The Influence of Social Media Influencers on Purchase Intentions Mediated by Affinity, Brand Image, Loyalty, and Trust Among Tiktok Users

Pahmi Ahmad Faruk, Dedi Iskamto,
Telkom University, Indonesia.

ARTICLE INFO

Research Paper

ABSTRACT

This study examines the influence of social media influencers on purchase intention for Erigo products, considering the mediating role of affinity, brand image, trust, and loyalty. Data were obtained from 280 respondents of TikTok users in Indonesia through a digital survey, and analysed using Smart PLS 4.0. The results show that homophily, social presence, and physical attractiveness of influencers significantly influence purchase intention. Affinity, brand image, trust, and loyalty act as partial mediators that strengthen the relationship between these variables. Homophily or similarity between the influencer and the audience increases Affinity and Trust, while social presence creates a strong emotional connection. In addition, the physical attractiveness of the influencer strengthens the appeal of the marketing message. This study highlights the importance of the emotional connection between consumers and influencers (affinity) in shaping purchase behaviour. Companies are advised to select influencers that match the brand's values and target market, as well as focus on building Trust, creating a strong social presence, and increasing customer Loyalty.TikTok, with rapid user growth, is becoming a strategic platform for influencer-based marketing. Its interactive characteristics allow brands like Erigo to effectively reach a wider audience. This research contributes to the digital marketing literature by uncovering TikTok's unique dynamics in influencer marketing strategies, particularly in the Indonesian fashion industry.

1. INTRODUCTION

The rapid development of technology and social media has changed the way people move, communicate, and practice business. Social media is now a tool that facilitates global interaction and enables more efficient communication. Various social media platforms such as Facebook, YouTube, Instagram, TikTok, and Twitter have emerged and dominate everyday life. With the growing popularity of social media, the majority of internet users use it to interact, socialise and share information with others around the world. As the number of social media user's increases, companies are beginning to realise the huge potential leverage these platforms as effective business channels (Alalwan, 2018). One platform that is now prominent in digital marketing is TikTok. The platform has attracted huge attention from consumers and marketers alike, with over 1 billion monthly active users worldwide. TikTok is considered the most entertaining platform by 80% of its users, and 47% of user's report feeling compelled to buy products, especially fashion products, after viewing content on TikTok (Kompas, 2021). TikTok has also had a major influence on unplanned purchase decisions, with 67% of its users admitting to being inspired to buy items they had not originally planned to.

Fashion products dominate e-commerce sales in Indonesia, driven by the presence of local fashion brands that utilise digital platforms for marketing. As many as 58% of fashion product purchases are made through e-commerce, while 29% are made through physical stores. One local fashion brand that has successfully utilised social media is Erigo.

With a street style and traveller theme, Erigo has become one of the most popular local fashion brands in Indonesia. Apart from Erigo, other brands such as 3 Second, Hijup, and Roughneck 1991 also contribute in advancing the local fashion industry (Goodstats, 2023).

This study aims to examine how social media influencers affect consumer purchase intention Erigo products among TikTok users in Indonesia. In addition, this study also explores the mediating role of Affinity, Brand Image, Trust, and Loyalty in the relationship.Mishra, A., & Samu, S. (2021) shows that TikTok has significant penetration among Indonesian consumers, particularly among the productive age group, a primary target for many fashion brands. However, the effectiveness of influencer marketing on TikTok, particularly in the context of the Indonesian fashion industry, remains incompletely understood. Several factors, such as homophily, influencer social presence, and physical attractiveness, have been identified as critical elements in the success of influencer campaigns (Lee & Kim, 2021). Furthermore, the mediating role of trust and loyalty in influencing consumer purchase intention has also received attention in recent digital marketing literature (Wang et al., 2023). Social media influencers (SMI) have been shown to have a significant impact on consumer perceptions and purchasing behavior (Chen et al., 2021). In the context of TikTok, where short-form, creative content dominates, understanding how SMI operates becomes increasingly important for brands seeking to leverage this platform effectively. This study focuses on exploring the influence of influencer marketing on TikTok on purchase intention for ERIGO fashion products in Indonesia. TikTok, as a social media platform, has become a crucial marketing tool, particularly among young Indonesians, offering innovative ways for brands to connect with audiences. These factors raise the question of how influencer characteristics can build greater affinity with consumers. Homophily, the similarity between consumers and influencers, is of interest because it creates an emotional connection that may increase consumer purchase intention (McPherson et al., 2001).

Furthermore, influencers' social presence on TikTok, such as direct interaction with followers and prominent physical attractiveness, are considered important aspects that can influence consumer perceptions of advertised products (Wang et al., 2021). The mediating role of consumer affinity, trust, and loyalty is considered a possible variable linking influencer characteristics with purchase intention. Consumer affinity, or attraction to an influencer, reflects the extent to which they feel emotionally connected to the influencer, which can influence trust in the promoted product. Consumer loyalty is also thought to increase with increased trust, which can ultimately drive more consistent purchasing decisions (Thomson, 2006; Lou & Yuan, 2019). This study also questions the effectiveness of Social Media Influencer (SMI) marketing activities by ERIGO in increasing product visibility on the TikTok platform. Social Media Influencer (SMI) factors include homophily, influencer physical attractiveness, influencer social presence, and brand image, which influence consumer trust and loyalty, thus increasing purchase intention. This study aims to fill this gap in the literature with a specific focus on the Indonesian fashion industry and the use of TikTok as a marketing platform. By analyzing the case of ERIGO Indonesia, this study is expected to provide valuable insights into the unique dynamics of influencer marketing on TikTok and the factors influencing its success (Ketter, E., & Avraham, E. (2021).

2. LITERATURE REVIEW

2.1. Social Media Influencer Theory (SMI Theory)

Social Media Influencer Theory is a theoretical framework that explains how individuals with a significant number of followers on social media platforms can influence the opinions, attitudes and behaviours of their followers through the content they share. The theory was first developed by Freberg et al. (2011) to understand the relationship dynamics between influencers and their followers in the digital age. Subsequent research by Lou & Yuan (2019) expanded the understanding of how social media influencers can influence consumer purchase intentions through various psychological and social mechanisms.

2.2. Affinity

In influencer marketing, the interaction between influencers and their followers' forms *Affinity* or *Attachment* which is defined as an emotional connection to create a sense of security. This bond serves to encourage closeness, increase intimacy, commitment, satisfaction, and relationship stability (Aditi, 2024). In the context of marketing, attachment theory explains that interactions influence followers' thoughts and emotions, strengthening their commitment to the relationship (Zahara et al., 2023). Three key influencer attributes play an important role in building this

2.3. Influencer

Influencer comes from the word "influence," which means to influence. According to Hariyanti and Wirapraja (2018) in Maulana et al. (2021), influencers are individuals on social media with many followers who can influence their behaviour. Evelina and Fitrie (2018) in Maulana et al. (2020) added that influencers have the ability to change the behaviour and views of others. Influencers are individuals with a large following on influential social media, such

as YouTubers, bloggers, and celebgrams (SociaBuzz, 2017).

