

# The Effect of Influencer and Endorsement Content on Consumer Purchase Intention

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## ABSTRACT

**Aims:** This study aims to analyze the effect of advertising attributes from influencer's endorsement content, such as credibility, infotainment, and irritation towards advertising value, which ultimately affect consumer purchase intentions on Instagram.

**Place and Duration of Study:** This study was conducted in Indonesia, with no specific regional criteria in determining the respondents, from December 2022 to March 2023.

**Design/Methodology:** This study uses a quantitative approach using a convenience sampling technique. The sampling method was conducted by distributing online questionnaires to 180 respondents considered according to predetermined criteria: aged 16 & over and followers of influencers. This research was processed using PLS-SEM (SmartPLS) applications.

**Results:** The empirical findings show that credibility and infotainment in influencer's endorsement content significantly affect advertising value and consumer purchase intentions. However, the research results did not find a negative effect of irritation on advertising value.

*Keywords: Influencer; endorsement; Instagram; credibility; infotainment; irritation; advertising value; purchase intention*

## 1. INTRODUCTION

The massive use of social media today is undeniably the influence of technological and information developments, as seen from today's people's dependence on social media to move their interactions to platforms such as Instagram, Twitter, Facebook, WhatsApp, and others. Research has proven that the number of active social media users in Indonesia has reached 191 million, which has increased by 12.35% compared to 2021, namely 170 million people [1]. Based on the trend, Indonesia's social media users continue to increase yearly, despite fluctuating growth from 2014 to 2022.

Social media is not only part of the public space that contains only people's lifestyles but is also a tool from marketing to sales [2]. Social media is one of the communication channels chosen for implementing company marketing activities [3]. Seeing market is now full of

competition, the success of a brand in selling its products cannot be separated from social media marketing activities which significantly impact product sales [4].

Marketers are now turning to social media to engage with potential prospects. Integrating social media into people's daily lives is an excellent opportunity for brands to connect with customers through social media platforms [5]. Especially Instagram, social media platform that continues to experience an increase in the number of active users every year [6], is dominated by the productive age group (18-34 years) who are active in interacting with one another, making the generation Millennials are known as the most consumptive generation compared to other generations as a result of using the internet [7]. That makes Instagram is a social media platform widely used by marketers to advertise and market their products.

Several digital marketing channels are available and used by marketers, including influencer marketing [8]. Traditionally, companies have utilized the influence of celebrities on consumers for their former expertise, talent, credibility, and attractiveness to advertise a brand or product [9]. With the advancement of social media, celebrities continue to be a key element in advertising [10], and influencers are added to the list of influential online sources [11]. Compared to celebrities, social media influencers add value to advertising endorsements [12].

Influencers are social network users who have gained fame through social media, as indicated by their significant number of followers. Influencers are a non-celebrity people who actively represent themselves using technology to increase their popularity on Instagram [13]. Influencers create attractive profiles for the public where they share their interests and opinions and strongly impact their followers' decision-making [14]. Because of this high impact, marketers often sponsor influencers or collaborate with them to promote their brands, and several studies have corroborated the success of this type of support.

Influencers, now are a modern phenomenon in collaboration with marketing agencies that have been going on for the past few years. They create new channels on social media for brands to connect with consumers directly on a daily life scale by promoting brands that have collaborated through their personal lives [15]. The rise of social media influencers significantly influences people's consumption patterns, especially among millennials. Dissemination of content by influencers from various social media platforms will increase the public's ability to obtain information, significantly affecting product sales [16].

Regarding the phenomenon of using social media influencers in marketing

activities in Indonesia, recently, there has been a "viral endorsement" generated by Instagram influencers. They promote a brand in the form of a product or food with each promotion's techniques and characteristics, then upload via the Instagram social media platform (feeds or instastory). The results of the promotional or endorsed uploads will later be seen by their followers, numbering in the thousands, hundreds, to millions. From there, the impact of their endorsement is defined as the power of an influencer that makes the products advertised by them sell well, thanks to the trust their followers have in these influencers.

