



Brand Attachment As A Driver Of Influencer Authority

Maria Magdalena Leony Nagarista^{1*}, Bambang Setiono²

¹⁻²Sampoerna University, Jakarta, Indonesia

Abstract. *Objective* – This study examines how influencers as a new marketing strategy to increase brand attachment and brand love from customers through perceived quality, personal branding, and brand personality with a case study of Arief Muhammad's business, Billionaire's Project. *Methodology* – Using SmartPLS software as a tool to examine validity and reliability, this study is quantitative in nature and 185 people in all took part in the survey for this study. *Findings* – The result highlights the brand attachment is the main variable that can influence influencer authority capital for influencers to be able to increase influence on customers to be bonded to traded brands. *Novelty* – This study contributes to a deeper understanding of how these factors interact to influence consumer behavior in the context of influencer marketing.

Keywords: *Influencer marketing, Brand attachment, Brand love, Brand personality, Perceived quality, Authority capital*

1. INTRODUCTION

Apart from developing well-known company brands, a lot of influencers have their own brands, ranging from fashion, food and beverages, beauty, and other industries. Sometimes, the reason someone makes a purchase on a brand owned by an influencer is caused by the influencer itself, not because of the quality of the product offered (Gunawan et al., 2021). On this basis, it is easy for a customer to switch from the influencer's brand if there are negative issues or bad news experienced by the influencer, currently better known as "cancel culture," as a system of boycotting or mass rejection of the way of expressing disapproval and exerting social pressure (Schwirblat et al., 2022). Therefore, it is necessary to have a way so that an influencer has a strong attachment to customers to ensure the creation of brand attachments.

If the influencer is widely known, then someone can become a brand for themselves. This is known as personal branding and can be a value for influencers to offer to the wider community (Jacobson, 2020). When the majority of people are asked about "who is the best footballer?", the answer given will not be far from Lionel Messi or Cristiano Ronaldo. These people have turned into a brand and the personality they bring to the community has become a commercial object that has a selling value. Personal branding itself refers to the process of building a public persona for someone for the audience they have (Gorbatov et al., 2018).

This process must involve careful and accurate communication of the influencer's values, beliefs and goals. This approach should be taken in the event that someone wants to improve their brand personality (Pangaribuan et al., 2020). If the brand personality influencer has been closely attached to him, then this can encourage the perceived quality seen by consumers (Bairrada et al., 2019). Perceived quality is a consumer's overall assessment of a

product or a person (Stylidis et al., 2019). The basis used to calculate how effective and good consumer perceived quality is can be seen from customer responses which are processed into data sources that will be used to improve product quality and the next brand personality. Perceived quality is very influential on consumer loyalty to a particular brand. If the assessment of the perceived quality of a product is categorized as good, then the possibility of higher consumer loyalty will also be (Hanifati & Salehudin, 2021).

There are a lot of well-known influencers in Indonesia who have significant societal influence. Arief Muhammad is among the influential people who have a significant impact. In 2009, Arief Muhammad made his initial impression as a content provider on Twitter. Arief Muhammad started to branch out onto other social media platforms like Instagram and YouTube as millennials started to shift and new social media applications started to appear. This turned out to be increasingly popular among people throughout Indonesia (Pangaribuan et al., 2019a). Arief Muhammad had become more than just a content generator; he was also starting to establish himself as an influencer with the ability to launch new trends that others were eager to follow.

Apart from being a big influencer in Indonesia, Arief Muhammad is also a great businessman who has many lines of businesses ranging from food and beverage, automotive, entertainment agency, marketplace, property, electronics, and fashion. One of the businesses that is interesting to discuss is the Billionaire's Project, which is Arief Muhammad's first fashion business. The emergence of the Billionaire's Project in March 2019 managed to attract the attention of the public, especially Arief Muhammad's followers because the concept he carried was different from other clothing brand business owned by other influencers. Billionaire's Project uses the foreign-style "unisex street wear" concept that is best fitted by Generation Z and millennials. In addition, Arief Muhammad chose to make each design edition to have a limited stock so that the quality of each product is highly maintained.

