

# The Influence of Fadil Jaidi Influencer Attractiveness on Brand Engagement in Self-Concept, Brand Expected Values and Purchase Intentions on Recommended Products

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## ABSTRACT

*Influencer marketing is considered a form of endorsement using the influencer's product recommendations to drive sales, but its purported purpose involves a much broader outcome of getting the attention of potential customers, generating word of mouth, and creating customer engagement with a brand or product. This research is based on Observational Learning Theory which explains new individual learning behavior by observing other people and the consequences of their actions. This study aims to determine whether influencer attractiveness has an influence on brand engagement in self-concept, the expected value of the brand and the purchase intention of the recommended brand. The method used is the structural structural model (SEM) to distribute samples from a total of 220 respondents in the questionnaire. Testing was carried out using the IBM SPSS 25 program and SmartPLS ver 4.0 software. The results of this study indicate that the rejection of one of the hypotheses that attracts influencer attractiveness has a positive but not significant effect on the intention to buy the recommended brand.*

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## INTRODUCTION

In the current era, the internet has become a necessity for human life. The development of the internet has caused significant changes in the mass media. The community has begun to leave the traditional mass media as an information dissemination which is now widely applied digitally. Traditional mass media is considered ineffective in influencing a member due to the difficulty of forming and disseminating information (Richardson & Domingo's, 2002). This has made most people start to leave traditional mass media and start switching to digital media. With the rapid development of the internet, it is also easier for people to obtain information (Lou & Yuan, 2019). The development of social media in Indonesia is growing very rapidly. The increase in active social media users also increased by 12.35% compared to 2021 as many as 170 million people with the largest number of social media users coming from WhatsApp with a percentage of 88.7%, Instagram 84.8%, and Facebook with 81.3% (HootSuite, 2022). Based on this, many marketers use social media marketing as an activity and create marketing strategies to encourage a brand to be able to expand its marketing reach through social media by expanding the reach of the target market in a fast and efficient manner (Phua et al., 2017).

Social media marketing activities cannot be separated from the actions of influencers. Influencer marketing actions are mostly carried out on social media platforms, such as Facebook, Instagram, and Twitter (De Veirman et al., 2017). Influencer marketing is mentioned as a form of endorsement that uses the influencer's product recommendations to drive sales, but the intended goal involves a much broader outcome of getting the attention of potential customers, generating word of mouth, and creating customer engagement with a brand or product (Brown & Hayes, 2008). This is because most consumer decision making in obtaining brand information is obtained from the results of influencer reviews on social media

(Piskorski & Brooks, 2017). Djafarova & Rushworth (2017) stated that the reviews given by influencers were considered more convincing. This opinion is in line with Wiley (2014) which states that information will be more reliable if it is conveyed by reviewers compared to celebrities. Influencers are stronger and more effective than celebrities because of their popularity, especially credibility in social media so that they have greater opportunities as alternatives in carrying out marketing activities for a brand (Piskorski & Brooks, 2017). Through interesting and inspiring content, including opinions that can influence the actions of each follower in meeting their needs and interests according to significant content, influencers can increase the sensibility of their followers to be influenced (Zhang et al., 2017). Casalo et al. (2020) argue that the greater the match between a digital influencer's content and consumer value, the more likely it is to follow the influencer's advice. Positive influencer perceptions tend to be able to obtain positive feedback from followers so that they can motivate consumers in making purchasing decisions. Data states that 94% of social media marketing with influencers is considered more effective (Ahmad, 2018), as one of the social media marketing activities that involves major influences in forming consumer bonds to increase interaction with customers, increase the impact of marketing actions and generate benefits for the company.