2.4. SMI

While Social Media Influencers (SMIs) have great potential in influencing audience opinions and behaviours, several inhibiting factors still exist. The main challenges faced by influencers include low credibility, market saturation, and changes in social media algorithms that limit the organic reach of their content (Freberg et al., 2011). In addition, factors such as strict regulations on paid advertising and changing audience preferences are also obstacles in maintaining influencers' effectiveness in digital marketing strategies (Lou & Yuan, 2019). Therefore, efforts to increase content authenticity and build audience trust are key to maintaining the relevance and effectiveness of SMI in the digital era.

2.5. Homophily

Homophily Theory, first developed by Lazarsfeld & Merton (1954), explains a fundamental phenomenon in social relationships where individuals tend to connect with others with whom they have something in common. McPherson et al. (2001) extended this theory in a digital context, showing how the homophily principle remains relevant and even increasingly important in online interactions. Lina, Y et al. (2022) underline that homophily is a key factor in understanding the relationship dynamics between influencers and their followers on social media. According to Sokolova & Kefi, (2020) the similarity between individuals when interacting in a way of behaving is the notion of Attitude homophily.

2.6. Influencer Social Presence

Social presence theory explains how this social context affects social media users. This perspective assumes that the mechanical characteristics of online media are inherent to *social presence*. More online media convey communication cues that are considered warm, interactive, sensitive, and personal (Yoo & Alavi, 2001). High *social presence* is usually found in direct communication or face-to-face communication while low *social presence* is often found in indirect communication such as communication using *email* (Zhang et al., 2022).

2.7. Influencer Physical Attractiveness

Attractiveness refers to how much attractiveness a person has (H.A et al., 2019). One of the most important aspects of *attractiveness* is *physical attractiveness*, which assesses the extent to which a person's physical appearance is considered attractive. *Physical attractiveness*, which has an important role because since ancient times, physical appearance is often the first impression that influences one's opinion of others (Sakib et al., 2020). Individuals with an attractive physical appearance tend to receive positive judgements from others, so the messages they convey are also seen as positive (Wiedmann & Mettenheim, 2020).

2.8. Brand Image

Brand Image is the perception that consumers have about a brand, which is formed by associations with the brand or the overall impression it leaves. Brand Image greatly influences how consumers evaluate a product. When consumers do not have a clear preference for a product, they often use the brand name to judge its quality. The dimensions within brand image consist of favorability, strength and uniqueness. Favorability, it pertains to whether the brand is more advantageous compared to competitors, which is likely to influence consumer consumption behavior (Faula et al., 2024). A positive Brand Image, including its reputation on a broader scale, can increase the way consumers perceive the value and satisfaction they get from the product. (Shen et.al 2022).

2.9. Purchase Intention

Purchase intention reflects behavior that shows the extent to which a person has a desire to try and planned efforts to purchase a product or service. This behavior also reflects preferences that are held, both consciously and unconsciously (Loet al., 2020). Patel et al. (2020) Anxiety shows a negative and significant relationship with online purchase intention for female consumers than for male consumers (Dewi et al., 2020). Understanding consumer purchase intention is important for predicting shopping behavior and helping business actors increase sales. Purchase intention can be influenced by various characteristics of an influencer who markets a product, such as attractiveness, credibility, similarity (homophily), and influencer social presence (Aditi Rajput, 2024). In addition, other factors that can increase purchase intention include envy towards influencers (Jin & Ryu, 2020), influencer popularity (Ladhari et al., 2020), and The information adoption model has been proven to support the hypothesis, but other factors such as product quality, brand equity, and marketing mix can be studied in the future to better understand the purchase intention of local brands on TikTok. (Indrawati et al., 2023).

2.11. Hypothesis Development

2.11.1. Homophily, Influencer Social Presence, Influencer Physical Attractiveness
Positive influence factor. Followers of social media influencers (SMI) form connections when they see their lifestyle and personality reflected in the content (Lim & Rasul, 2022). Negative influence factors Reliance on homophily may limit an influencer's appeal to a wider audience, reducing the effectiveness of marketing strategies (Shen et al., 2022).

Influencers show a positive relationship between influencer social presence and influencer attraction, which is in line with Social Identity Theory and Attachment Theory. However, the concept of emotional resonance adds a unique dimension. An influencer's social presence can evoke emotions in followers, intensifying the bond formed (Mishra & Samu, 2021). Too much exposure can lead to consumer saturation, ultimately reducing the influencer's effectiveness (Campbell & Farrell, 2020). Social identity theory suggests that people are naturally attracted to those with similar characteristics, which can be seen in physical attractiveness (Nguyen et al., 2020). Physical attractiveness in social media is important in creating connections to Affinity. This connection increases Loyalty and Trust, mimicking the consumer-brand relationship. As followers get closer to influencers, they are more likely to maintain the relationship and find their content more trustworthy. This is in line with the findings of (Casaló et al., 2020).

H1: Influencer Homoplily has a positive effect on Affinity
H2: Influencer's Social Presence has a positive effect on Affinity
H3: Physical attractiveness has a positive effect on Affinity

2.11.2. Affinity
The influencer's social presence, which includes friendliness and relatedness, is positively correlated with the influencer's interest in online interactions. This is in line with social identity and attachment theory, which fosters influencer trust and behaviour (Kozinets et al., 2021). However, it will have a negative effect if. Excessive affinity without rational basis may lead to unrealistic expectations, undermining Trust if the product fails to meet expectations (Kay et al., 2022). Influencer marketing is a dynamic field that involves a multifaceted approach to loyalty. It goes beyond traditional repeat purchase behaviour, encompassing engagement, advocacy, and ongoing commitment. Followers who form a deep sense of belonging and emotional attachment within a virtual community tend to exhibit lasting Loyalty (Sánchez-Fernández & Jiménez- Castillo, 2021). Attachment will have a negative effect, however, if. Emotional loyalty without rational evaluation can make consumers more vulnerable to disappointment (Chaudhuri & Holbrook, 2020).
H4 : Affinity has a positive effect on Trust
H5 : Affinity has a positive effect on Loyalty.

2.11.3. Trust, Loyalty, Affinity to Purchase Intention
Trust is defined as the confidence of certain parties in carrying out transactions with other parties based on a belief that the individual they trust can fulfil expectations in line with their responsibilities (Fhonna & Utami, 2019). Trust is an aspect that has an impact on the decisions that consumers will make when shopping online, because in making transactions there is a chance of risk that consumers are likely to understand. Trust in influencers significantly affects consumer Purchase Intention, supported by attachment theory and social identity theory. Social identity theory states that individuals form positive associations with individuals or groups they perceive as similar or desirable (Kim & Kim, 2021). Trust will have a negative effect. If trust is violated, the impact can lead to a permanent loss of consumer loyalty (Tjiptono & Gregorius, 2016).
H6 : Trust has a positive effect on Purchase Intention

Dedication to influencers results in higher Trust towards their recommendations and Purchase Intention (Lou & Yuan, 2019). According to attachment theory, emotional attachment to influencers provides comfort, support and guidance, which encourages dedication. This commitment is based on the influencer's expertise and judgement, which results in favourable Purchase Intention. However, Loyalty enforced through temporary incentives may result in unsustainable purchase behaviour (Oliver, 2015).
H7 : Loyalty has a positive effect on Purchase Intention

Influencers have a positive impact on purchase intentions. Strong attachment encourages Trust in their recommendations, which in turn increases Loyalty and openness to product endorsement (Turner & Oakes, 1986).
H8 : Affinity has a positive effect on Purchase Intention.