Fadil Jaidi is an Instagram influencer or also known as a celebrity. Fadil Jaidi is known as an influencer as well as a YouTuber. Fadil Jaidi became famous after his presented content always went viral on various social media [63]. Not only unique content but promotional content created by Fadil Jaidi also includes entertainment and uniqueness. This is where influencer Fadil Jaidi plays a role in contributing to the success of advertising a product and increasing product sales, following previous research by Herrando & De Hoyos [21], which is based on the Uses and Gratifications (U&G) Theory explaining user motivation and the reasons why they feel value in influencer advertising content. Based on U&G theory, psychological and behavioral functions are produced using mass communication and analyzing the use of information that motivates and satisfies users' needs. It was concluded from previous studies that entertainment, informativeness, and irritation are essential dimensions of U&G [64]. Users follow influencers on social media like Instagram voluntarily because they find the content they upload entertaining and valuable [21].

The findings in this study will help increase marketers' understanding of social media marketing in the context of utilizing influencers through U&G theory.

## 2. LITERATURE REVIEW

### 2.1 Uses and Gratifications Theory (U&G Theory)

According to U&G theory, individuals are active audiences of the media. Therefore, their media usage behavior is driven by specific goals [17]. This theory helps clarify audience choices for specific media and understand the basic needs that drive them to use these media [18]. In applying U&G theory in social media, the audience is considered an active individual social media content to satisfy particular needs, including seeking information and entertainment [19]. Recent studies conclude that content created by social media influencers could satisfy consumer needs such as information and entertainment, further promoting the relationship between influencers and consumers [20]. Therefore, this theory explains why consumers perceive value in influencer advertising posts. Users on social media (for example) Instagram, tend to follow influencers voluntarily because they find their content entertaining and valuable [21].

### 2.2 Credibility

Credibility, in this case, refers to the authenticity, integrity, and reliability of advertisements that customers believe [22]. Credibility is emphasized as an essential resource for consumers when evaluating advertising content. Consumers then assess the advertising message in the context of the media presented. Therefore, media reputation can increase or decrease the trustworthiness of advertising messages because advertising credibility is related to consumer perceptions of truth and trustworthiness [23]. In celebrity endorsements, source credibility is a construction consisting of three components: expertise, trustworthiness, and attractiveness. The source credibility model has been applied in previous studies in the context of traditional media forms. The attribute of source credibility

positively influences consumer purchase intention. In this regard, this attribute will also positively influence consumer buying in the context of social media influencer marketing [24]. The above statement also supports the analysis results of Goldsmith et al. [25] that influencers with high credibility will be more efficient in influencing consumer attitudes than those with low credibility.

### 2.3 Infotainment

The term infotainment came as a reflection of the connection between information and entertainment that appears through advertisements. This refers to information that blends brand communication with entertainment product content [26]. According to Thussu [27] in his book, infotainment is part of the information that contains the types and features of a product in the market that quickly stimulate target consumer purchase intentions through social media. An advertisement containing entertaining and valuable information is called an infotainment advertisement [28]. If described separately, *informativeness* in an advertisement by Ducoffe [29] is defined as "the ability of advertising to deliver messages through different product or service alternatives to inform consumers so they get the most desired satisfaction." In addition, informativeness in advertising has an essential value for advertising effectiveness. On the other hand, *entertainment* in the context of advertising refers to the ability of advertising to satisfy consumer needs for escape, diversion, and aesthetic pleasure or emotional enjoyment, whereby the ability of advertising to entertaining can enhance the experience of channeling advertisements for consumers. The theory (U&G) explains the importance of informative content in social media advertising; the existing literature highlights the importance of informative advertising in consumer engagement with social media advertising. In addition, this theory also explains that consumers prefer entertaining content on social

media because funny messages in advertisements will help attract consumers' attention [30].

## 2.4 Irritation

Brief annoyance, dissatisfaction, and intolerance elicited in an advertisement are defined as irritation. Ad content can provide information that can distract, confuse, and even overwhelm ad recipients. Thus, in this situation, the consumer will likely feel displeased and react negatively to the annoying advertisement. Whenever advertising uses techniques that have a disruptive, offensive, insulting, and overly manipulative output, it tends to annoy consumers and make them assume they do not want it. In the same vein, while consumers are used to exposure to advertising in traditional media in exchange for receiving free content, the same is not valid in social media, where advertising is seen as an invasive distraction from consumers' online activities. Several studies have identified potential factors that can trigger advertising irritation, such as the advertised product, advertisements containing distractions, and the perceived loss of control over one's behavior. Meanwhile, other research focuses on characteristics of advertisements that can irritate, such as targeting inappropriate audiences, messages that seem manipulative, excessive ad placement, and forced exposure [23].