According to Abosag et al. (2020), the strong brand that has been established will foster dependency and a sense of belonging. Customers who adore Billionaire's Project products will feel compelled to stick with the company and find it difficult to go to another. This will have an impact on brand love, or the degree of dependence on the brand (Batra et al., 2012). When people are in love with a brand, they often want to support it by telling the firm or its associates about their positive brand experiences. When it comes to the Billionaire's Project goods, customers and the brand have a unique bond. This relationship's distinctiveness demonstrates the presence of both absorption and exclusivity.

All of the practices mentioned above are aimed at creating a brand attachment and brand love between consumers and existing influencers that generate brand love. Brand attachment is the emotional closeness between the consumer and the brand (Ghorbanzadeh et al., 2021). In the absence of the brand, consumers have negative feelings (Tosun & Gürce, 2022). Therefore, to see how someone is able to bring consumers to bond with the brand they sell or even the personal brand they have, influencers must ensure the development of a brand personality that is acceptable to the targeted audience and foster a good perceived quality of the influencer. That way, an influencer has authority capital that can attract the market to be able to trust the product or service that the influencer offers them.

The problem raised based on this paper is that influencers only focus on brand personality and think that it is enough to get customers for the brand they make. However, the brand personality built by an influencer can be instantly destroyed when people no longer find that person as the same person, including when influencers have to face negative issues and bad news about themselves. Brand personality only seeks to ensure its presence everywhere and ensure that people know the persona that influencers bring to the market. This high level of knowledge about brand personality is not matched by the ability of influencers to change their personal branding into influencer authority capital. Authority capital has much greater power than a person's personal branding because authority capital has the power to move and also have a direct impact on existing consumers. So in the event that someone has personal branding that doesn't often appear on the market, the impact on consumers will be much greater than someone who only focuses on personal branding.

2. LITERATURE REVIEW

Personal Branding

In order to compete in an increasingly competitive labor market, businesses have grasped the importance of managing their brands during the last few decades (Wilden et al., 2010). In the same way that product markets are made up of brands that want to be chosen by consumers, the labor market is made up of people who want to be picked when applying for jobs. Over the last few decades, the brand management phenomenon has spread from products to services, corporations, and persons (Bhalotia, 2004). Because personal brands are unique to each person, the recruitment process becomes an important tool for employers to determine which personal brands they value the most (Arnold et al., 2010). A personal brand should also have a position that is compelling and long-lasting (Thomson, 2006).

“An individual’s personal brand is their clear, forceful, and positive philosophy that comes to mind whenever people think of them; it comprises their abilities, values, and deeds, and informs the audience of who they are, what they do, and what makes them different,” according to one definition (Amoako & Adjaison, 2012). As a result, personal branding in the context of recruitment focuses on what a person has to offer an employer in terms of values and qualities. These individual features are critical for a candidate to distinguish and/or exaggerate in order to build a strong brand and manage it effectively (Gad & Rosencreutz, 2002). Personal branding has also been suggested to be a goal-oriented activity and a motivation-increasing factor that boosts an individual’s job performance. As a result, it is believed that using personal branding will help individuals succeed in business while also benefiting employers (Amoako & Adjaison, 2012).

A personal brand can be an attempt to engage in impression management, in which an applicant tries to persuade the recruiter that the candidate is who he or she claims to be. Impression management consists of three basic tactics, the most simply applicable of which is self-enhancement (Aronson et al., 2007). Self-enhancement, on the other hand, is a danger in recruitment, with some researchers claiming that personality is reliant on social conditions and that impression management does not exist. This is because people are continually adapting to new settings and people. (Arnold and colleagues, 2010) Being a social chameleon, or managing one’s impressions, is viewed as a valuable skill that can help a candidate adapt to a new work setting (Rosenfeld et al., 2002).

Brand Personality

A brand is a name, term, symbol, or other unique elements of a product that identify a company’s products and differentiate them from those of competitors (Solomon, 2012). Brands have their own personality which is also called brand personality. Brand personality is the specific mix of human traits that we can attribute to a particular brand (Kotler & Armstrong, 2012). On the other hand, according to Lin (2010), brand personality comes from three sources, namely the associations that consumers have with the brand, the image that the company is trying to create, and product attributes. Brand personality is one part of the strength of a brand that was created to introduce products and maintain them in the market. Brand personality is built by taking into account the characteristics of existing consumers, so that later it will attract the attention of consumers in the market both physically and emotionally. The formation of a brand personality in a brand will encourage consumers to respond with feelings and emotions

to the brand. So that the emotional bond can make consumers feel closer to the product brand (Schiffman & Kanuk, 2010).

