive effect on people who see it, so it can sway public opinion when evaluating products. According to opinion of Audia et al., (2019) attractiveness refers to someone considered attractive to look at relative to the concept of a particular group with physical attractiveness.

Attractiveness Indicator

According to research Yuan et al 2016 in Felicya Antonia Tandayong, (2022), identified five attractiveness indicators, encompass: (a) To give feelings of pleasure, refers to influencers who can give pleasure to their followers, (b) To provide an appealing description of the product being promoted, with reference to influencers who give a positive image of the product, (c) To attract attention, referring to influencers who can attract the attention of many people, (d) To have a pleasant personality, referring to influencers who have a personality that appeals to a lot of people. (e) To be attractive, refers to the attractiveness that the influencer possesses.

Skill

Expertise is defined as an influencer's perceived level of understanding, skill and knowledge. An influencer's expertise is similar to qualifications that directly affect the level of belief required to persuade consumers to buy anything endorsed (Masuda et al., 2022; Wang & Scheinbaum, 2017). According to the opinion of Wiedmann & von Mettenheim, (2020) expertise describes the level of knowledge of the influencer, expertise is defined in terms of experience, knowledge and influencing skills in conveying product information. An influencer who is accepted as an expert in the brand they support will be more persuasive in engaging consumers than an influencer who is not accepted as an expert in conveying the brand they support. The expertise of an approved influencer must be linked to the approved product. Each influencer has expertise, uniqueness and characteristics that can differentiate product delivery from someone who has no expertise. According to the opinion of IBN Udayana, (2015) the expertise of an influencer linked to a brand must be relevant to the product delivered, so that in choosing an influencer to become an endorser, a reflection is necessary, taking into account advertising such as one of the characteristics of an endorser is recognized as effective in raising the product's image and brand awareness.

Expertise Indicator

According to research by Kim et al 2018 in Felicya Antonia Tandayong, (2022), there are four indicators of expertise, namely: (a) Expert, refers to an influencer who has particular skills and expertise in promoting a product. Influencers are good at explaining the products they promote. (b) Influencers who are experienced and experienced in product endorsement and promotion. (c) Well informed, the influencer has sufficient knowledge of the product he is going to promote. (d) Qualified, influencers are qualified to promote a product. Influencers have met the requirements needed by an influencer to promote a product.

Brand Image

Brand is one of the most important factors in marketing strategy, especially for manufacturers. According IBN Udayana, (2015) brand or trademark is a differentiator between a product and other products. In the opinion of Cholifah et al., (2016) brand image is a set of brand associations based on various interests developed by consumers at any time. Brands can take the form of ideas, each of which has a personality. According to the opinion of I. Udayana et al., (2020) if the brand is strong and has been imprinted in the hearts of customers, it is very difficult for customers to switch to competing products. Basically, consumers choose brands based on their image, if consumers have no experience with a product, consumers tend to have a favorite brand or a well-known brand (Schiffman and Wisenblit, 2019). Brand image can be measured by several indicators according to Suri, (2011) namely as follows: (a) Product attributes are matters relating

to the brand itself, such as packaging, taste, price and others. (b) Consumer Benefits (Consumer Benefits), are the uses of the brand's product. (c) Brand personality, is an association regarding the personality of a brand if the brand is human.

Development of Research Hypotheses

The Effect of Attractiveness on Brand Image

According to the opinion of Annisa & Yusran, (2022) attractiveness is one of the factors that influence brand image. According to the servant 2020 in Isana, (2021) claim that choosing an influencer for a business is important for each party, it is because an influencer and a brand image influence each other, so an influencer must maintain their integrity and credibility so that the product promoted has a positive perception in the eyes and minds of consumers. According to research Danang Kusnanto, Asep Maulana, (2019) shows that there is a strong relationship between Attractiveness and brand image.

The Effect of Expertise on Brand Image

Each influencer has expertise, uniqueness and characteristics that can differentiate the delivery of products from someone without expertise, so the influencer's expertise in delivering information on products therefore becomes more important. According to research Dwi & Ponirine, (2020) shows that there is an effect of expertise on brand image. The research results show that the Expertise variable has a significant effect on brand image.

Effect of Brand Image on Purchase Intention

According Peronika et al., (2020) branding is a name, term, sign, symbol, design, or combination thereof, that identifies the goods or services of a vendor or group of vendors and differentiate them from competitors' products. Brand image is one of the guidelines for consumers in decision-making, in this way, it can promote consumers' buying interest in a product. According to research Haitao, (2022) shows that brand image has a simultaneous effect on consumers' buying interest in Scarlett products. Also supported by research by Peronika et al., (2020) the results of the study show that there is a positive and significant effect of the Brand Image variable on purchase intention.