## 2.5 Advertising Value

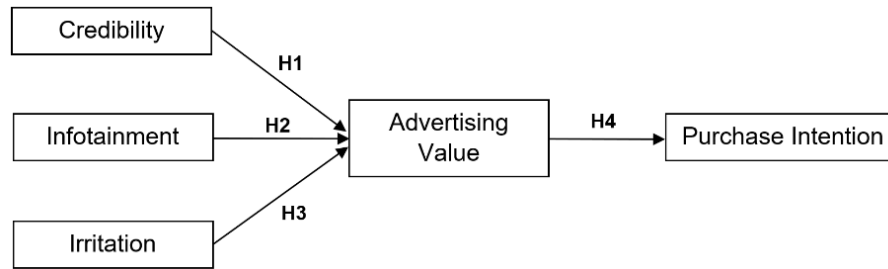
Haida & Rahim [32] describe a value as a behavior or state that is psychologically personal or socio-cultural preferable to the opposite end state. In advertising, value refers to the overall benefits a product or service offers in exchange for customer sacrifices to buy and use a product [33]. Advertising value is defined

as a subjective evaluation of the relative value or function of advertising to consumers. Therefore, advertising value is used to measure the effectiveness of an advertisement. When advertised advertising messages are related to consumer needs, they will find advertising value. In addition, the value of advertising exchange between advertisers and consumers through content is when the ads work effectively. Therefore, advertising value can be shown as a representation and overall assessment of the value of advertisements that appear on social media [34].

## 2.6 Purchase Intention

Purchase intention indicates the possibility that consumers will purchase products or services. It has been shown in previous research that an increase in purchase intention reflects an increase in purchase opportunity. If consumers have purchase intentions positively, brand involvement will encourage these purchases [35]. The customer's decision to purchase a product is highly dependent on the value of a product and recommendations shared by other consumers, such as on social media. Viral marketing, together with WOM (word-of-mouth) created by users, will lead to automatic forwarding and recommendations by users who consider a product worthy of purchase [36]. A study investigates the determinants of online advertising value: informativeness, advertising, entertainment, and irritation. Therefore, it is found how the value of social media advertising influences online purchase intention. They show that advertising informativeness, entertainment, and credibility determine consumer perceptions of advertising value, ultimately influencing consumer purchase intentions [37].

## 2.7 Conceptual Framework



**Fig. 1 Conceptual Framework**

## 2.8 Hypothesis Development

Most previous studies have explained the effect of credibility on advertising value and concluded that credibility has a significant positive impact. Advertising credibility refers to the honesty, trustworthiness, and truthfulness of advertising content presented and perceived by consumers [38]. Many studies have studied and conceptualized credibility in many contexts, for example leading to spokesperson credibility [39]. In contrast, the current study focuses on the credibility of information related to advertised products [40]. The concept of advertising credibility has been referred to in various advertising literature as one of the essential elements of advertising value [30]. In this context, credibility refers to the extent to which advertising content is genuine and believable, directly related to advertising effectiveness [35]. The credibility of an advertisement can be ascertained by the consumer's evaluation of the trustworthiness of the advertisement [41]. Some of these opinions support the research of Dao et al. [42], which shows that credibility has a positive effect on the value perceived by consumers from social media advertising, which positively influences consumer purchase intentions online. Based on previous studies, credibility is an indicator that supports the good or bad of an influencer in advertising a product and will affect the value of an advertisement.

H1: The credibility of Instagram influencer content positively affects advertising value.

The majority of previous studies have explained the effect of infotainment on advertising value, such as by Antoniadis et al. [43], Arya & Kerti [44], Gaber et al. [30], Lin & Chen [45], Ying et al. [46], and Zha et al. [47] concluded that there is a positive influence of information and entertainment (infotainment) perceived in the value of an advertisement on the internet and social media. Informative and entertainment are integrated into one construct, namely infotainment. In this modern technology, information and entertainment values are usually intertwined [28]. The explanation is that the entertainment value of social media is an essential factor that directs consumers to consume, create, or even contribute to content related to a brand online. Consumers make information search a fundamental reason for them to use social media. In other words, the motivation to seek information explains why consumers consume content related to a brand. Therefore, fans of a product/brand have a more positive attitude towards infotaining ads, thus leading to higher ad values [48].