2.11.4. Mediator
Customers' Trust level plays an important role as a mediator between Affinity and Purchase Intention. This attribute, known as 'attachment or Affinity towards influencers (A),' encompasses the admiration and positive regard followers have for these digital personalities (Jun & Yi, 2020), customers tend to trust the brand more easily, which further influeces their decision to purchase. Trust is what then drives Purchase Intention, because customers feel confident in the value and benefits they get from the products offered. According to community identity

theory and connection theory (Hein, 2022), Trust is an important component in the relationship between liking and purchase intention.

Consumer loyalty as a mediator can be measured through repeat purchases and recommendations made by loyal customers. Understanding customer behaviour and purchase intentions requires an understanding of loyalty. According to collective identity theory, individuals have a strong attachment to organisations or trademarks that match their self-concept and collective identity (Walters, 2020). Love for a trademark drives loyalty, which moderates its impact on purchase intention. Bonding theory emphasises emotional connection and trust, which deepens these bonds and influences purchase decisions.

Loyalty that is not supported by product quality can lead to a decrease in customer satisfaction (Dick & Basu, 1994). The existence of consumer loyalty ensures that the emotional connection built by the brand with its customers can be converted into real action in the form of purchases.

H9 : Trust acts as a mediator between Affinity and Purchase Intention.
H10 : Loyalty acts as a mediator between Affinity and Purchase Intention.

Brand Image has the greatest positive effect on consumer purchase intentions, as it relates to perceived product quality (Erida & Rangkuti, 2017). Ali et al. (2013) found that Brand Image has a positive impact on consumer purchase intention, and Razy & Lajevardi (2015) also suggested that Brand Image has an influence on consumer purchase intention.

H11 : Brand Image has a positive effect on Purchase Intention

Theoretical Framework

This research framework was developed based on Social Media Influencer (SMI) which was modified to include Brand Image factors. Social Media Influencers (SMI), recognise their ability to promote their products on digital platforms (Sriram et al., 2021). Social media influencers (SMI) have become opinion leaders, who have a significant influence on their followers (Leung et al., 2022). Social Media Influencers (SMI) have been shown to have a significant impact on consumer perceptions and purchasing behaviour (Chen et al., 2021). The following is a model of
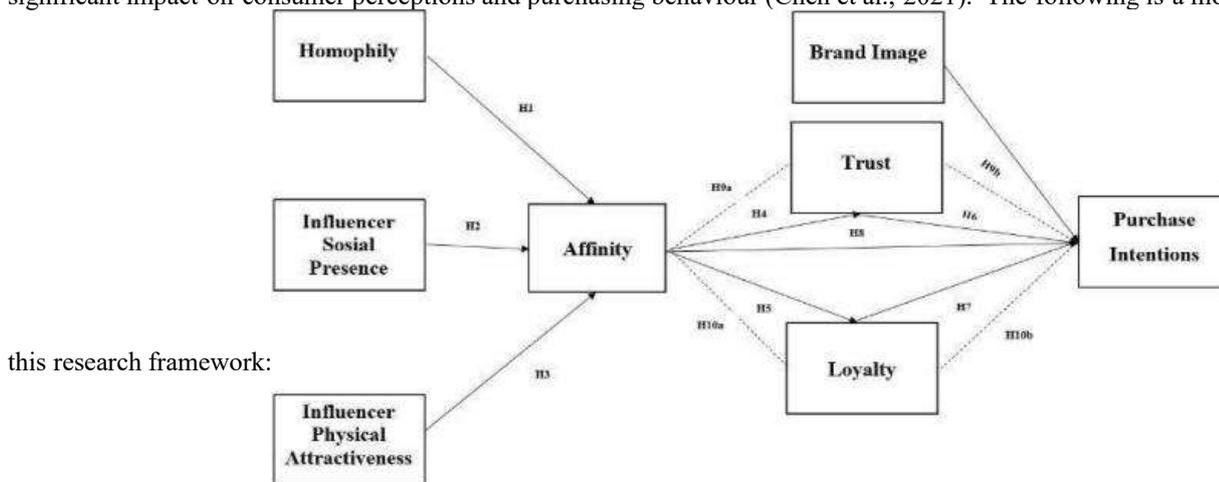
this research framework:

Figure 1. Research Framework

3. METHODOLOGY

This research adopts a descriptive quantitative approach that focuses on testing theories through measuring research variables with numbers and analysing data using statistical procedures (Creswell & Creswell, 2018). The quantitative approach was chosen because it gives researchers the ability to collect large amounts of data, objectively measure the influence between variables, and test hypotheses with a quantifiable level of trust (Sekaran & Bougie, 2016). This method is well suited to investigate the phenomenon of digital marketing and consumer behaviour in the social media era, where measurable data and rigorous statistical analysis are required to understand complex patterns and trends. The descriptive characteristics in this study aim to provide a systematic description of the facts, properties, and relationships between the phenomena under study (Cooper & Schindler, 2020). Descriptive research allows researchers to explain the characteristics of the variables under study.and analyse the relationship between these variables in a specific context (Malhotra, 2020). This approach is particularly relevant in the context of digital marketing, where an in-depth understanding of the interactions between influencers, social media platforms and consumer behaviour is crucial. This research also has an explanatory nature because it seeks to

explain the cause-and-effect relationship between the variables studied (Saunders et al., 2019). An explanatory design allows researchers to not only describe phenomena, but also explain why and how they occur (Babbie, 2020). In the context of Erigo and its use of TikTok as a marketing platform, this approach helps uncover the mechanisms underlying the effectiveness of influencer marketing and its impact on consumer Purchase Intention.