Perceived Quality

The state of the customer's perception of the brand's overall quality can be described as perceived quality (Aaker, 1996). The consumer's perception of quality serves to distinguish each brand from other brands in the same industry. The ability of a brand to produce good quality at a reasonable price is known as perceived quality. Meanwhile, another researcher considers perceived quality to be a component of brand equity rather than only the brand association (Gordon, 1994). Instead of focusing on the objective condition, perceived quality might be defined as the customer's opinion of overall product superiority (Zeithaml, 1988). In this scenario, a given quality can be defined as the product or service's measurable, verifiable character, which encompasses quality and control. In the same vein, another researcher claims that the objective condition has no bearing on the brand's actual quality (Anselmsson et al., 2007). It indicates that the objective circumstance has no effect on brand equity. Because it is difficult to conduct a precise examination of the brand's objective quality. As a result, most individuals evaluate a brand based on its quality rather than its objective stance (Boulding et al., 1993).

Brand Attachment

Old brands with a "history" and that have been there for generations while retaining stability can have a special meaning for customers because they reflect "a life story." Stability from generation to generation is one of the factors that influence brand preference. This stability allows for the formation of bonds between members of different generations of the family. In order for the attachment to become an emotive variable by referring to nostalgic links, the brand's instrumental or functional worth is exceeded (Lacoeuilhe & Belaid, 2007). The consumer's attachment to the brands is motivated by emotions (Park & Srinivasan, 1994), and the individual clings to a brand when it brings out cultural values and personal identities (Richins and Dawson, 1992). This can be described as a match between the self-concept and the brand's personality (Onkvisit & Shaw, 1987). In this perspective, brand attachment is based on its ability to preserve the individual's identity, with the brand conserving the past through generating identity ties that keep individual character. The brand then plays a critical function in allowing the individual to recall a topic or a group of individuals with whom he is affiliated or to be. The brand might also satisfy a sense of belonging.

Brand Love

Brand love is defined as a warm emotion for a brand that grows over time when the brand is experienced, resulting in a lasting fondness and passion for it (Batra et al., 2012). Depending on the level of emotion shown for the companies, they may experience satisfaction, loyalty, or love from them (Pangaribuan et al., 2019b); Butar et al., 2021). A consumer can form an emotional bond with a brand in the same way that they can form an emotional bond with another individual (Albert et al., 2008). The emotional bond that exists between a customer and brand is quite similar to the love relationship that exists between two persons. Carroll and Ahuvia (2006) define brand love as a satisfied consumer's level of passionate, emotional commitment to a particular trade name and its associated aspects. Brand passion, attachment, favorable appraisal and emotion in response to brands, and statements to verify brand love are all examples of brand love. Because it is more effective, brand love differs from satisfaction. Brand love is the result of a well-managed customer brand connection, not a transaction.

3. METHODOLOGY

This research process is essential for assisting and enhancing data performance. The approach used by the researcher must be consistent in order to achieve the study objectives, which are based on primary data and quantitative methods. In this quantitative method, the data is analyzed and the variable is developed using a mathematical model. Using a quantitative method makes it easy for the researcher to evaluate the data and analyze the model. This research can be carried out via online surveys.

The online questionnaire is distributed through the use of Google Forms as an online platform. Personal branding (X1), perceived quality (X2), and brand personality (X3) are some of the factors in this study, which are made up of three independent variables. Brand attachment is an intervening variable (Y) and brand love being a dependent variable (Z). This study's conceptual framework is outlined in Figure 1.