The results of research by Antoniadis et al. [43] suggest that entertainment and information have become important factors influencing advertising on social media, which have significant implications for marketers and advertising strategies related to content and creativity, especially those that focus on young consumers. On social media, advertising needs to focus on information and entertainment to increase the effectiveness of social media advertising on consumers, which will affect the ROI of

promotional campaigns on social media. New trends in digital marketing and smartphone use will significantly assist in creating informative and entertaining messages in advertisements and sponsored posts on social media which also need to be tailored to target consumers.

H2: Infotainment of Instagram Influencer content positively affects advertising value.

Several previous studies have explained the effect of irritation on advertising value by Aktan et al. [23], Arya & Kerti [44], Aydin [48], Lin & Chen [44], and Rajesh et al. [22] which concluded that irritation has a negative influence on the value of advertising on social media. A study by Gaber et al. [30] concluded that consumer perceptions regarding the lack of irritation in the value of social media advertising would affect it positively. Meanwhile, a study conducted by Wei et al. [49] concluded that irritation positively impacts avoiding advertisements on social media.

Irritation is a factor identified as a negative indicator of attitudes toward advertising [29]. In advertising, annoyance can lead to negative attitudes from consumers towards advertisements which will reduce the value of advertisements. Consumers may find the feeling of annoyance they feel from an advertisement disturbing during the process of watching an ad. Previous research illustrates that consumers criticize advertisements because there is disturbing content, and this will reduce the effectiveness of advertisements [50].

Put forward again in the research of Mirmehdi et al. [51], when consumers are distracted by some advertisements that are 'annoying,' 'deceptive,' and 'confusing,' the ability of advertising will decrease. Concerning the online context, advertising can distract consumers and reduce the sense of 'having a positive experience.' Similarly, as on social media sites, advertisements can also provide

very unimportant information, which can distract users from their goal orientation and create negative attitudes towards advertisements towards certain brands. Therefore, if the ad is appropriately designed and provides relevant information, the ad will not have a negative effect and can attract consumer attention.

H3: Irritation of Instagram Influencer content negatively affects advertising value.

The majority of previous studies have explained the effect of advertising value on purchase intention, by Brahim [52], Chi et al. [53], Dao et al. [41], Firat [54], Lee [55], and Martins et al. [34] that advertising value has a positive effect on consumer purchase intention. Advertising value is an important variable influenced by several indicators in the previous hypothesis: credibility and irritation. When consumer expectations are met, Value exchange will be profitable for advertisers. Effective advertising messages are possible communication exchanges between advertisers and consumers [47]. Since advertising value is a function of the subjective utility of advertising to consumers, consumers will tend to respond positively to the advertised brand. Therefore, consumers' perceived value of advertising can strengthen their intention to buy goods advertised online [41].

Purchase intention includes the possibility that consumers will be willing to buy a particular product and that purchase intention precedes actual buying behavior. Advertisers and researchers use purchase intention to evaluate consumer perceptions of products. It explained that consumer attitudes towards advertising and brands, eWOM, and brand awareness affect purchase intentions. It is proven that consumers' perceived value of advertising will positively affect online purchase intentions [36].

H4: The advertising value of Instagram Influencer content positively affects purchase intention.

### 3. METHOD

#### 3.1 Measurements

This study uses a survey research design method and a quantitative approach which is used to test the objective theory by examining the relationship between variables [56]. Data was conducted by distributing an online questionnaire to respondents considered according to predetermined criteria. The questionnaire used a 5-point likert scale (1 = strongly disagree and 5 = strongly agree). The measurement scale for each variable consists of 3 items developed by Herrando & De Hoyos [21]. To ensure the validity and reliability of the measurement scale, pilot testing was analyzed using IBM SPSS Statistics 29 for data processing. Validity measures the degree to which a measurement accurately represents what it should. Reliability is to measure the extent to which variable indicators are internally consistent based on how high the linkage of indicators is to one another [57].

#### 3.2 Sampling and Data Collection

The type of data used in this study is using primary data obtained through survey methods. Sampling used a *convenience sampling technique*, a quantitative research procedure to get the most readily available respondents. In this technique, the intended respondent must have the following criteria: over 16 years old, an Instagram user, and followers of Instagram Influencer (in this study, @fadiljaidi). There are no specific provisions to meet these criteria. The number of samples used in this study was 180 respondents, according to the minimum sample size that depends on the model complexity factor and the characteristics of the primary measurement model [57].

### 3.3 Data Analysis

The analysis technique used in this study was PLS-SEM which was analyzed using the statistical software SmartPLS. PLS-SEM consists of two models, the measurement model (outer model) and the structural model (inner model), operating similarly.