4. RESULTS

The purpose of this study was to determine and analyze the influence of social media influencers on purchase intentions by mediating affinity, brand image, loyalty, and trust in erigo products among TikTok users in Indonesia. Data collection was conducted by distributing questionnaires to all TikTok users in Indonesia, specifically those aged 18 to 35, a total of 300 people. The following is an explanation of the results of the study. The respondent profiles included age, gender, region, education, time spent on TikTok, fashion purchases on TikTok, and Erigo knowledge. The explanation is as follows: Table 4.1Frequency Distribution of Respondent Characteristics

1.   Table 1. Respondent Profile

Characteristics	Category	n=300	Percentage
Age	9-17 Years	5	1.7
	18-26 Years	36	12
	27-35 Years	236	78.7
	36-44 Years	19	6.3
	>45 Years	4	1.3
Gender	Man	262	87.3
	Woman	38	12.7
Level of education	Elementary School	233	77.7
	JUNIOR HIGH SCHOOL	24	8
	High School/Vocational School	31	10.3
	Degre	12	4
Time Use of Tiktok	<1 hour	9	3
	1-3 hours	14	4.7
	3-7 hours	22	7.3
	7-14 hours	44	14.7
	14-24 hours	211	70.3
Buy Fashion on TikTok	Once	267	89
	Never	33	11
Erigo's Knowledge	Once	264	88
	Never	36	12

2.

This study involved 300 respondents with various demographic and behavioral characteristics. The majority of respondents were in the 27–35 age range (236 people (78.7%), followed by 18–26 years old (36 people (12%). Meanwhile, the youngest respondents (9–17 years old) numbered 5 people (1.7%), and the oldest (>45 years old) only 4 people (1.3%). In terms of gender, there was a dominance of male respondents with 262 people (87.3%), while female respondents were only 38 people (12.7%). In terms of education level, most respondents only had elementary school education (233 people) (77.7%), followed by high school/vocational school (10.3%), junior high school (8%), and only 12 people (4%) had a bachelor's degree. Regarding the time spent using TikTok, the majority of respondents used this application for 14–24 hours per week, namely 211 people (70.3%). Other uses were 7–14 hours (14.7%), 3–7 hours (7.3%), 1–3 hours (4.7%), and less than 1 hour (3%). In terms of fashion purchasing behavior on TikTok, 267 respondents (89%) admitted to having purchased fashion, while 33 respondents (11%) had never done so. Regarding knowledge of the Erigo brand, the majority of respondents (264 people or 88%) stated that they had heard of Erigo, while the rest (36 people or 12%) did not know about it.

4.1. Reliability and Validity Test

the criteria used to measure reliability and validity in this section are knowing the variables of homophily, *influence social presence, influencer physical attractiveness, brand image, affinity, trust, loyalty* and *purchase intentions* to obtain an overview of these variables, the respondents' answer scores will be analysed descriptively. To be able to provide an interpretation of the respondents' responses, The validity and reliability tests carried out in the form of Convergent Validity and Composite Reliability with PLS software can be seen in table from the outer loading value for each construct

indicator of more than 0.7 which is classified as high, and the average variance extracted (AVE) value and communality value must be greater than 0.5.

***Tabel 2.** Convergent Validity and Composite Reliability*

Variable	Item	Loading Factor	AVE	Cronbach's Alpha	Composite Reliability
Afinity	A1	0.925	0.854	0.943	0.959
	A2	0.935			
	A3	0.908			
	A4	0.928			
BI	BI1	0.946	0.778	0.850	0.912
	BI2	0.739			
	BI3	0.945			
HI	H1	0.877	0.908	0.966	0.908
	H2	0.985			
	H3	0.975			
	H4	0.972			
IPA	IPA1	0.860	0.712	0.994	0.975
	IPA2	0.833			
	IPA3	0.834			
	IPA4	0.847			0.996
KSI	KS1	0.989	0.983	0.865	
	KS2	0.989			
	KS3	0.992			
	KS4	0.995			
Loyality	L1	0.958	0.841	0.904	0.940
	L2	0.931			
	L3	0.859			
Purchase	PI1	0.749	0.623	0.703	0.832
	PI2	0.765			
	PI3	0.850			
Trust	T1	0.896	0.767	0.856	0.908
	T2	0.839			
	T3	0.892			

Source: Development by authors

Based on Table 2 , it can be explained that the outer loading value for each indicator of the variable has a value >0.7, indicating that all indicators are declared to have good validity in explaining the latent variables. Meanwhile, the Average Variance Extracted (AVE) value for each latent variable exceeds the specified limit of 0.5. The Cronbach's alpha and composite reliability values for each latent variable exceed 0.7, thus the model is declared to have high reliability.

Fornell-Larcker criterion, which determines whether a construct is empirically distinct from other constructs in the model. According to Fornell and Larcker (1981), discriminant validity is confirmed when the square root of the Average Variance Extracted (AVE) for each construct is greater than its correlations with all other constructs. This approach ensures that each latent variable explains more variance in its indicators than it shares with other variables (Fornell & Larcker, 1981; Sarstedt et al., 2014).

Table 3. Discriminant validity

Constructs	1	2	3	4	5	6	7	8
Fornell-Larcker's (Fornell & Larcker, 1981)								
Affinity	0,924							
BI	0,811	0,882						
HI	0,780	0,737	0,953					
IPA	0,785	0,740	0,793	0,844				
KSI	0,777	0,724	0,801	0,767	0,991			
Loyalty	0,810	0,730	0,771	0,741	0,756	0,917		

Purchase	0,745	0,832	0,695	0,686	0,688	0,743	0,789
Trust	0,680	0,685	0,569	0,635	0,600	0,675	0,718	0,876

Heterotrait-Monotrait Ratio (HTMT)

Affinity							
. BI	0,909						
HI	0,812	0,817					
IPA	0,867	0,867	0,863				
KSI	0,801	0,784	0,815	0,820			
Loyalty	0,870	0,831	0,820	0,832	0,793		
Purchase	0,886	1,051	0,809	0,854	0,772	0,897	
Trust	0,702	0,762	0,577	0,695	0,612	0,713	0,841

Tabel 4 shows that all constructs in the model meet the Fornell-Larcker criterion, meaning that the square root of each construct's AVE is greater than its correlations with other constructs (Fornell & Larcker, 1981). For example, the maximum correlation value does not exceed the √AVE for any construct, including Purchase–BI (0.832 < 0.953) and Trust–Purchase (0.718 < 0.789). sThis demonstrates that all dimensions in the SmartPLS model possess high discriminant validity, indicating that each construct is empirically distinct from the others (Hair et al., 2019). Therefore, the model is considered appropriate for examining the emotional connection between consumers and influencers (affinity) in shaping purchasing behavior among TikTok users in Indonesia.