The Effect of Attractiveness on Purchase Intention

According to the opinion of Anindita, (2022) attractiveness is an aspect that must belong to an influencer, since it is a determining factor in the success or failure of the persuasive communication carried out by a company that has a mark with its audience. Also supported by research by AlFarraj et al., (2021) the results of the study show that Attractiveness has a positive and significant effect on Purchase Intention.

Effect of Expertise on Purchase Intention

In the opinion of Ohanian 2008 in Dwi & Ponirine, (2020) the expertise of an influencer affects the level of consumer confidence in the product, so it is an important factor to increase the efficiency of the process of transmitting marketing messages from producers (companies) to consumers by the intermediary of supporters as mediators. According to research Hussain and Ali, (2021) expertise influencers have significant and positive impact on followers' intent to purchase the product recommended by social media influencers. Also supported by research by Jamil and Hassan, (2014) search results show skill influencer has a positive and significant influence on purchase intention.

Research Hypothesis and Research Framework

Based on the above description, it can be concluded that the research hypothesis and research framework (Figure 1) are as follows:

H1: Attractiveness has a positive and significant effect on brand image

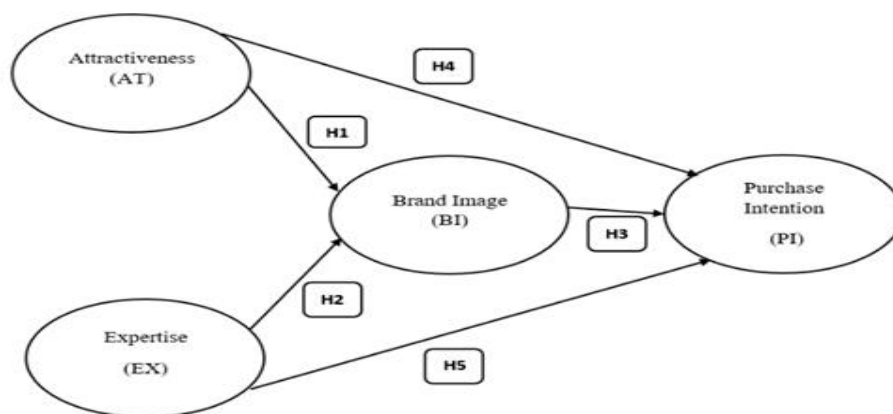
H2: Expertise has a positive and significant effect on brand image

H3: Brand image has a positive and significant effect on purchase intention

H4: Attractiveness has a positive and significant effect on purchase intention

H5: Expertise has a significant positive effect on purchase intention

Research Framework



Picture 1. *Research framework*

Source: Wiedmann & von Mettenheim, (2020)

METHOD

The method used in this study is a quantitative research method. The definition of quantitative research according to Sujarweni's opinion, (2014) which is a process for finding knowledge using data in the form of numbers as a tool for analysis. This study aims to examine and measure the effect of the Attractiveness and Expertise influencers on Purchase Intention via Brand Image. The population of this study is made up of all social media users who often see

mentions of the Scarlett Whitening brand made by influencers on social media. The sampling technique in this study used a non-probability sampling method with a purposive sampling technique. The data used in this study were primary data. The method of data collection in this study was carried out by distributing questionnaires to respondents via Google form containing questions or appropriate to the research topic. Of a total of 100 respondents in this study, most were between the ages of 20 and 40 with a total of 82 respondents, followed by an age range of 15 to 19 with a total of 18. There were 73 female respondents and 27 male respondents. . From these data, it can be concluded that the majority of women between the ages of 20 and 40 see impressions of influencer recommendations on social media. The measurement of each variable in this study was adapted from the construction of the questionnaire which was adapted from these data, it can be concluded that the majority of women between the ages of 20 and 40 see impressions of influencer recommendations on social networks (Monicca, 2021; Permadani, 2022).