This research is a development of a study conducted by Jiménez-Castillo & Sánchez-Fernández (2019) who conducted research related to the power of influence of digital influencers in influencing follower behavior. Based on previous research, there are several variables that influence the intention to purchase a recommended brand, perceived influence, brand engagement in self-concept and brand expected value. Most variables in this study are like previous research, except that perceived influencers are replaced by perceived influencer attractiveness. Therefore, the purpose of this study is to examine whether followers' perceptions of influencer attractiveness on social media have an important role in influencing followers to review content presented by brands recommended by influencers, specifically brand engagement in self-concept, brand expected value, and purchase intention.

## **RESEARCH METHOD**

In this study, the authors used a quantitative approach. The research subject aims to obtain information from respondents to become research data. Research on the subject under study is the Indonesian people who know the influencer Fadil Jaidi on Instagram. The research object that will be examined itself is related to a group of individuals and groups. The target location to be targeted is the Indonesian people. The sampling technique used in this research is non-probability sampling with purposive sampling technique. In this study, the sample used by researchers is Indonesian people who actively use social media. The sample used in this study is Indonesian people who actively use social media. This study uses several criteria related to respondents, namely knowing the influencer Fadil Jaidi who will be the research sample. This study used 220 respondents who met the main criteria, namely the criteria specified in the study. The researcher uses a Likert scale, which is a scale that shows how strongly respondents agree or disagree with the statements displayed in the questionnaire. The statistical analysis method used in this study is SPSS 25.

## **RESULTS AND DISCUSSION**

Before collecting large amounts of data, the first step is to conduct a pilot test or initial test with 30 respondents using IBM SPSS Statistics 25 to find out that latent construct indicators are valid and reliable indicators in representing research variables. An indicator can be said to be valid if the corrected item total correlation ( $r_{\text{count}}$ )  $\geq 0.30$ , has a higher score than  $r$  table and has a positive value at the 5% significance level. Statements on the variable Perceived Influencer Attractiveness have a correlation value of  $\geq 0.5$  and a significant level of 5%. Based on the results obtained, the statement item variable Perceived Influencer Attractiveness in this questionnaire is valid. All statement items on the Brand Engagement variable in Self-Concept have a correlation value  $\geq 0.5$  and a significant level of 5% so

that it can be stated that the statement items of this variable are valid. All statement items on the Brand Expected Value variable have a Pearson correlation value  $\geq 0.5$  and a significant level of 5% so that it can be stated that the statement items of this variable are valid. All statement items on the Recommended Brand Purchase Intention variable have a correlation value of  $\geq 0.5$  and a significant level of 5%. Based on the results obtained, the item statement variable intention to brand on this questionnaire is valid. All variables tested in the pilot test were declared reliable because they had a Cronbach alpha value of more than 0.70.

In the main research, as many as 220 respondents provided the descriptive data needed by the researchers in this main research. Overall, 220 respondents met the main criteria, namely the criteria for respondents who referred to Indonesian people who knew influencer Fadil Jaidi with several criteria which included gender, age and occupation of the respondents. The gender of the 220 respondents, there were 157 female respondents or 71.4%, and 63 male respondents or 28.6%. This study shows that most of the sex lies in women, namely 71.4%. Based on the results obtained, this determines that women tend to know Fadil Jaidi more. The age of the respondents explained that respondents aged <20 years amounted to 79 or 35.9%, respondents aged 21-25 years amounted to 104 or 47.3%, respondents aged 26-30 years amounted to 37 or 16.8%. The results of this study indicate that respondents aged 15-24 years know Fadil Jaidi compared to other respondents, who are aged <20 years and 26-30 years who tend to rarely know social media influencers. In this study, 220 respondents have different jobs. Based on the respondent's employment data, most of their work is students or students, amounting to 148 people or 67.3%. Private employees are 26 or 11.8%, do not work are 17 or 7.7%, entrepreneurs are 16 or 7.3%, others are 10 or 4.5%, and finally civil servants are 3 or 1.4%.