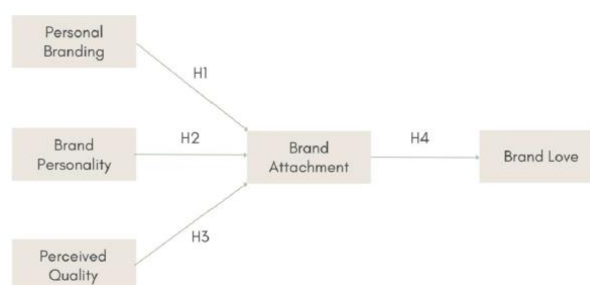


Figure 1. Proposed Framework Model

Research on the brand attachment study case of Billionaire's Project starts from December 2021 to April 2022. The research starts from the brainstorming stage and literature review so that researchers can determine what topics can be built for this study. As a result, the primary goal of the study is to determine the brand authority of influencers from the perspective of Indonesia's millennial and gen Z generation. Furthermore, the researcher conducted data collection using a questionnaire distributed via Google form. The distribution of Google form uses social media to make it easier for researchers to reach the population and samples that match the criteria for filling out the questionnaire. The data collection is divided into two stages by the researcher, namely the pre-test and main survey stages. The last stage after the data is collected according to the minimum amount, the researcher performs data processing and analysis using several predetermined methods.

This study's population was gathered in all the cities in Indonesia. The questionnaire is delivered directly to those who qualify for the study, which are residents in Indonesia, follow Arief Muhammad in social media especially Instagram and have purchased Billionaire's Project products. Purposive sampling is used here since the amount of time available to complete this study is limited. There are 5 variables in all, with a total measurement of 24 items. Hair et al. (2018) suggested adding the number of indicators by the number of latent variables and then multiplying the total with estimated parameters to reach a minimal total sample size. As a result, the sample size for the minimum measurement will be 145. Based on the result, it has been determined that the minimum number of participants that the researcher must collect is 145 respondents. In accordance with the previous sections, the researcher has determined that the participants in this study are the Arief Muhammad's follower and have also purchased Billionaire's Project products. These respondent criteria are more suitable with the study since they idolize so respondent have been confirmed to be more knowledgeable about Arief Muhammad. In addition, respondents certainly know the quality of Billionaire's Project product and have the possibility to purchase products from Billionaire's Project again.

After distributing the questionnaire for 2 weeks, the researcher was able to get 185 respondents for this study, indicating that the researcher met or exceeded the necessary requirements. Table 2 shows the definition of each operating variables of this research, which are personal branding, brand personality, perceived quality, brand attachment, and brand love.

Table 2. Variable Operationalization

Variable	Author	Original Questionnaire Items	Adapted Questionnaire
Personal Branding (PB)	Wiryananta et al. (2021)	I have Instagram to expand my relationship with other people	1. Menurut saya, Arief Muhammad selalu membangun hubungan yang baik dengan pengikutnya di media sosial
		I try to be different with my skills on Instagram	2. Menurut saya, Arief Muhammad berhasil menciptakan trend-trend baru di media sosial.
		Proactively i seek support from others through Instagram, to improve the quality of my work	3. Menurut saya, Arief Muhammad berhasil menciptakan trend-trend positif di media sosial
		I try to look experienced in my field, to improve my professional image on Instagram.	4. Menurut saya, Arief Muhammad selalu terlihat profesional di bidangnya.
		I use data and evaluate my content on Instagram to increase engagement	5. Menurut saya, Arief Muhammad adalah seorang yang ahli dalam memberikan konten di media sosial.
Brand Personality (BP)	Ngoc Doung (2019)	Would you describe the brand as "exciting"?	6. Menurut saya, Billionaire's Project merupakan brand yang memiliki reputasi baik di masyarakat.
		Would you describe the brand as "tough"?	7. Menurut saya, Billionaire's Project merupakan brand papan atas.
		Would you describe the brand as "competent"?	8. Menurut saya, Billionaire's Project merupakan brand yang sangat kompeten di antara kompetitor.
		Would you describe the brand as "sincere"?	9. Menurut saya, Billionaire's Project merupakan brand yang memiliki citra yang baik.
		Would you describe the brand as "sophisticated"?	10. Menurut saya, Billionaire's Project merupakan brand yang sangat inovatif.
Perceived quality (PQ)	Anh Tai KIEU (2016)	X is of high quality.	11. Menurut saya, produk Billionaire's Project memiliki kualitas yang tinggi.
		X must be of very good quality.	12. Menurut saya, Billionaire's Project melakukan seleksi yang ketat setiap menjual produknya kepada masyarakat.
		X must be of very good quality.	13. Menurut saya, Billionaire's Project selalu menawarkan produk dengan kualitas terbaik.
		X is highly durable.	14. Menurut saya, kualitas produk Billionaire's Project bisa bersaing dengan perusahaan besar.
		The likely quality of X is extremely high.	15. Menurut saya, kualitas produk Billionaire's Project sesuai dengan harapan saya.
Brand Attachment (BA)	Khajbal et al (2020)	Buying this brand gives me a lot of joy and pleasure	16. Billionaire's Project merupakan brand yang memberikan dampak positif bagi saya.
		It's a brand that I enjoy using	17. Billionaire's Project merupakan brand yang selalu mengeluarkan produk yang memenuhi kebutuhan saya.
		It would pity me to have to give up buying this brand	18. Saya merasa senang saat memakai produk dari brand Billionaire's Project.
		I'd be upset if I couldn't find this brand	19. Saya merasa tertarik setiap melihat produk dari brand Billionaire's Project.
		I am very attracted to this brand	20. Billionaire's Project selalu mengeluarkan produk yang sesuai dengan selera saya.
Brand Love (BL)	Carroll & Ahuvia (2006)	This brand makes me feel good	21. Produk dari brand Billionaire's Project membuat saya terlihat keren.
		This brand is totally awesome	22. Menurut saya, produk dari brand Billionaire's Project sangat luar biasa.
		I am passionate about this brand.	23. Produk dari brand Billionaire's Project selalu membuat saya tertarik.
		This is a wonderful brand.	24. Menurut saya, produk dari brand Billionaire's Project benar-benar bagus.