RESULTS & DISCUSSION

RESULT

Table 1. Results of validity and reliability tests

variables	Question	count	r-table	Information	Coefficient from Cronbach Alpha	Information
Attraction	I find scarlett influencers very attractive	0.601	0.1654	Valid	0.73	reliable
	I find influencer Scarlett very physically attractive	0.586	0.1654	Valid		
	I consider the scarlett influencer to be very stylish	0.571	0.1654	Valid		
	I'd like to have a friendly chat with influencer scarlett	0.663	0.1654	Valid		
Skill	I feel like influencer Scarlett knows a lot about her field	0.503	0.1654	Valid	0.706	reliable
	I think scarlett influencers are good at asking questions or opinions about good things	0.637	0.1654	Valid		
	I consider scarlett influencers to be experts in their field	0.711	0.1654	Valid		
	I consider scarlett influencers to be experienced enough to form an opinion in their field.	0.812	0.1654	Valid		
	I feel like influencer scarlett has the ability to recommend a product	0.63	0.1654	Valid		
Brand image	Scarlett is a brand that lives up to my expectations	0.186	0.1654	Valid	.736	reliable

	Scarlett is a brand that has never let me down	0.428	0.1654	Valid		
	I believe the Scarlett brand can solve my skin problems	0.222	0.1654	Valid		
	I believe that the Scarlett brand can meet the needs of my skin	0.382	0.1654	Valid		
	I feel confident in the Scarlett brand	0.484	0.1654	Valid		
	I believe Scarlett products can guarantee my satisfaction	0.687	0.1654	Valid		
purchase intention	I'm ready to find more information about Scarlett products	0.577	0.1654	Valid	.836	reliable
	I intend to purchase Scarlett products	0.588	0.1654	Valid		
	I will recommend Scarlett products to others like family and/or friends	0.346	0.1654	Valid		
	I am scarlett product development	0.605	0.1654	Valid		
	I'm more interested in Secarlett products that are endorsed by influencers than other types of products	0.436	0.1654	Valid		
	I request scarlett products from people who have used them	0.798	0.1654	Valid		

Source: Processing Data (2023)

The results of the validity test are in Table 1 all the questions in this study are declared valid because $r\text{-count} > r\text{-table}$. The results of the reliability test showed that all the variables of the study had a Cronbach's Alpha coefficient > 0.60 , so it was possible to conclude that all the variables of this study were declared reliable.

Normality Test Results

Table 2. Normality test results from equation 1
One-Sample Kolmogorov-Smirnov Test

		Unstandardized residues
NOT		100
Normal parameters, b	Means	,0000000
	std. DETOUR	2.60543447
Most extreme differences	absolute	.080
	Positive	.050
	Negative	-.080
Test statistics		.080
asymptomatic sig. (with 2 tails)		,113c

A. The distribution of the tests is normal.

b. Calculated from data.

Source: Processing Data (2023)

Table 3. Equation 2 Normality test results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized residues
NOT		100
Normal parameters, b	Means	,0000000
	std. DETOUR	2.88359801
Most extreme differences	absolute	.087
	Positive	.058
	Negative	-.087
Test statistics		.087
asymptomatic sig. (with 2 tails)		.061c

A. The distribution of the tests is normal.

b. Calculated from data.

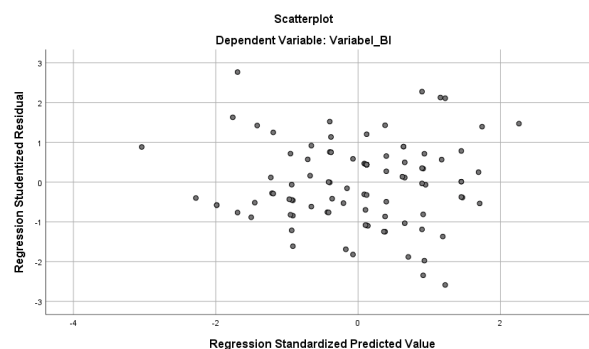
Source: Processing Data (2023)

From Table 2 and Table 3 above, the Kolmogorov-Smirnov value shows a value of 113 in model 1 and 061 for model 2. Thus, these results indicate that the value of Asymp. Sig. (two-sided) is greater than the value of α by 5% (0.05), so it can be concluded that the results of the normality test indicate that all residual values of the variables used in this study are normally distributed and possible to be used as test objects.

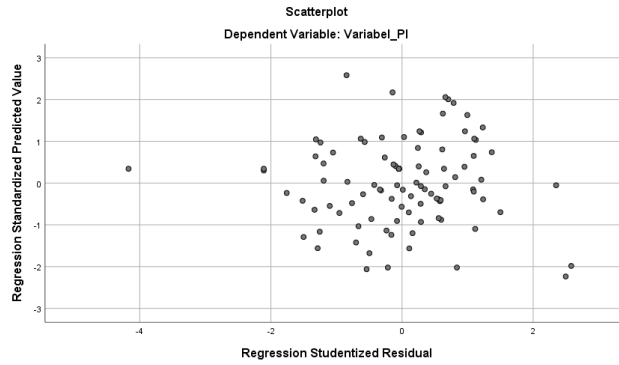
Multicollinearity Test Results

The results of the multicollinearity tests show that all tolerance values are > 0.10 or $VIF < 10$, so we can conclude that there is no multicollinearity in the test of equation 1 and equation 2