**Table 1. Validity Test**

Variabel	Indikator	Corrected Item Total		Kesimpulan
		Correlation	Standar/r Tabel	
Perceived Attractiveness	DT1	0,550	0,374	Valid
	DT2	0,816	0,374	Valid
	DT3	0,732	0,374	Valid
	DT4	0,875	0,374	Valid
	DT5	0,85	0,37	Valid
Brand Engagement in Self Concept	KM1	0,856	0,374	Valid
	KM2	0,866	0,374	Valid
	KM3	0,875	0,374	Valid
	KM4	0,789	0,374	Valid
Brand Expected Value	NM1	0,861	0,374	Valid
	NM2	0,898	0,374	Valid
	NM3	0,810	0,374	Valid
	NM4	0,842	0,374	Valid
Intention to Purchase Recommended Brand	NB1	0,747	0,374	Valid
	NB2	0,916		
	NB3	0,763	0,374	Valid

*Source: Primary data, processed 2023*

The validity test on large data shows that all variable indicators are declared valid because they have a correlation score of more than 0.5.

**Table 2. Reliability Test**

<b>Variabel</b>	<b>Nilai Cronbach Alpha</b>	<b>Standart Cronbach's Alpha</b>	<b>Keterangan</b>
Perceived Influencer Appeal	0,903	0.7	<b>Reliable</b>
Brand Engagement in Self-Concept	0,931	0.7	<b>Reliable</b>
The value Expected Brand	0,936	0.7	<b>Reliable</b>
Recommended Brand Purchase Intent	0,901	0.7	<b>Reliable</b>

*Source: Primary data, processed 2023*

The table above shows that the Cronbach alpha value for the Influencer Attractiveness, Brand Engagement in Self Concept, Brand Expected Value, Intention to Purchase Recommended Brand variable has a Cronbach alpha value that is greater than the standard Cronbach alpha value, which is  $\geq 0.7$ . Therefore, the variables in this study can be declared reliable.

**Tabel 3 Path Coefficient**

<b>Variabel</b>	<b>Original Sample (O)</b>	<b>T-Hitung</b>	<b>P-Value</b>	<b>Keterangan</b>
The Appeal of Brand Engagement in Self-Concept	0,658	14,249	0,000	<b>Significant</b>
Expected Value Appeal	0,275	3,506	0,000	<b>Significant</b>
Attractiveness Purchase intent of recommended brands	0,066	1,048	0,295	<b>Insignificant</b>
Brand Engagement in self-concept towards expected values	0,488	6,697	0,000	<b>Significant</b>
Brand Engagement in self-concept towards the recommended brand purchase intent	0,604	9,054	0,000	<b>Significant</b>

The value that the brand expects to buy intent of the recommended brand	0,267	4,508	0,000	<b>Significant</b>
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*Source: Primary data, processed 2023*

## **Discussion**

### *Perceived Influencer Attractiveness on Brand Engagement in Self Concept*

The results of this study indicate that the attractiveness variable has a positive and significant effect on the brand engagement variable in self-concept. In this case, if the attractiveness of a social media influencer is higher, it will form more brand engagement in their self-concept. The findings in this study are in line with the results of previous studies. Based on a study conducted by Escalas & Bettman (2003) that the influence of influencers will have a major impact on the brand so that the brand will integrate into the follower's self-concept as one of their identities. A similar opinion was also expressed by Liu & Brock (2011) that the relationship that occurs between influencer attractiveness and brand evaluation will have a positive impact.

### *Perceived Influencer Attractiveness on Brand Expected Value*

The influence of the influencer's attractiveness relationship with the brand expected value shows positive and significant results. This shows that high influencer attractiveness is one of the factors in the formation of the expected brand value. The influencer's attractiveness can allow followers to generate feelings of suitability for the brand so that the impact on the expected value of the brand is greater (Jiménez & Fernández, 2019). The creation of this value can provide satisfaction to them and can support a strong bond between followers and brands. As a result, the expected value will affect how consumers see themselves in line with a brand. Even so, there are limitations to previous research that discusses the influencer's attractiveness with the expected value of the brand.