The Likert scale format is also used in this questionnaire design. Likert scales (Hinkin et al., 1997), have many “points” as well as a continuum that defines varying amounts or levels of the measured feature or variable (e.g., agreement, frequency, importance etc.). To establish the authority capital of influence efficacy toward brand attachment in their products, this study will employ Strongly Disagree is worth 1 point, Disagree is worth 2 points, Neutral is worth 3 points, Agree is worth 4 points, and Strongly Agree is worth 5 points as scale measurements.

In the first section, respondents are asked to fill out personal information such as their gender, age, residence, Instagram accounts or Whatsapp number, how active respondents use Instagram, and a statement that respondent follows Arief Muhammad and has purchased Billionaire’s Project products. Therefore, it will help the researchers to separate and analyze the data according to the criteria so that it will be useful in this study. In the second section the researcher provides several questions or statements that come from each variable. The questions are adapted from several journals that conduct the research about personal branding, brand personality, perceived quality, brand attachment, and brand love. In this section, respondents were asked to choose which of the 5 Likert scales could represent the respondent’s answers to the questions or statements submitted.

4. RESULTS AND DISCUSSION

Profile of the Respondents

From the total of 185 respondents, the result of respondent's gender that is involved to fill this questionnaire is 71 females, 112 males, and 2 are not defined. The gender majority that filled this survey is male with 60.54%. The researchers categorized the age of respondents into four groups. For ages 15-25 years old that classified as a gen Z and 26-35 years old that classified as a millennial generation. According to table 4.2, the majority of the respondents that filled this survey is 15-25 years old, which is 159 people or 85.95%. Furthermore, it was followed by the age of 26-35 years old, which is 26 people or 14.05%. For respondents with the next two age categories, namely 36-45 and >45, no one filled out the questionnaire so that the two categories will not be taken into account. This is not a problem for this research because the objective sample and population are indeed for the millennial generation and gen Z categories. The domicile of the respondents who are most dominant in filling out this questionnaire are those from Jakarta, namely 40.54% or 75 respondents live in Jakarta. Then in the second position followed by outside Jabodetabek with a percentage of 15.14% or 28 people. Furthermore, from Tangerang with a percentage of 14.59% or 27 people from Tangerang. Then from the Depok area with a percentage of 14.05% or about 26 people. Then from the Bogor area with a percentage of 8.65% or about 16 people. The last area is Bekasi with a percentage of 7.03% or 13 people.