## 4. RESULT

### 4.1 Respondent Characteristics

A descriptive analysis of respondents classified by gender, age, education, occupation, and average income in a month can be seen in demographic data (Table 1).

Based on Table 1, the respondents of this research were dominated by female respondents (73.9%), with an age range of 21-25 years, with a total of 137 respondents (76.1%). In addition, the highest number of respondents with students was 114 respondents (63.4%). Most respondents have occupation as students, 124 respondents (68.9%), and had an average monthly income is IDR 1,001,000 - IDR 2,500,000 with a total of 64 respondents (35.6%).

### 4.2 Measurement Model: Outer Model and Inner Model

#### 4.2.1 Convergent Validity

Convergent Validity relates to the principle that indicators from a construct should be highly correlated. The convergent validity test with PLS software can be seen from the outer loading value for each construct indicator. To assess convergent validity, the outer loading value must be more than 0.5-0.6, which is sufficient. In contrast, if it is more than 0.7, it is said to be high, and the average variance extracted value (AVE) and the communality value must be greater than 0.5 [57].

Based on Table 2, the results of the output loading factor show that almost all constructs with reflexive indicators produce a loading factor > 0.70 and are said to be valid, and so they fulfill convergent validity.

#### **4.2.2 Discriminant Validity**

Discriminant Validity can be seen from the measurement of the cross-loading factor with the construct and the comparison of AVE roots with the correlation of latent variables. If the construct's correlation with the primary measurement (each indicator) is more significant than the other construct measures, then the latent construct predicts the indicator better than the other constructs.

Based on Table 3, the cross-loading results show that the correlation value of the construct with the indicator is greater than the correlation value with the other constructs. It is concluded that all constructs except irritation have a good discriminant validity and can be declared valid.

#### **4.2.3 Composite Reliability**

Next, an analysis of the results of internal consistency is performed to measure the reliability of each latent variable using Cronbach's Alpha and Composite Reliability measurements.

Based on Table 2, The highest Cronbach's alpha value is indicated by the purchase intention construct of 0.866, and the lowest Cronbach's alpha value is indicated by the infotainment construct of

0.675. While the highest composite reliability value is purchase intention at 0.918, and the lowest is infotainment at 0.818. Because the output value of Cronbach's alpha in all constructs is above 0.70 according to general guidelines, it can be seen that this indicator meets Cronbach's alpha reliability test, and composite reliability meets the reliability test [57]. It can also be seen that the composite reliability value is much higher for all constructs compared to Cronbach's alpha value.

#### **4.3 Structural Equation Model Analysis**

Based on Table 4, the R-Square value of each effect between variables. The advertising value variable shows the R-square effect of 0.537 or 53.7%, which the independent variables credibility, infotainment, and irritation can explain. Variables outside this study explain 46.3%. Furthermore, it shows that the R-square value indicated by the purchase intention variable is 0.554, meaning that the purchase intention variable is explained by the advertising value variable of 55.4%. Other variables outside this study can explain the purchase intention variable by 44.6%. Meanwhile, the Q-square shows a strong correlation between the independent and dependent variables. The Q2 value is declared good if the value is > 0. Based on Table 4, the Q<sup>2</sup> value for advertising value is 0.350, and the Q<sup>2</sup> value for purchase intention is 0.432. Therefore, Q<sup>2</sup> > 0. It concluded that the validity of the predictive relevance of the fit model is vital.

**Table 1. Respondents' Demographic Characteristics**

| <b>Category</b> | <b>Item</b> | <b>f</b> | <b>%</b> |
|-----------------|-------------|----------|----------|
| Gender          | Male        | 47       | 26,1     |
|                 | Female      | 133      | 73,9     |
|                 | Total       | 180      | 100      |

|                |                            |     |      |
|----------------|----------------------------|-----|------|
| Age            | 16 - 20                    | 38  | 21,1 |
|                | 21 - 25                    | 137 | 76,1 |
|                | 26 - 30                    | 4   | 2,2  |
|                | >30                        | 1   | 0,6  |
|                | Total                      | 180 | 100  |
| Education      | Students                   | 114 | 63,4 |
|                | Bachelor Degree            | 65  | 36   |
|                | Master's Degree            | 1   | 0,6  |
|                | Total                      | 180 | 100  |
| Occupation     | Students                   | 124 | 68,9 |
|                | Private Employees          | 23  | 12,8 |
|                | BUMN                       | 12  | 6,7  |
|                | Businessman                | 18  | 10   |
|                | Housewife                  | 2   | 1,1  |
|                | Coach                      | 1   | 0,6  |
|                | Total                      | 180 | 100  |
| Monthly Income | <IDR 1.000.000             | 43  | 23,9 |
|                | IDR 1.001.000 - 2.500.000  | 64  | 35,6 |
|                | IDR 2.501.000 - 5.000.000  | 42  | 23,3 |
|                | IDR 5.001.000 - 10.000.000 | 25  | 13,9 |
|                | >IDR 10.000.000            | 6   | 3,3  |
|                | Total                      | 180 | 100  |

