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Influencer Attributes and Purchase Intentions in Indonesian Luxury Market: A Case of Gadgetin and iPhone

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Abstract *Objective The objectives of this study are to determine the effect of an influencer's attractiveness on the intention of Indonesian customers to purchase a luxury product, explore the relationship between an influencer's expertise and Indonesian customers' desire to purchase luxury brands, and to investigate the impact of an influencer's trustworthiness on Indonesians' intentions to purchase luxury brands. Methodology Partial Least Squares (PLS) with SmartPLS software was used to examine the research model. The sample of the study are 50 to 100 respondents. This study used a quantitative approach in the form of an online questionnaire to investigate the effects of YouTube videos on luxury brand purchase intention. Findings Influencer attractiveness and trustworthiness have positive effects on purchase intention, whereas expertise, despite having a negative impact, is still statistically significant. Novelty This research offers a unique contribution by examining the specific context of luxury brands in Indonesia and delving into the nuances of the influencer attributes (attractiveness, expertise, and trustworthiness).*

Keywords: *Luxury Branding, Influencer Marketing, Purchase Intentions, Consumer Behavior*

I. INTRODUCTION

Influencer marketing has become an influential component in the evolving world of modern marketing, altering the rules of brand promotion and customer behavior. This study embarks on a journey to analyze the complex link between consumer behavior and influencer marketing in the context of luxury branding. It forays into the core of the luxury industry with a particular focus on unraveling the interplay between influencer marketing methods and consumer perceptions, preferences, and purchase decisions. The appealing nature of influencer marketing is found in its ability to disrupt the continually changing marketing landscape. It serves as evidence of how customer behavior and brand promotion dynamics have changed in the digital era. Luxury brands should communicate with both their target and non-target audiences, claim Kapferer and Bastien (2012). This increases brand recognition by allowing consumers who cannot access or afford these brands to at least recognize them. The cornerstone of the entrepreneurial attitude is expanded upon in this study, which also explores the varied domain of influencer marketing. It aims to demonstrate the enormous influence this phenomenon has had on the luxury market and consumer habits against the backdrop of a dynamic business environment. The luxury market has changed dramatically since it was originally associated with exclusivity and desire. According to Contero-López, Camba and Contero (2022), "an unidentified endorser may evoke fewer mental associations while an influencer with a high level of recognition can potentially elicit distinct semantic connections in the consumer's cognition." Luxury brands have revised their tactics in response to the need to adapt to the digital age and engage a younger, more diversified audience. Influencer

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marketing, a tool that has changed how people view luxury goods, is at the core of this transition. Luxury businesses break through barriers and remake themselves as approachable and relatable by working with influencers.

However, there are difficulties associated with this paradigm change in premium branding. The authenticity and exclusivity that have traditionally been associated with luxury goods collide with the influencer-driven strategy, giving consumers today a complicated tapestry of perceptions and preferences. Our study seeks to understand the complex web of connections between influencer marketing and customer behavior within this complex tapestry. The purpose of this study was to investigate Indonesian customers' opinions toward purchasing premium brand products. Prior study findings and models may not be immediately applicable to the contemporary Indonesian situation. The previous studies varied in terms of location, focus, participants, chronology, and analytical approach. It was mostly held in other nations with different economic and cultural settings than Indonesia.

According to Nuzula et al. (2022), Instagram is one example of a social media platform that luxury firms use to inspire customers. Instagram has over 60 million users in Indonesia because of its audio-visual features. It allows users to present themselves to others by posting images. By sharing consumption activities and showing off within the context of a network society, social media provides leisure time for Indonesians; as a result, utilizing content through social media promotes future luxury purchase behavioral intentions.

GadgetIn is a YouTube channel that offers technology-related entertainment, including the latest gadgets. With approximately 11.4 million subscribers (as of current), it is Indonesia's most popular gadget and technology content channel. David Brendi owns the Gadgetin channel, which takes its name from the Indonesian acronym 'gadget.' Researchers can monitor the benefits of sponsors through GadgetIn reviews, which have the potential to influence users of this channel to make purchasing decisions for the products evaluated (Putra, 2022). Additionally, on the GadgetIn YouTube channel, tech reviewer David discusses current and viewer-requested technology in a variety of films. In his technique, David adopts a user's perspective, allowing viewers to grasp the experience of utilizing the examined technology (Putra, 2022). As a result, it is worth investigating why GadgetIn subscribers or viewers have purchase intention of gadgets as luxury Items.

According to the problem background above, the research questions of this study are: 1. Does an influencer's attractiveness affect the intention to purchase a luxury brand? 2. Does an influencer's expertise affect Indonesians' willingness to purchase luxury brands? 3. Does an influencer's trustworthiness affect the intention of Indonesians to purchase luxury brands?