Validity and Reliability

This study will test the validity and reliability of each measured item used. This test is needed to be able to determine whether each variable in question produces a valid and reliable answer. The validity and reliability studied in a variable will refer to the extent to which the hypothesis or belief can be measured using a quantitative survey through questions asked to respondents. In this study, validity will be shown in several ways, namely Loading Factor, Average Variance Extracted (AVE), Cross Loading, and Fornell-Larcker Criterion. On the other hand, determining reliability metrics will use Cronbach's Alpha and Composite Reliability to evaluate their dependability. This section will describe how the findings were produced and examined for each of the five components.

Loading factor is a coefficient that explains the level of relationship between indicators and latent variables. In general, the higher the loading factor the better, and values below 0.30 are not interpreted. As a general rule, loading above 0.71 is very very good, 0.63 is very good, 0.55 is good, 0.45 is fair, and 0.32 is poor (Tabachnick & Fidell, 2007). All items' outcomes

are expected to meet this requirement as an output to be examined further. All measurements from all five variables passed the requirement based on the lowest amount required for each item's factor loadings, which is 0.70.

Average Variance Extracted (AVE)

AVE is an aspect that is used to evaluate convergent validity. In the analysis, the minimum value used is equal to more than 0.50 so that the model can be accepted and valid. Table 3 gives the result of the processed AVE value and states that the AVE value of the personal branding variable (X1) is above 0.50, which is 0.607. Thus, the AVE value of the personal branding variable (X1) is acceptable and valid.

Composite Reliability will quantify the dependability of observable variables based on their interdependence, similar to how Cronbach's Alpha works. The Cronbach's Alpha approach will be supported by the Composite Reliability results. The value must be greater than the required minimum of 0.70 to meet the Composite Reliability requirements. From Table 4.30 it can be seen that all the values of each personal branding variable (X1), brand personality (X2), perceived quality (X3), brand attachment (Y), and brand love (Z) are green because they have values above 0.07. Therefore, it can be concluded that from composite reliability, all observed variables are reliable and worthy of further investigation.

Table 3 Results of AVE and CR

Construct	AVE	Composite Reliability
Personal Branding	0.607	0.885
Brand Personality	0.614	0.888
Perceived Quality	0.662	0.907
Brand Attachment	0.652	0.903
Brand Love	0.682	0.895

Regression Analysis

Regression analysis is one of the methods to determine the cause-and-effect relationship between one variable and another variable(s), including R-Square (R^2), path coefficients, Predictive Relevance, Model Fit or Goodness of Fit, and T-test. This analysis is also used to understand which independent variables are related to the dependent variable, and to find out the forms of these relationships. The use of this analysis can see how effectively the research model used in this study can function properly. At the end of this analysis will also be explained about the hypothesis whose results will determine whether the hypothesis is accepted or rejected.

Table 4 Regression Analysis

Construct	R^2	R^2 Adjusted
Brand Attachment	0.759	0.755
Brand Love	0.712	0.710

The coefficient of determination (R^2) is employed by Ghozali (2011) to evaluate the model's capacity in explaining the change of the endogenous variable. This analysis uses updated R^2 values, as stated by the researchers. When one exogenous variable is supplied to the model, the updated R^2 value can grow or fall automatically. Adopting modified R^2 rather than R^2 is preferable because R^2 tends to overestimate regression model fit. Adjusted R^2 will never exceed R^2 ; if a variable that is not required for the model is included, it may even drop (Gujarati et al., 2009). Table 4 is the result of the R^2 calculation using SmartPLS by the researchers. There are two analyses of the coefficient of determination in the regression model, the first is the model for the brand attachment variable (Y) and the brand love variable (Z). In the first coefficient of determination analysis, the independent variables used as predictors are personal branding (X1), brand personality (X2), and perceived quality (X3). While brand attachment (Y) acts as the dependent variable. In the Y regression model, the R^2 value obtained is 0.759 or 75.9%. Furthermore, for the second analysis of the coefficient of determination between the variable brand attachment (Y) as the independent variable and brand love (Z) as the dependent variable. In the Z regression model, the R^2 value obtained is 0.712 or 71.2%. From the Z value of the model obtained by 71.2%, it means that other variables affect the remaining 28.8%.