Source: Primary data processed (2023)

**Table 2. Validity Convergent and Reliability Test Result**

| Construct          | Item Scale | Loadings | Cronbach's Alpha | CR    | AVE   |
|--------------------|------------|----------|------------------|-------|-------|
| Credibility        | CR1        | 0.852    | 0.809            | 0.887 | 0.724 |
|                    | CR2        | 0.826    |                  |       |       |
|                    | CR3        | 0.874    |                  |       |       |
| Infotainment       | IN1        | 0.644    | 0.675            | 0.818 | 0.603 |
|                    | IN2        | 0.832    |                  |       |       |
|                    | IN3        | 0.839    |                  |       |       |
| Irritation         | IR1        | 0.872    | 0.829            | 0.897 | 0.743 |
|                    | IR2        | 0.869    |                  |       |       |
|                    | IR3        | 0.846    |                  |       |       |
| Advertising Value  | AV1        | 0.840    | 0.770            | 0.867 | 0.685 |
|                    | AV2        | 0.824    |                  |       |       |
|                    | AV3        | 0.819    |                  |       |       |
| Purchase Intention | PI1        | 0.888    | 0.866            | 0.918 | 0.789 |
|                    | PI2        | 0.875    |                  |       |       |
|                    | PI3        | 0.901    |                  |       |       |

Source: Primary data processed (2023)

**Table 3. Cross-Loading Factor**

| Construct | Credibility | Infotainment | Irritation | Advertising Value | Purchase Intention |
|-----------|-------------|--------------|------------|-------------------|--------------------|
| CR1       | 0.852       | 0.517        | -0.382     | 0.552             | 0.485              |
| CR2       | 0.826       | 0.551        | -0.412     | 0.535             | 0.411              |
| CR3       | 0.874       | 0.535        | -0.405     | 0.587             | 0.508              |

|     |        |        |        |        |        |
|-----|--------|--------|--------|--------|--------|
| IN1 | 0.433  | 0.644  | -0.505 | 0.338  | 0.187  |
| IN2 | 0.550  | 0.832  | -0.448 | 0.584  | 0.482  |
| IN3 | 0.479  | 0.839  | -0.425 | 0.559  | 0.447  |
| IR1 | -0.382 | -0.480 | 0.872  | -0.452 | -0.300 |
| IR2 | -0.452 | -0.547 | 0.869  | -0.461 | -0.337 |
| IR3 | -0.374 | -0.440 | 0.846  | -0.358 | -0.252 |
| AV1 | 0.525  | 0.551  | -0.415 | 0.840  | 0.554  |
| AV2 | 0.535  | 0.486  | -0.394 | 0.824  | 0.675  |
| AV3 | 0.567  | 0.588  | -0.423 | 0.819  | 0.613  |
| PI1 | 0.505  | 0.400  | -0.299 | 0.670  | 0.888  |
| PI2 | 0.516  | 0.461  | -0.312 | 0.657  | 0.875  |
| PI3 | 0.447  | 0.492  | -0.313 | 0.656  | 0.901  |

\*Notes: CR: Credibility, IN: Infotainment, IR: Irritation, AV: Advertising Value, PI: Purchase Intention.  
Source: Primary data processed (2023)

**Table 4. The Results Of R-Square And Q-Square**

| Variable           | R-Square | R-Square Adjusted | Q-Square |
|--------------------|----------|-------------------|----------|
| Advertising Value  | 0.537    | 0.529             | 0.350    |
| Purchase Intention | 0.554    | 0.551             | 0.432    |

Source: Primary data processed (2023)