The main objective of this study is to determine the effect of an influencer's attractiveness on the intention of Indonesian customers to purchase a luxury product, explore the relationship between an influencer's expertise and Indonesian customers' desire to purchase luxury brands, and to investigate the impact of an influencer's trustworthiness on Indonesians' intentions to purchase luxury brands.

2. LITERATURE REVIEW

Influencer Marketing Metrics (KPIs)

Understanding the success and impact of initiatives is critical in the world of influencer marketing (Pangaribuan et al., 2019). This is where Key Performance Indicators (KPIs) come into play. KPIs are critical measures used by brands and marketers to assess the performance of influencer marketing campaigns and their relationship with customer behavior. Engagement rates, reach, impressions, click-through rates (CTRs), conversion rates, and return on investment (ROI) are all included in these metrics (Wolff, 2022). Involvement rates, for example, represent the degree of consumer involvement by measuring the level of interaction between consumers and influencer-generated content. This involvement, in turn, has the potential to affect consumer behavior by increasing brand knowledge, trust, and, eventually, purchase intent.

Gadgetin

The YouTube channel GadgetIn is one of Indonesia's most popular gadget review channels. Furthermore, it has been published in several news portals in Indonesia, including detik.com, mojok.com, and Pikirkan Rakyat, which have highlighted David Brendi, the proprietor of the GadgetIn YouTube channel, and the substance of his gadget evaluations. Furthermore, many people look for recommendations and make purchases based on GadgetIn's ratings. It can be deduced that the GadgetIn YouTube channel has become a powerful platform for branding and delivering information on gadget characteristics, especially for those who may not be well-versed in this subject, as well as for a variety of other reasons other than gaining information (Putra, 2022). According to Aini et al. (2020), this is further supported by a study conducted by them, which discovered that the films on the GadgetIn YouTube channel affect roughly 62.3% of people's purchasing decisions.

Consumer Behavior Attitude

Consumer behavior can be characterized as consumers' physical activities in evaluating, obtaining, using, or possibly utilizing goods and services, which can be viewed as

decision-making processes (Ghanimata, 2012). According to Hidayat et al. (2013), consumer views regarding counterfeiting products can be influenced by a variety of factors, the antecedents of attitude can be classified into two categories: social influences and personality characteristics. Furthermore, social variables such as normative and informational vulnerability to social influence are examples of social factors. Social influence represents how others see an individual consumer's behavior (Jeyhan & Pangaribuan, 2023). Consumer susceptibility can be classified into two types: information susceptibility and normative susceptibility. According to Huang et al. (2004), attitude is a taught proclivity to respond to a circumstance in a positive or negative manner. Attitude characteristics are frequently used to predict customer intents and behaviors. Because attitudes cannot be directly observed, researchers must rely on measurements to determine consumer attitudes (Huang et al., 2004).

In this study, we created a complete framework to investigate the dynamics of influencer marketing, influencer marketing efficacy, customer behavior, and purchase intention in the context of Indonesia's luxury business. In this comprehensive framework, we hope to unravel the complicated relationships between these variables in order to acquire a better understanding of how influencer marketing, its effectiveness, and consumer behavior collectively affect purchase intentions in Indonesia's luxury business. The hypotheses of the study are as follows:

H1: Influencer Attractiveness positively influences Purchase Intention.

H2: Influencer's Expertise has a positive effect on Purchase Intention.

H3: Influencer's Trustworthiness positively affects Purchase Intention.

3. METHODOLOGY

Our selected methodology involves the use of Google technology, specifically "Google Forms." The decision to use this platform was made to facilitate the collection of replies on a broader and more comprehensive basis. In addition, in accordance with the approved research framework, this study established an appropriate response target of 50 to 100 respondents. This study used a quantitative approach in the form of an online questionnaire to investigate the effects of YouTube videos on luxury brand purchase intention and to discover the elements influencing this relationship. The research was conducted over the course of two weeks using an online questionnaire form, with a total of 101 respondents; after eliminating irrelevant responses, 74 were used in the analysis. Of the 101 respondents, all age groups were represented as follows: 83.2% for ages 17-25, and 16.8% for ages 26-35. Most of them were highly educated: 96% of at least a bachelor's degree (see Table 1).