### *Perceived Influencer Attractiveness on Intention Purchase to Recommended Brand*

The results of this study indicate that the attractiveness variable has a positive but not significant effect on the purchase intention of the recommended brand. In this case, it can be stated that attractiveness has no influence on consumer purchase intentions. The results of this study contradict the findings of Guo et al., (2018) which state that high influencer attractiveness can influence followers to buy products. Nonetheless, the results of this study are in line with research conducted by Jamil & Rameez (2014) which states that there is a negative relationship between celebrity attractiveness and its influence on purchase intention in Pakistan. The reason for the insignificant results in this study is that the influencer's attractiveness is not sufficient to influence purchase intention directly. Based on this, attractiveness has more influence in attracting potential customers than influencing purchases.

### *Perceived Brand Engagement in Self Concept on Brand Expected Value*

The results of this study indicate that the brand engagement in self-concept has a positive and significant effect on the brand expected value. In this study, it can be said that the higher the engagement of consumers in a brand, the greater their expectations of brand value will be in accordance with the expected expectations. Based on Hollebeek (2011), consumers have the potential to directly influence brand value. This can be done by involving interactions between consumers and brands in order to create consumer brand ratings. The results of a similar study were also carried out by France et al., (2015) which stated that if a consumer has high enthusiasm for a brand, then they are expected to be able to feel the

increasing brand value of the expected brand. It can be interpreted that if the engagement of consumers is higher, the greater the potential for consumers to obtain brand value.

#### *Perceived Brand Engagement in Self Concept on Intention Purchase to Recommended Brand*

The results of this study indicate that the brand engagement in self-concept has a positive and significant effect on the purchase intention of the recommended brand. This shows that brand engagement in a high self-concept will affect consumer purchase intentions for a brand that has been recommended. The results of this study are in line with Hollebeek (2011) that brand engagement has a certain intensity with the level of engagement in consumer behavior, such as recommendations, participation, and product purchase intentions. Brand engagement in a strong self-concept will influence consumer behavior which leads to consumer purchase intentions in buying a brand. This is supported because brand engagement can transition through consumer beliefs, attitudes, and behavior in a sustainable manner in influencing consumer purchase intentions towards brands (Vivek et al., 2012). The potential for brand engagement in optimizing consumer purchase intentions can represent how stable consumer emotional relationships can represent consumer perceptions of brands which can trigger the development of consumer interest in brand buying intentions.

#### *Perceived Brand Expected Value on Intention Purchase to Recommended Brand*

The results of this study indicate that brand expected value variable has a positive and significant effect on the intention to buy the recommended brand. In this case, it can be said that the higher the expected value of the brand, the more positive impact it will have on potential consumers to buy the recommended brand. The results of this study are in line with Mencarelli & Lombart (2017) which states that if the brand expected value is higher, it is in the minds of consumers and is considered as one of the variables that can be used to determine whether consumer satisfaction is loyal to a brand. Similar research was also conducted by (Uzunoğlu & Kip, 2014) which showed that the memory in consumers' minds of a brand can build a positive brand image so that the two components are able to create strong brand values that are reflected in consumers. This research is supported by the assumption that brand value is one of the factors that can influence consumer intentions to buy brands online (Wu et al., 2014).

## **CONCLUSION**

Influencer attractiveness influences brand engagement in self-concept, brand expected value and the intention to buy the recommended brand. With this, it can provide an overview of current consumer perceptions of the attractiveness of influencers in recommending brands. Because of the attractiveness of social media sites, it will affect their attitude in the way consumers participate. In this case, attractiveness is not merely a physical appearance, but can be described as the identity or characteristics of the influencer in appearance and behavior. Given the current era, product recommendations obtained by consumers cannot be separated from the role of influencers, so these feelings will encourage consumers to get engagement in brands and build trust in these influencers.

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