Table 5 Model Fit

Items	Saturated Model	Estimated Model
SRMR	0.093	0.097
d_ ULS	2.602	2.837
d_G	2.206	2.255
Chi-Square	1871.808	1893.728
NFI	0.858	0.850

Model Fit or Goodness of Fit

Table 5 is the result of the fit model data obtained by the researcher using SmartPLS. The first thing to look at is the value of the Standardized Root Mean Square Residual (SRMR) that compares the standardized residuals of the observed and projected covariance matrices. In the SRMR section, it shows a value of 0.097 and because the value is still below 0.10, this research model can be said to fit well. After analyzing the SRMR value, then the NFI value is analyzed. The NFI is then calculated as 1 minus the suggested model's Chi-squared value

divided by the null model's Chi-squared values. The NFI value will be viewed using a scale of 0 to 1. If the NFI value is close to 1, it means that the model has a better fit and vice versa if the NFI is close to 0 then the model has a poor fit. However, for the limit of the NFI value scale, it can be said that it is above 0.90. Even so, there is a softening that can be used to measure NFI, namely with an NFI value of more than 0.95 which means it is deemed very good, between 0.9 and 0.95 is in the good category, and the last one is between 0.8 and 0.9 which is in the suffering category. and if it is less than 0.8 then it falls into the bad category so that the model can be said to be unfit (Portela, 2012). From the data in Table 5, it is clear that the NFI value of this study is 0.850, which means it is still within the specified value limit. Therefore, the conclusion of the fit model based on the SRMR and NFI values shows that the model criteria for this study have been met and that the model is a good fit.

Hypothesis Testing

T-test is a statistical analysis tool used to compare the mean of a group of data or two groups of data. In other words, the T-Test aims to find out whether there is an average difference between the data being compared. To create a more effective model in the regression model, a significant variable is needed. And vice versa, a not significant variable will make the model less effective. In this test, there are two things that need to be considered, namely the t-value and the significance value (P-value/Sig.). In the event that the P-value is lower than alpha of 0.05, then the alternative hypothesis is accepted, and the null hypothesis is declined. This shows that the hypothesis on the independent variable affects the dependent variable. If the P-value is higher than the alpha of 0.05, then the alternative hypothesis is declined, and the null hypothesis is accepted. It means that the hypothesis of the independent variable does not affect the dependent variable. In addition to the P-value, it is also necessary to look at the value of the T-value. T-value should be compared to the statistics from the T-table. If the value is higher than the T-statistics, then the alternative hypothesis is accepted and the null hypothesis is declined, which means that the independent variable influences the dependent variable, and vice versa.

According to Table 6 which is a table that contains a complete T-Test result, this section will provide a table containing the interpretation of the results of each hypothesis' T-Statistics and P-Value. The alpha level, degrees of freedom (*df*), and number of tails are used to determine the t-table value. As a result, the hypotheses created in this study are classified as non-directional hypotheses with a 5% alpha and two-tailed significance. In addition, the *df* demonstrates how many alternative values can be collected without breaching any analytical

limits. This value is obtained by subtracting one from the sample size ($n-1$), which from the sample size obtained in this study is 185 samples. As a result, the t-table value obtained for the data is found to be 1.972.

Table 6 Hypothesis Testing Result

Variable	T Statistics	P Value	Result
PB → BA	1.512	0.131	Rejected
BP → BA	5.088	0.000	Accepted
PQ → BA	3.552	0.000	Accepted
BA → BL	31.889	0.000	Accepted

Based on the results in Table 6, the first hypothesis (H1) is rejected. Personal branding frequently has a big impact on brand attachment, even if there are definitely other elements as well. It is important to remember, though, that the influence's power might change. More recent businesses may rely more on personal branding than established ones. Also, the degree to which a person's personality and brand image mesh may have a big impact on how effective personal branding is.

Next, the second hypothesis (H2) is accepted. It indicates that a consumer's self-concept and a brand's personality complement each other, creating an emotional connection. Customers that have a personal connection to a brand are more inclined to identify with it.