Furthermore, the HTMT test findings demonstrate that most construct pairs had HTMT values below the recommended threshold of 0.90, as suggested by Henseler, Ringle, and Sarstedt (2015). For instance, Affinity–Trust (0.702), KSI–Loyalty (0.793), IPA–KSI (0.815), and Loyalty–Trust (0.713) all exhibited acceptable HTMT values. However, two pairs exceeded the threshold: Affinity–BI. (0.909) and Purchase–BI (1.051), which suggests potential discriminant validity concerns between these constructs. These elevated values may indicate conceptual overlap and warrant further examination. Despite these anomalies, the overall results from both the Fornell-Larcker and HTMT assessments confirm that the measurement model possesses sufficient discriminant validity. Thus, the model is appropriate for examining the emotional connection between consumers and influencers (affinity) in shaping purchasing behavior among TikTok users in Indonesia. Through the measurement model, it will be known which indicators are dominant in the formation of latent variables. After the measurement model of each latent variable is described, the structural model is then described which will examine the effect of each *exogenous* latent variable on the *endogenous* latent *variable.*

Table 4. Comparison of Root AVE with Latent Variable Correlation

Variables	AVE	Root AVE	Correlation between Latent Variables							
			Affinity	BI	HI	IPA	KSI	Loyalty	Purchase	Trust
Affinity	0.854	0.924								
BI	0.778	0.882	0.811							
HI	0.908	0.953	0.780	0.737						
IPA	0.712	0.844	0.785	0.740	0.793					
KSI	0.983	0.991	0.777	0.724	0.801	0.767				
Loyalty	0.841	0.917	0.810	0.730	0.771	0.741	0.756			
Purchase	0.623	0.789	0.745	0.832	0.695	0.686	0.688	0.743		
Trust	0.767	0.876	0.680	0.685	0.569	0.635	0.600	0.675	0.711	0.0008

Source: Processed Researchers Using *SmartPLS* version 4.0, 2025

Verification analysis is used to test hypotheses based on the results of statistical calculations. The statistical method used to test the conceptual hypothesis is *Structural Equation Modeling* (SEM) through the *Partial Least Square* (PLS) approach.

4.2 Structural model

In *Structural Equation Modeling*, there are two types of models formed, namely the measurement model *(outer model)* and the structural model *(inner model).* The measurement model explains the proportion of variance in each manifest variable (indicator) that can be explained in latent variables. Through the measurement model, it will be known which indicators are dominant in the formation of latent variables. After the measurement model of each latent variable is described, the structural model is then described which will examine the effect of each *exogenous* latent variable on the *endogenous* latent *variable.* In this study, there are 4 independent variables namely homophily (HI), influencer social presence (KSI), influencer physical presence (IPA), and brand image (BI), mediating variables namely affinity, loyalty, and trust and the dependent variable is *purchase intention.*

R-squared measurement to measure the degree of variation in the independent variable relative to the dependent variable. A higher R-squared value (R^2) indicates a better predictive model for the research model.

Table 5. Nilai R Square

Variabel	R Square
Afinity	0.710
Loyality	0.656
Purchase	0.752
Trust	0.463

Table 5 above shows that the inner model test also uses R-square measurements, which are used to measure the level of variation in changes in the independent variable to the dependent variable. The higher the R-square value (R2) means the better the predictive model of the research model. The R-square value categories of 0.710, 0.656, 0.752, and 0.463 for the latent dependent variable in the structural model mean that the model is "good," "moderate," and "weak," respectively

4.3 Goodness of fit

In figure 2 show The Coefficient of Determination (R^2), the Standardized Root Mean Squared Residual (SRMR), and the Normed Fit Index (NFI) were used to assess the model's fit and efficacy. Latan et al. (2018) stated that any number above 0.20 is seen as ideal, while an R2 value between 0.25 and 0.50 is ideal. According to Hair et al. (2021), the threshold for significant effect sizes in path models is 0.25, and an R2 value close to 1 indicates good explanatory power. As shown in Table 5, the R^2 value of 0.925 for this study indicates a highly significant relationship between the variables. According to Hair et al. (2021) and Shmueli et al. (2019), a model is considered well-fitted if the SRMR is less than 0.08 and the NFI value is close to 1. The study's results show an SRMR value of 0.067, well below the 0.08 cutoff, and an NFI value of 0.781, which is near the ideal of 1. According to the criteria given by Latan et al. (2018), these measurements, which are listed in Table V, show that the model exhibits a respectable and trustworthy fit.
 In this section, the results of verification analysis using *Partial Least Square* (PLS) *software* will be presented. The

following will present the model that will be tested in this study:Testing the results of *structural equation modelling* with the PLS approach is done by looking at the results of the measurement model *(outer model)* and the results of the structural model *(inner model)* of the model under study.
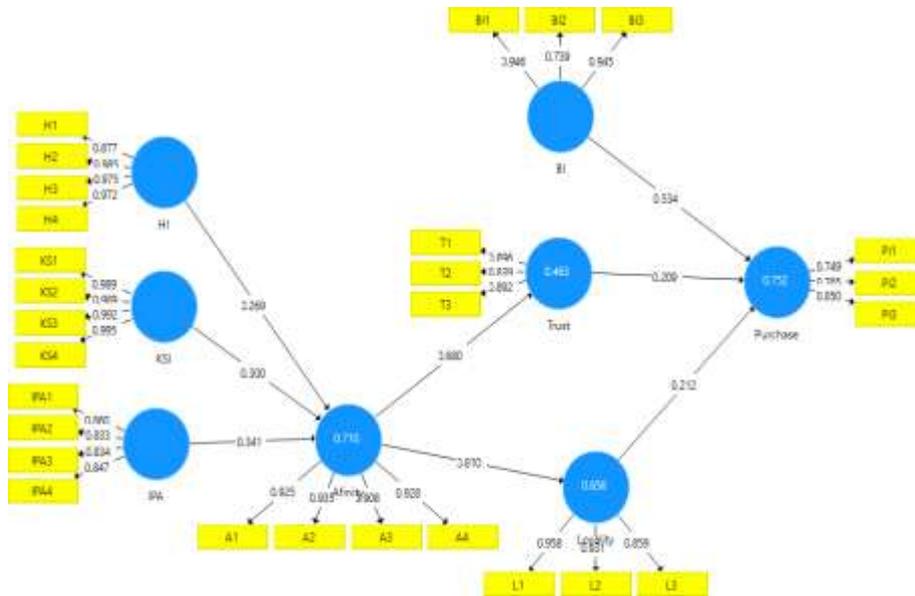

Figure 2: Structural model

4.4 Direct Effect

The requirements for testing this research hypothesis include a probability value and p-value of less than 0.05 with an alpha of 5%. If the p-value is less than 0.05, the hypothesis is accepted. Hypothesis testing in this study includes the following:

Table 6 Hypothesis testing

Variables	Sample Mean	Standard Deviation	T Statistics	P Values	Note
HI -> Affinity	0.275	0.108	2,387	0.017	Accepted
KSI -> Affinity	0.296	0.059	4,946	0.000	Accepted
Science -> Affinity	0.340	0.102	3,232	0.001	Accepted
Affinity -> Trust	0.686	0.036	18,653	0.000	Accepted
Affinity -> Loyalty	0.810	0.029	29,551	0.000	Accepted
BI -> Purchase	0.534	0.082	6,569	0.000	Accepted
Trust -> Purchase	0.203	0.084	2,471	0.014	Accepted
Loyalty -> Purchase	0.217	0.078	2,767	0.006	Accepted
Affinity -> Loyalty -> Purchase			2,829	0.005	Accepted
Affinity -> Trust -> Purchase			2,337	0.020	Accepted
HI; Homophyly, KSI; Iinfluence social presence, IPA; Iinfluencer physical attractiveness, BI: Brand image					

Results analysis in table 6 results of hypothesis testing shows that:The effect of HI on Affinity, obtained a probability value (p-value) of 0.017. The influence of KSI on Affinity, obtained a probability value (p-value) of 0.000, Affinity towards Trust, obtained a probability value (p-value) of 0.000. The Affinity variable towards Loyalty, obtained a probability value (p-value) of 0.000. IPA towards Affinity, obtained a probability value (p-value) of 0.001. BI towards Purchase Intention, obtained a probability value (p-value) of 0.000. Trust towards Purchase Intention, obtained a probability value (p-value) of 0.014. Loyalty towards Purchase Intention, obtained a probability value (p-value) of 0.006. All indirect effects P = value is below 0.05 which means it has a significant relationship. While some have a value of 0.000 which means it is very significant.