Heteroscedasticity Test



Picture 1. Results of the Heteroscedasticity Test 1

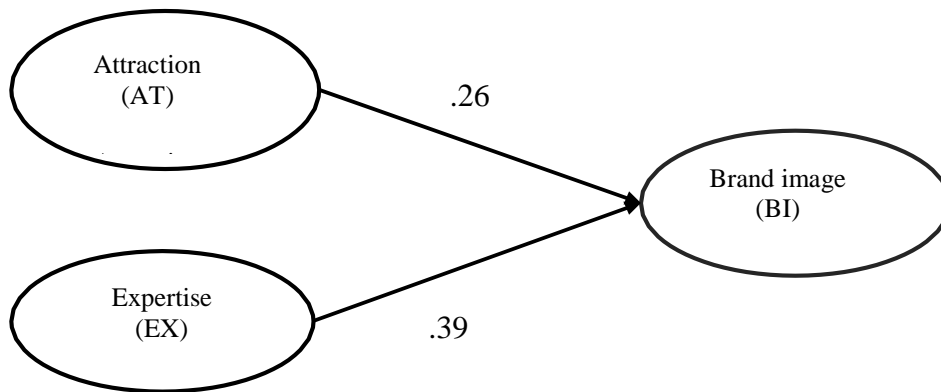


Picture 2. Heteroscedasticity Test Results 2

The results show that the points spread above and below the number 0 on the Y axis without forming a certain pattern, so there is no heteroscedasticity.

Multiple Linear Regression Test Results

Regression Model 1



Picture 3. Regression Model 1

Table 4. Linear Regression Test Results 1

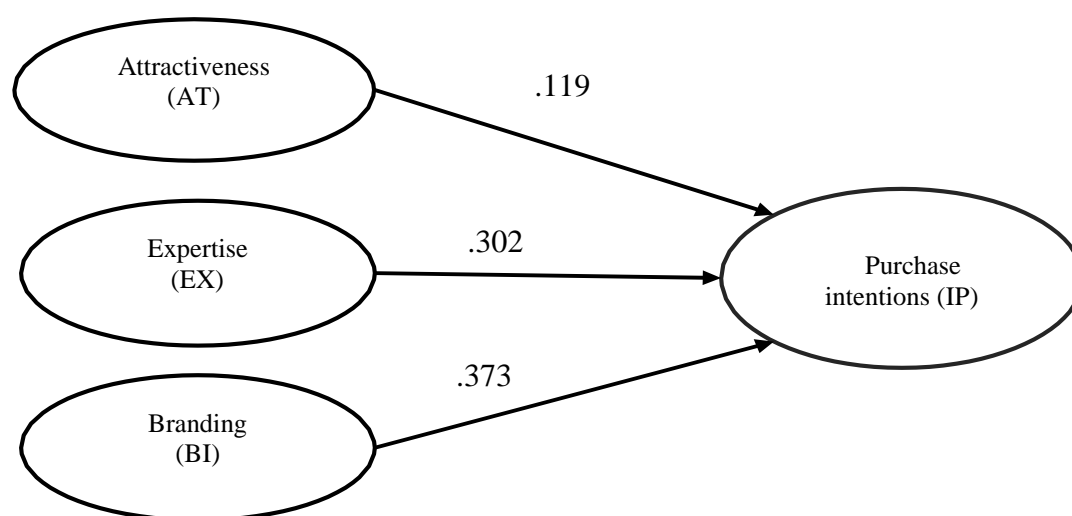
Coefficients^a

Model	Unnormalized coefficients		Normalized coefficients	you	sig.
	B	std. Error	Betas		
1 (Constant)	7,527	2,651		2,839	.006
Attraction	.441	.149	.264	2,960	.004
Skill	.414	.095	.391	4,379	.000

A. Dependent variable: brand image

Source: Processing Data (2023)

The results show that the significant value of the two independent variables Attractiveness (X1) is 0.004 and the Expertise variable (X2) is 0.000 which is less than $\alpha = 5\%$ or 0.05, so we can conclude that the model of regression 1, namely the Attractiveness and Expertise variables have a significant effect on Brand Image.