This study found that perceived quality influences brand attachment. Thus, the third hypothesis (H3) is accepted. Customers are frequently excited to talk about their encounters with superior goods or services. Good word-of-mouth enhances the brand's reputation, drawing in new clients and fortifying ties with current ones.

For the fourth hypothesis, the current study found that brand attachment significantly affected brand love. An emotional connection between the customer and the brand is fostered via brand attachment. Creating a stronger emotional bond with the brand is essential to growing a more intense affection for it.

5. CONCLUSION

In this age of digital marketing, small, medium and large businesses are trying to gain market share in digital media and reduce advertising on traditional models. Compared to brands having to run promotions directly in the field, brands can place advertisements on websites or the internet with high traffic. One way for brands to be able to carry out their marketing efforts is to use influencers as an attraction for consumers who are in accordance with the brand's target market. This process must involve careful and accurate communication of the

influencer's values, beliefs and goals. As a result, to see how someone is able to bring consumers to bond with the brand they sell or even the personal brand they have, influencers must ensure the development of a brand personality that is acceptable to the targeted audience and foster a good perceived quality of the influencer. That way, an influencer has authority capital that can attract the market to be able to trust the product or service that the influencer offers them. This study focuses on how influencer can enhance the brand attachment to build influencer authority capital with a study case of Arief Muhammad's business, Billionaire's Project.

Theoretical Implications

This study shows in 2 models, the first model covers the impact of Personal Branding, Brand Personality, and Perceived Quality to the Brand Attachment. The findings from these data show that brand personality contributes the most to the brand attachment according to the initial prediction which stated that influencers cannot focus solely on personal branding. This is in line with the past research from Manoppo et. al. (2020) that stated brand personality has a positive relationship with brand attachment. In addition to Brand Personality, the variable that influences Brand Attachment is Perceived Quality. Meanwhile, Personal Branding has no correlation with Brand Attachment based on the data that has been analyzed. In Model 2, there is a positive relationship between Brand Attachment and Brand Love. These results are based on data that has been analyzed because the Null Hypothesis was rejected and the Alternative hypothesis was accepted, the result obtained is that the brand attachment variable (Y) is significant to the regression model that uses the brand love variable (Z)

Managerial Implications

This study shows developments in the advertisement strategy which previously used traditional methods, and now utilizes influencers as an attraction for consumers who are in accordance with the brand's target market. An influencer must not only develop personal branding to be able to create brand attachments and brand love for customers, but also must be able to build influencer authority capital. The strong brand that has been built will create affiliation and need for dependence. Love for Billionaire's Project product will make customers feel that they always need the brand and find it difficult to switch to another brand. This will have an impact on feelings of dependence on the brand. With this, it can be seen that brand attachment and brand love built by influencers will build a connection between the brand and

the target market. Therefore, this study will provide some useful recommendations for influencers.

Based on the research results, influencers shall build their authority capital because it has much greater power than a person's personal branding, also authority capital has the power to move and have a direct impact on existing consumers. Thus, in the event that someone has personal branding that doesn't often appear on the market, the impact on consumers will be much greater than someone who only focuses on personal branding. This study helps to assess the positive impact of authority capital on the target market that has been determined by the influencer or brand, analyze every relationship that arises between brand personality and perceived quality to increase consumer brand attachment and brand love to the products offered. Influencers can build authority capital through the development of perceived quality and brand personality. These 2 things are the main factors for building authority capital.

Limitations and Future Research

Despite the fact that this study was meticulously planned and executed to assure the validity of the results, it should be highlighted that the study's conclusions had limitations. First, respondents in this research are limited to 2 mandatory criteria, namely only Arief Muhammad's followers and must have purchased Billionaire's Project products, so there is a possibility of biased data because respondents only have 1 mandatory criterion. Second, due to a lack of resources, this study's data collecting is done through an online survey. As a result, the researcher has little control over data. Because the respondents may misinterpret the statement in the questionnaire, the answer they choose may be erroneous. The researchers highly recommend to use other objects (brands, influencers, companies, etc.) that have a tendency to experience the effect of authority capital. Also, it is advised to change or add new variables that could affect brand attachment and brand love for a brand sold by influencers.

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