4.5 Indirect Effect (mediation)

In this study, the intervening test was conducted through bootstrapping on the research model by examining the T-statistics and P-values, or their significance levels, in the Specific Indirect Effects. This is useful for proving the ability of the mediating variable. Specific Indirect Effects is a condition where it is able to show an indirect influence with a T-statistic value > 1.97 and a P-value < the 0.05 significance level.

Table 7. Indirect Effects

Variables	Indirect Effects	T Statistics (|O/STERR|)	p-Value
Affinity -> Loyalty -> Purchase	0.172	2,829	0.005
Affinity -> Trust -> Purchase	0.142	2,337	0.020

Based on the previous table 7 is known that all direct effects have a significant relationship. The results of the specific indirect effects test in Table 4.39 produce the following results:

Trust mediates the relationship between Affinity and Purchase Intention

Affinity has an indirect effect on Purchase Intention through Trust with a p-value of 0.020. A p-value less than 0.05 indicates a significant relationship. When all direct and indirect effects are significant, trust only plays a mediating role, with a half-mediation effect. This means that the greater the sense of emotional closeness (affinity) felt by the audience toward the influencer or brand, the greater the level of trust formed. This trust then contributes to increased purchase intention.

Loyalty mediates the relationship between Affinity and Purchase Intention

Affinity has an indirect effect on Purchase Intention through Loyalty with a p-value of 0.005. A p-value smaller than 0.05 indicates a significant relationship. When all direct and indirect effects are significant, trust only has a mediating role with a half-mediation category. The higher the sense of emotional closeness (affinity) felt by the audience towards the influencer, the greater the level of loyalty formed. This strong loyalty then has a positive impact on purchasing decisions. In other words, audiences who have a strong emotional bond with an influencer or brand tend to be more loyal, and this loyalty is the main factor that drives them to make purchases.

4.6 DISCUSSION

The results of this study indicate that all direct effect relationships have significance values below 0.05, thus concluding that all research hypotheses are accepted. This finding strengthens the argument that factors such as homophyly, influencer social presence, and influencer physical attractiveness play a significant role in forming affinity.First, homophyly significantly influences affinity (p-value = 0.017). This suggests that similar characteristics between audiences and influencers can increase emotional closeness. A previous study by Chen and Yuan (2022) found that homophily can strengthen parasocial relationships between consumers and influencers, which ultimately influence attitudes toward brands.Second, influencer social presence (KSI) also significantly influences affinity (p-value = 0.000). The social presence of influencers on digital media strengthens perceptions of intimacy and closeness with audiences. This is consistent with research by Lou and Yuan (2019), which showed that social presence increases message value and credibility, ultimately building affinity. Furthermore, influencer physical attractiveness (IPA) was shown to significantly influence affinity (p-value = 0.001). This finding aligns with Ohanian (1990), who stated that physical attractiveness is a key dimension in establishing endorser credibility, thus influencing consumer perceptions.Furthermore, the study also showed that affinity has a very strong influence on trust (p-value = 0.000) and loyalty (p-value = 0.000). This finding supports the argument that emotional closeness to an influencer or brand creates trust and consumer loyalty (Chaudhuri & Holbrook, 2001). Meanwhile, in another direct effect pathway, brand image (BI) significantly influenced purchase intention (p-value = 0.000). This aligns with Keller (2013), who asserted that a strong brand image is a key determinant of consumer purchase intention. Furthermore, trust (p-value = 0.014) and loyalty (p-value = 0.006) also significantly influenced purchase intention. These findings support previous research by Chaudhuri and Holbrook (2001), which stated that trust and loyalty are important drivers of purchasing behavior.Indirect effect testing, the results showed that trust and loyalty acted as mediating variables in the relationship between affinity and purchase intention. Affinity indirectly influenced purchase intention through trust (p-value = 0.020) and through loyalty

(p-value = 0.005). However, because all direct and indirect effect paths were significant, the resulting mediation was categorized as partial or half mediation. This means that although affinity directly increases purchase intention, the presence of trust and loyalty further strengthens this effect. Thus, the results of this study reinforce the conceptual model that influencer-based marketing strategies influence consumers not only through physical attractiveness, social presence, and similar characteristics, but also through psychological mechanisms such as the formation of affinity, which then develops into trust and loyalty. These two mediating variables ultimately play a key role in increasing purchase intention. These findings offer practical implications for marketers to place greater emphasis on building emotional closeness with their audiences to create a ripple effect on consumer behavior.

4.7 Theoretical implications

The findings of this study offer significant theoretical contributions to the field of influencer marketing and consumer behavior. First, the results underscore the importance of psychological mechanisms—specifically homophily, social presence, and physical attractiveness—in influencing consumer behavior. The study reveals that homophily, the similarity between influencers and audiences, plays a crucial role in fostering emotional closeness or affinity (Chen & Yuan, 2022). This finding highlights the relevance of parasocial relationships in shaping consumer attitudes toward brands, which can be leveraged by marketers to build stronger, more personalized connections with their audiences.

Second, the study confirms the pivotal role of social presence in influencer marketing. The findings align with previous research (Lou & Yuan, 2019), which suggests that the presence of influencers on digital platforms fosters a sense of intimacy and closeness with the audience. This strengthens the perceived value and credibility of the influencer's messages, thereby enhancing affinity toward the brand. This extends the understanding of how digital platforms mediate the relationship between influencers and consumers, emphasizing the psychological connection that drives consumer behavior.In addition, the study corroborates existing theories on the significance of physical attractiveness in influencer marketing (Ohanian, 1990). The strong influence of physical attractiveness on affinity further supports the idea that visual appeal is an essential component of endorser credibility and consumer trust. These findings highlight the role of appearance-based cues in shaping perceptions and ultimately influencing consumer decisions.

Moreover, the study affirms that affinity is a powerful antecedent of trust and loyalty, which are known to drive purchase intention (Chaudhuri & Holbrook, 2001). By demonstrating that affinity indirectly influences purchase intention through trust and loyalty, the research builds on the concept that emotional bonds with influencers or brands can enhance consumer loyalty and lead to sustained brand engagement. This reinforces the idea that building emotional connections with consumers is a strategic priority for marketers aiming to foster long-term relationships.Finally, the study's insights into the partial mediation of trust and loyalty in the relationship between affinity and purchase intention contribute to the growing body of literature on consumer decision-making. The findings highlight that while emotional closeness (affinity) directly drives purchase intention, the presence of trust and loyalty significantly amplifies this effect, presenting a more nuanced understanding of the consumer behavior process.