Picture 4. Path Array 2

Table 5. Linear Regression Test Results 2

		Unnormalized coefficients		Normalized coefficients		
Model		B	std. Error	Betas	you	sig.
1	(Constant)	1,681	3,069		.548	.585
	Attraction	.240	, 173	.119	1,388	, 168
	Skill	.387	.115	.302	3,368	.001
	Brand image	.453	, 113	.373	4,009	.000

A. Dependent variable: Purchase intention

Source: Processing Data (2023)

The results of the linear regression model 2 the significant value of the independent variable Attractiveness (X1) is 0.168 then the significant value of the Expertise variable (X2) is 0.001 and the Brand image variable (Z) is 0.000 less than $\alpha = 5\%$, it can be concluded that the Attractiveness variable does not have a positive and significant effect on Purchase Intention, while Expertise and Brand Image have a significant effect on Purchase intention.

Hypothesis Test Results

The Attractiveness variable has a t-count of 2.960 with a significance of 0.004 < 0.05 or α (5%) so that there is a positive and significant influence of the Attractiveness variable on brand image. The Expertise variable has a t-count of 4.379 with a significance of 0.000 < 0.05 or α (5%) so that there is a positive and significant effect of the Expertise variable on brand image. The Brand Image variable has a t-count of 4.009 with a significance of 0.000 < 0.05 or α (5%) so that there is a positive and significant influence of the Brand Image variable on purchase intention. The

Attractiveness variable has a t-count of 1.388 with a significance of $0.168 > 0.05$ or α (5%) so that there is no significant effect of the Attractiveness variable on purchase intention.

Simultaneous Test Results

The test results obtained an F-count of 18.215 and a probability of 0.000 because sig F-count $< 5\%$ ($0.000 < 0.05$), it can be concluded that attractiveness and expertise together influence the image of brand, and obtained an F-count of 20.692 and a probability of 0.000 because sig F-count $< 5\%$ ($0.000 < 0.05$). Thus, it can be concluded that attractiveness, expertise and brand image together influence the purchase intention.

Coefficient of Determination Test (R²)

The results of determining the coefficient for path 1 obtained an R-squared value of 0.258, this means that 26% of the brand image variable is influenced by attractiveness and expertise, while the remaining 74% is provided by other variables not used in this study. The results of the coefficient of determination for path 2 obtained an R-squared value of 0.377, this means that 38% of the Purchase intention variable is influenced by Attractiveness, Expertise and Brand image while the remaining 62% are contributed by other variables not used in this study.

Test Sobel Test Online

The results are obtained in the intermediate test of the attractiveness influencer on purchase intention via brand image as an intermediate variable, from the calculation of the Sobel test, the one-sided probability value is $0.00863073 < 0.5$, and the expertise influence variable obtained a unilateral probability value of $0.00818189 < 0.5$ with a significance level of 5%. We can conclude that the Brand Image is able to mediate the Attractiveness and Expertise influencers on Purchase Intention with a partial mediating effect.

DISCUSSION

The results of the hypothesis test analysis show that the Attractiveness Influencer variable has a significant positive effect on brand image. This can be observed from the regression results with a sig value of $0.004 < 0.05$. This value indicates that the hypothesis is accepted. The influence variable of expertise has a significant positive effect on brand image. This is evident from the regression results with a sig value of $0.000 < 0.05$. This value indicates that the hypothesis is accepted. The Brand Image variable has a significant positive effect on purchase intention. This is seen from the regression results with a sig value of $0.000 < 0.05$. This value indicates that the hypothesis is accepted. The attractiveness influence variable has no significant effect on purchase intention. It appears from the regression results with a sig value of $0.168 > 0.05$, this value indicates that the hypothesis is rejected. The Influencer Expertise variable has a significant positive effect on Purchase Intention. This is seen from the regression results with a sig value of $0.001 > 0.05$. This value indicates that the hypothesis is not accepted. The results obtained in the tests

Intervening Attractiveness and Expertise Influencing purchase intention via brand image as an intermediate variable, from calculations using the online Sobel test, the variable Attractiveness obtains a probability value unilateral of 0.00863073 and the Expertise variable 0.00818189 with a significant level of 5%, we can therefore conclude that Brand Image is able to mediate Attractiveness and Expertise towards Purchase Intention with a partial mediating effect.

CONCLUSION

The purpose of doing this research is to examine the relationship between the influence of characteristics that consumers possess on influencers, namely attractiveness, expertise, brand image on purchase intentions in influence marketing on social networks. Based on the results of data analysis of research conducted on consumers of Scarlett whitening products in Yogyakarta, it can be concluded that the attractiveness of influencers has a positive and significant effect on brand image, while attractiveness has no significant effect on purchase intention. The expertise influencer has a positive and significant effect on brand image and purchase intention.

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