Table 1 Profile of the Respondents

Category	Original Items	%
Age	17-25	83.2%
	26-35	16.8%
	36-45	0.0%
	46-55	0.0%
	>55	0.0%
Education Level	High school diploma	2.0%
	Currently studying/graduate of Bachelor's degree (S1)	96.0%
	Currently studying/graduate of Master's degree (S2)	2.0%
	Currently studying/graduate of Doctoral degree (S3)	0.0%
Employment Status	Working	29.7%
	In between jobs	15.8%
	Entrepreneur/business owner	5.9%
	Student	48.5%
Income Level	<1 million	31.7%
	1-5 million	45.5%
	6-10 million	15.8%
	11-25 million	5.0%
	>25 million	2.0%
Are you familiar with the YouTuber GadgetIn?	Yes	81.2%
	No	18.8%
How familiar are you?	Only seen/heard of the channel	29.3%
	Frequently watch the channel	70.7%
Are you familiar with the brand iPhone?	Yes	98.8%
	No	1.2%
Have you ever seen promotions or reviews of iPhone brands conducted by the YouTuber GadgetIn?	Yes	72.8%
	Maybe	18.5%
	No	8.6%

In the study, emphasis was placed on the development of measurement tools based on known research techniques. Previous research was used to develop the measures employed in this study. A 5-point scale was used (1 = strongly disagree; 5 = strongly agree). A thorough assessment of the literature influenced the decision to gather data using a Likert scale. The reason for using a 5-point Likert scale is discussed, taking into account aspects such as

respondent burden, response precision, and the balance between granularity and simplicity in data interpretation. We investigate the trade-offs associated with each choice, taking into account the potential impact on data quality, participant engagement, and response pattern nuances. Furthermore, the paper discusses how the specific scale matches the research aims, guaranteeing that the measurement instrument chosen boosts the validity of the study's findings. This study seeks to give researchers useful insights into the concerns that should inform scale choice in their own work by illuminating the logic behind the adoption of a 5-point Likert scale over its 6- and 7-point counterparts. The thorough technique used in this study emphasizes the need to match measurement tools to the specific needs of each investigation, thereby improving the robustness and applicability of the research findings.

The scales from Zhafira et al. (2022) and Martiningsih and Setyawan (2022) were used for measuring Influencer's Attractiveness. A study by Martiningsih and Setyawan (2022) was used to measure Influencer's Expertise. Studies by Zhafira et al. (2022) and Martiningsih and Setyawan (2022) were used to measure Influencer's Attractiveness. A study conducted by Yuksel (2016) was used to measure the dependent variable Purchase Intention. The items were assessed on a 5-point Likert scale ranging from strongly disagree (1) to strongly agree (5).

Incorporating findings from prior research endeavors, we have employed a total of 20 distinct items to underpin our analytical framework. The final items that are used in hypothesis testing are marked with a *.

Influencer's Attractiveness

IA1*: When it comes to product evaluation, YouTube influencer Gadgetin has an appealing charm in my opinion.

IA2*: Influencers who sell products on the Gadgetin YouTube channel have appealing faces, in my opinion.

IA3*: Influencers who promote products on the Gadgetin YouTube channel, in my opinion, have their own class.

IA4*: I feel that influencers who promote products on the Gadgetin YouTube channel have great charm.

IA5*: Influencers that promote products on the Gadgetin YouTube channel, in my opinion, have an elegant appearance.

Influencer's Expertise

IE1*: The influencers on the GadgetIn YouTube channel, in my opinion, are product promotion specialists.

IE2*: Influencers on the Gadgetin YouTube channel, in my opinion, have product promotion experience. IE3*: Influencers on YouTube Gadgetin, in my opinion, are knowledgeable about the things they recommend to customers.

IE4*: In my opinion, the products promoted by YouTube Gadgetin influencers are of high quality.

IE5*: Influencers on YouTube Gadgetin, in my opinion, are quite skilled at promoting their products.

Influencer's Trustworthiness

IT1*: When reviewing products, I believe the Gadgetin influencer may be trusted.

IT2*: Influencers who advocate the supplied products on GadgetIn's YouTube, in my opinion, can be relied upon.

IT3*: Influencers on YouTube Gadgetin, in my opinion, speak honestly about the items they advocate.

IT4*: Influencers on YouTube Gadgetin, in my opinion, are always confident in the things they promote.

IT5*: I feel that influencers who promote the offered products on YouTube GadgetIn have high credibility.

Purchase Intention

PI1*: In the future, I will consider purchasing things recommended by influencers on the Gadgetin YouTube channel.

PI2*: Most likely, I will buy things promoted by GadgetIn YouTube channel influencers in the near future.

PI3*: I am going to encourage my friends to purchase products promoted by GadgetIn YouTube influencers.

PI4*: I'd like to try the products recommended by YouTube influencers on the GadgetIn channel.

PI5*: I will encourage family members to purchase products recommended by GadgetIn YouTube influencers.