In conclusion, the theoretical implications of this study suggest that influencer-based marketing strategies should focus not only on the characteristics of the influencer but also on cultivating psychological factors such as affinity, trust, and loyalty. These factors, in turn, drive purchase intention, offering valuable insights for both academia and marketing practitioners aiming to understand and optimize consumer behavior in the digital age.

4.8 Practical implications

The findings of this study provide several key practical implications for marketers leveraging influencer-based marketing strategies. First and foremost, brands should prioritize selecting influencers who share similar characteristics with their target audience. The concept of homophily, or similarity between influencers and consumers, has been shown to enhance emotional closeness and strengthen affinity. This insight suggests that brands can maximize their marketing effectiveness by collaborating with influencers whose values, style, or background resonate with their audience, thus fostering stronger emotional connections and a more authentic brand experience.Moreover, the study emphasizes the importance of influencer social presence in digital marketing strategies. Influencers who actively engage with their followers, create interactive content, and establish a visible presence on social media platforms can significantly increase their affinity with audiences. Marketers should therefore encourage influencers to maintain a strong, consistent presence on platforms like TikTok, where interaction and real-time communication with followers are key to building trust and loyalty. This not only enhances the influencer's credibility but also fosters deeper emotional bonds with consumers.In addition, the physical attractiveness of influencers continues to play a critical role in forming affinity and influencing consumer perceptions. While attractiveness alone should not be the sole criterion for selecting an influencer, it is clear that visually

appealing influencers can enhance the credibility and appeal of the marketing message. Marketers should therefore consider the aesthetic alignment of influencers with their brand, ensuring that the chosen influencer's appearance supports the overall brand image and messaging strategy.

The study further highlights the role of affinity in driving trust and loyalty, which are essential drivers of purchase intention. Marketers should focus on building long-term emotional connections with their audience through influencers, not just through transactional interactions but by fostering a sense of loyalty and trust. By doing so, they can encourage repeat engagement and enhance the likelihood of sustained consumer loyalty. Brands should also invest in strategies that enhance brand image, as a strong brand image significantly influences purchase intention. This can be achieved through consistent messaging, high-quality content, and the strategic use of influencers whose values align with the brand's image.Lastly, the study's findings underscore the importance of trust and loyalty as mediators in the relationship between affinity and purchase intention. Marketers should not only focus on creating initial emotional connections but also work to nurture trust and loyalty through continuous engagement and customer satisfaction initiatives. This could include offering personalized content, rewards, or loyalty programs that further reinforce the relationship between consumers and the brand.In summary, this study provides practical insights for marketers to refine their influencer marketing strategies by focusing on creating emotional connections, ensuring influencer alignment with the audience, maintaining a strong social presence, and fostering trust and loyalty to ultimately enhance purchase intention. These strategies will help brands create a ripple effect in consumer behavior, leading to more effective and impactful influencer-driven marketing campaigns.

5. Conclusion

The results of the study show that homophyly has a significant effect on affinity, as does the presence of social influencers, which has been shown to strengthen the audience's closeness to the brand. This finding aligns with the study by Chen & Yuan (2022), which emphasized that similar characteristics between consumers and public figures increase emotional attachment to the brand. Furthermore, affinity has been shown to significantly influence trust and loyalty. This is reinforced by the study by Lou & Yuan (2019), which found that a sense of closeness with influencers directly increases consumer trust and loyalty to the promoted product. Furthermore, influencer physical attractiveness (IPA) also significantly influences affinity. These results are consistent with the study by Ohanian (1990), which states that the physical attractiveness of endorsers plays a crucial role in building consumers' psychological attraction to a brand. On the other hand, brand image (BI) has been shown to significantly increase purchase intention, in line with the findings of Keller (2013), which emphasizes that a strong brand image will increase consumers' tendency to make a purchase. Furthermore, trust and loyalty also have a significant influence on purchase intention. This supports the findings of Chaudhuri & Holbrook (2001), which state that trust and loyalty are key factors in driving consumer repeat purchase intention. Interestingly, all indirect effects in this model also showed significant results, some even with a p-value of 0.000, indicating a very high level of significance. Thus, these results strengthen the argument that the combination of influencer attractiveness, similarity of characteristics (homophyly), and the strength of brand image plays a crucial role in forming consumer affinity, trust, and loyalty, which ultimately drives purchase intention. These findings not only support previous research but also provide practical implications that the right influencer-based marketing strategy can create a positive chain effect on consumer behavior in the digital era.

5.1 Limitations and future directions

The study has several limitations. First, the sample was limited to 280 TikTok users in Indonesia, which restricts the generalizability to other platforms or regions. Second, the cross-sectional design of the study only captures data at one point in time, limiting the ability to draw conclusions about long-term effects. Third, the research did not consider other influencer traits such as expertise or authenticity, which may also influence consumer perceptions. Additionally, the study focused on purchase intention rather than actual purchase behavior, which may differ. Lastly, self-reported survey data may introduce biases, affecting the reliability of the findings.

For future research, it would be beneficial to explore influencer marketing across different cultural contexts and platforms to gain broader insights. Longitudinal studies tracking the long-term effects of influencer marketing on consumer behavior could offer a more comprehensive understanding. Further studies could also examine other influencer traits, like expertise and authenticity, to build a fuller picture of their impact. Investigating different types of influencer-consumer interactions, such as comments or live engagements, would help in understanding how these factors influence affinity and trust. Additionally, bridging the gap between purchase intention and actual purchase behavior should be explored to refine strategies. Expanding research to other platforms, like Instagram and YouTube, would reveal platform-specific dynamics, and distinguishing between macro and micro-influencers could provide insights into more targeted marketing strategies.

REFERENCES

Campbell, C., & Farrell, J. R. (2020). More than meets the eye: The functional components underlying influencer marketing. *Business Horizons*, *63*(4), 469479.https://doi.org/10.1016/j.bushor.2020.03.003

Casaló, L. V., Flavián, C., & Ibáñez-Sánchez, S. (2020). Be creative, my friend! Engaging users on Instagram by promoting positive emotions. *Journal of BusinessResearch*, *130,416-*425.https://doi.org/10.1016/j.jbusres.2020.02.014.

Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2), 81–93. https://doi.org/10.1509/jmkg.65.2.81.18255

Chaudhuri, and Holbrook, (2020). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty, 10 (1):33-58. https://doi.org/10.1016/j.jbusres.2020.10.016.

Chen, H., & Yuan, S. (2022). Homophily, social media influencers, and consumer engagement: The mediating role of parasocial relationships. *Journal of Interactive Advertising*, 22(1), 46–60. https://doi.org/10.1080/15252019.2021.1936645

Chen, H., & Yuan, S. (2022). Homophily, social media influencers, and consumer engagement: The mediating role of parasocial relationships. *Journal of Interactive Advertising, 22*(1), 46–60. https://doi.org/10.1080/15252019.2021.1936645

Cheung, M. L., Leung, W. K. S., Aw, E. C.-X., & Koay, K. Y. (2022). 'I follow what you post!': The role of social media influencers' content characteristics in consumers' online brand-related activities (COBRAs).*Journal of Retailing and Consumer Services*, *66*,102940. https://doi.org/10.1016/j.jretconser.2022.102940

Dewi, C. K., Mohaidin, Z., Murshid, M. A. (2020). Determinants of online purchase intention: a PLS-SEM approach: evidence from Indonesia. *Journal of Asia Business Studies, 14*(3), 281-

Dick, A. S., & Basu, K. (2015). Customer loyalty in the digital age: A reconceptualisation. *Journal of Marketing Research, 52*(3), 279297. https://doi.org/10.1016/j.ijinfomgt.2020.102168.

Faula, N., Maya, A., & Dedi, I. (2024). The Effect of Social Media Marketing On Purchase Intention: The Mediating Role of Brand Image and Brand Trust. https://doi.org/10.47750/QAS/26.205.45

Fhonna, R. A., & Utami, S. (2019*). The Effect of Electronic Word Of Mouth on Purchasing Decision Involvement and Trust as Mediation for Shopee Consumers at Syiah Kuala University. Scientific Journal of Economics Management Students*, 3(3),1689–1699. https://doi.org/10.1017/CBO9781107415324.004.

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research, 18*(1), 39–50.

Freberg, K., Graham, K., McGaughey, K., & Freberg, L. A. (2011). Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review, 37*(1), 90- 92.

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2019). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) (2nd ed.).* SAGE Publications.

Hein, N. (2022). Factors influencing the purchase intention for recycled products: Integrating perceived risk into value-belief-norm theory. *Sustainability*, *14*(7), 3877.https://doi.org/10.3390/su14073877.

Indrawati., Prily, C. Saravanan, M. (2023). eWOM via the TikTok application and its influence on the purchase intention of somethinc products. *Asia Pacific Management Review, 28*, (2), 174-184. https://doi.org/10.1016/j.apmrv.2022.07.007

Jin, S. V., Muqaddam, A., & Ryu, E. (2019). Instafamous and social media influencer marketing. *Marketing Intelligence & Planning, 37*(5), 567-579.https://doi.org/10.1108/JPBM- 02-2019- 2280.

Jun, S., & Yi, J. (2020). What makes followers loyal? The role of influencer interactivity in building influencer brand equity. *Journal of Product &BrandManagement*, *29*(6), 803-814. https://doi.org/10.1108/JPBM-02-2019-2280.

Kay, S., Mulcahy, R., & Parkinson, J. (2020). When less is more: The impact of macro and micro social media influencers' disclosure. *Journal of Marketing Management*, *36*(3-4), 248–278. https://doi.org/10.1080/0267257X.2020.1718740.

Keller, K. L. (2013). *Strategic brand management: Building, measuring, and managing brand equity (4th ed.).* Pearson Education.

Kim, J., & Kim, M. (2022). Rise of social media influencers as a new marketing channel: Focusing on the roles of psychological well-being and perceived social responsibility among consumers. *International Journal of Environmental Research and Public Health*, *19*(4), 2362. https://doi.org/10.3390/ijerph19042362

Kozinets, R. V., Ferreira, D. A., & Chimenti, P. (2021). How do platforms empower consumers?Insights from the affordances and constraints of Reclame Aqui. *Journal of Consumer Research*, *48*, 428-455. https://doi.org/10.1093/jcr/ucab01.

Leung, F. F., Gu, F. F., & Palmatier, R. W. (2022). Online influencer marketing. *Journal of the Academy of Marketing Science*, *50*(2), 226-251. https://doi.org/10.1007/s11747-021- 00829-4.

Lou, C., & Yuan, S. (2019). *Influencer Marketing: How Message Value and Credibility Affect Consumer Trustand Purchase Intention*. Journal of Interactive Advertising ,19(1),5873. https://doi.org/10.1080/15252019.2018.1533501.

Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. Journal of Interactive Advertising, 19(1), 58–73. https://doi.org/10.1080/15252019.2018.1533501

Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. Journal of Interactive Advertising, 19(1), 58–73. https://doi.org/10.1080/15252019.2018.1533501

Mishra, A., & Samu, S. (2021). Impact of fake news on social image perceptions and consumers' behavioural intentions. *Journal of Consumer Marketing*, *38*(6), 601-613. https://doi.org/10.1108/JCM-05-2020-3857.

Nguyen, H. T., Le, D. M. D., Ho, T. T. M., & Nguyen, P. M. (2020). Enhancing sustainability in the contemporary model of CSR: A case of fast fashion industry in developing countries. *Social Responsibility Journal*, *17*(4), 578-591. https://doi.org/10.1108/SRJ-032019- 0108.

Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. Journal of Advertising, 19(3), 39–52. https://doi.org/10.1080/00913367.1990.10673191https://doi.org/10.1007/s42524-021-0153-5

Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. Journal of Advertising, 19(3), 39–52. https://doi.org/10.1080/00913367.1990.10673191

Razy, F. F., & Lajevardi, M. (2015). Investigating the relationship between brand image, price discount and purchase intention. *Journal of Marketing and Consumer Research*, *17*, 49-56.

Sánchez-Fernández, R., & Jiménez-Castillo, D. (2021). How social media influencers affect behavioural intentions towards recommended brands: the role of emotional attachment and information value. *Journal of Marketing Management*, *37*(11-12), 1123-1147. https://doi.org/10.1080/0267257X.2020.1866648

Tang, Y., & Hew, K. F. (2020). Does mobile instant messaging facilitate social presence in online communication? A two-stage study of higher education students. *International Journal of Educational Technology in Higher Education,* 17(1), 15. https://doi.org/10.1186/s41239-020-00188-0

Tjiptono, F., & Gregorius, C. (2016). Service Quality and Satisfaction (4th ed.). And Offset.

Turner, J. C., & Oakes, P. J. (1986). The significance of the social identity concept for social psychology with reference to individualism, interactionism and social influence. *British Journal of Social Psychology*, *25*(3), 237-252. https://doi.org/10.1111/j.2044- 8309.1986.tb00732.x

Walters, G. D. (2020). Positive peers-The Neglected stepchildren of social influence theories of crime. *Journal of Abnormal Child Psychology*, *48*(5), 719-732. https://doi.org/10.1007/s10802-020-00630-x

Wang, J., Shahzad, F., Ahmad, Z., Abdullah, M., & Hassan, N. M. (2022). Trust and Consumers' Purchase Intention in a Social Commerce Platform: AMeta-AnalyticApproach. https://doi.org/10.1177/21582440221091262.