Table 2 Outer Loadings

	Influencer's Attractiveness	Influencer's Expertise	Influencer's Trustworthiness	Purchase Intention
IA1	0,735			
IA2	0,811			
IA3	0,794			
IA4	0,851			
IA5	0,819			
IE1		0,852		
IE2		0,901		
IE3		0,903		
IE4		0,883		
IE5		0,922		
IT1			0,857	
IT2			0,884	
IT3			0,929	
IT4			0,894	
IT5			0,936	
PI1				0,781
PI2				0,831
PI3				0,861
PI4				0,788
PI5				0,859

4. RESULTS AND DISCUSSION

This study gathered research data through a questionnaire survey issued to Indonesians who watch the YouTube channel Gadgetin and are familiar with the luxury brand item iPhone. Partial Least Squares (PLS) with SmartPLS software was used to examine the research model.

Table 2 shows the correlation coefficients between several qualities of an influencer and customer perceptions, with a focus on the influencer's attractiveness (IA), expertise (IE), trustworthiness (IT), and purchase intention (PI). Positive correlations are observed between various elements within each category, such as attractiveness and expertise, as shown by coefficients close to one. Notably, high positive correlations between Influencer Expertise (IE) and Purchase Intention (PI) indicate that perceived expertise increases customers' intentions to buy. Similarly, favorable correlations between an Influencer's Trustworthiness (IT) and Purchase Intention (PI) imply that a trustworthy image influences higher purchase inclinations. Overall, the table sheds light on the elements influencing purchase intentions by providing significant insights into the interplay between various influencer traits and customer views.

Table 3 Validity and Reliability

Construct	Average Variance Extracted	Composite Reliability	Cronbach's Alpha
Influencer's Attractiveness	0.644	0.900	0.861
Influencer's Expertise	0.797	0.958	0.936
Influencer's Trustworthiness	0.811	0.955	0.942
Purchase Intention	0.680	0.914	0.882

Table 3 shows the results of reliability and validity testing for several study characteristics such as influencer attractiveness, expertise, trustworthiness, and purchase intention. Cronbach's Alpha, and Composite Reliability are used to assess the reliability of each construct. Each construct's validity is evaluated using Average Variance Extracted (AVE), with values for all constructs exceeding the recommended threshold of 0.5, suggesting good convergent validity. These findings support the measurement model's robustness, ensuring that the scales utilized in the study reliably and validly capture the targeted constructs.

Table 4 Model Summary

Construct	R^2	R^2 Adjusted
Purchase Intention	0.658	0.643

Table 4 shows the R-squared (R^2) and adjusted R-squared values for the Purchase Intention variable in a regression study. The R^2 value of 0.658 suggests that the predictor variables in the model can explain about 65.8% of the variance in Purchase Intention. The corrected R^2 value is 0.643, which takes into account the number of predictors in the model. The penalty for including more predictors is reflected in this adjusted number, which is slightly lower than the R^2. The model, as represented by the predictor variables, explains a significant percentage of the variability in Purchase Intention in this context.

Table 5 Hypothesis Testing Result

Path	Original Sample	T Statistics	P Values	Result
Trustworthiness → Purchase Intention	0.618	4.179	0.000	Accepted
Attractiveness → Purchase Intention	0.536	4.636	0.000	Accepted
Expertise → Purchase Intention	0.358	2.776	0.006	Accepted

Table 5 presents the findings of a hypothesis testing investigation that examined the association between various constructs—specifically, the attractiveness, expertise, and trustworthiness of the influencer—and purchase intention. The "Original Sample" column shows the observed effect size. The "T Statistics" column displays the *t* statistic, which compares the observed effect to the null hypothesis and is standardized by the standard deviation. The "P Values" column shows the level of significance for each relationship. The findings indicate that the attractiveness and trustworthiness of an influencer have statistically significant positive effects on purchase intention, as indicated by the p-values (0.000).

5. CONCLUSION

In summary, the research findings show that several influencer traits (attractiveness, knowledge, and trustworthiness) have high positive connections with purchase intention. The

model explains approximately 65.8% of the variability in purchase intention, according to regression analysis. Hypothesis testing indicates that influencer attractiveness and trustworthiness have positive effects on purchase intention, whereas knowledge, despite having a negative impact, is still statistically significant. Reliability measures ensure high internal consistency across constructs, with a particular emphasis on fixing the influencer attractiveness's lower Average Variance Extracted. The lack of significant multicollinearity concerns improves the results' robustness, giving valuable insights for understanding and predicting customer behavior in response to influencer marketing. Refining the model to increase the Average Variance Extracted for influencer attractiveness, investigating the intricacies of expertise's negative impact, and adding additional variables that may influence buy intention are all possible improvements. More study might be conducted in specific sector contexts or demographic divisions to provide a more comprehensive knowledge of the processes at play.

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