**Table 5. Hypothesis Testing Result**

| Variable Relation                      | Hypothesis | T Statistics | P Value | Conclusion |
|--|------------|--------------|---------|------------|
| Credibility → Advertising Value        | H1         | 3.838        | 0.000   | Supported  |
| Infotainment → Advertising Value       | H2         | 4.071        | 0.000   | Supported  |
| Irritation → Advertising Value         | H3         | 1.614        | 0.107   | Rejected   |
| Advertising Value → Purchase Intention | H4         | 23.427       | 0.000   | Supported  |

Source: Primary data processed (2023)

## 5. CONCLUSION & DISCUSSION

This study aims to determine the effect of several attributes in advertising, such as credibility, infotainment, and irritation on advertising value (based on U&G theory), which ultimately affect consumer purchase intentions, especially in social media influencer marketing. Based on Table 5, credibility and infotainment positively affects advertising value, in which hypothesis H1 & H2 is supported. The result is in line with previous research by Taanika & Agarwal [58] that the better the level of credibility, the more significant the value of the advertisement will be. This finding is reinforced by research from Herrando & De Hoyos [21], which proves credibility affects the value of advertisements in influencer endorsement posts. When viewed based on the results

of the respondents' answers, credibility is one of the essential attributes influencers have in advertising a product which will later affect the level of consumer trust so that it increases the intention to buy the product advertised by the influencer through Instagram posts. Related to the profile of the majority of respondents who are college students whom we consider to have the highest level of education, it is very suitable for those who prioritize the credibility of an influencer they want to follow on Instagram. Thus, this level of credibility becomes a benchmark for whether they will trust influencer Fadil Jaidi in providing information and reviews about a brand in content containing advertisements, influencing their purchase intention for the product.

Furthermore, regarding infotainment, it is said that the more information and entertainment obtained from influencer content that contains advertisements, the better the value of the advertisement will be. The information contained in influencer advertising content will help consumers understand the product as a whole. Meanwhile, the entertainment in advertisements will make consumers feel happy when listening to content containing advertisements through their social media homepages. The results of this study agree with previous research conducted by Kim [59] that infotainment has a positive effect on advertising value.

The average gender of the respondents, namely women, is following their habits of considering many things before buying something compared to men. Moreover, women are said to be easily influenced by social media in shopping. In some of these considerations, one of them is looking for product-related information in detail. Thus, women will be more confident in buying products advertised by informative influencers. Related to entertainment, according to Lubis [65], was found that women prefer social media to seek entertainment. So, it can be seen that the average influencer's social media followers who are entertaining and have funny characters consist of women. Taken together, it makes sense that women prefer social media influencer endorsement content that contains detailed and entertaining product information.

However, the results do not support the negative effect of irritation on advertising value (H3). The table of hypothesis testing results shows that the irritation variable has a *T*-Value 1.614, *P*-Value: 0.107. It means irritation does not significantly affect the value of the ad. This result aligns with previous research conducted by Pintado et al. [60], which did not find a significant relationship between irritation and advertising value regardless of whether consumers trust the influencer. According to Herrando & De Hoyos [21], irritation may lead to

decreased advertising effectiveness, but Instagram differs. The intrinsic characteristics of Instagram could lead users to assume they will be exposed to advertisements; therefore, they deal with the problem of irritation in different ways. Then this is explained by the fact that influencer marketing generally tends to lead to the conformity of the advertised product, which increases the acceptance of the advertising content. That is, endorsement content matches the characteristics of influencers where Instagram users voluntarily follow them [36].

Moreover, the empirical findings allow us to conclude that users who perceive the value of advertising in influencer posts will show interest and may increase their purchase intention, supporting H4. The higher the value generated by influencer advertising content, the higher the consumer's purchase intention for the advertised product. The advertising value contained in an advertisement contains several attributes, such as credibility, infotainment, and irritation, which have positive and negative influences. That will increase consumers' intention to buy a product after seeing advertising content created by influencers.

## 6. IMPLICATIONS

This study raises some implications for theory and practice that adds insight and knowledge to enrich the literature related to social media marketing in the context of using influencers through U&G theory. Meanwhile, the managerial implications in this study are related to the practical benefits of research for marketing managers in utilizing marketing channels, mainly social media influencers. The results of the study show that purchase intention is influenced by advertising value. Advertising value is affected by credibility, infotainment, and irritation. Marketing managers will consider these factors when selecting influencer services to market a product. Credibility and infotainment factors relate to the value of

advertising that influences purchase intention. Practically speaking, marketing managers will choose to work with influencers who have credibility to gain consumer trust. Furthermore, marketing managers will work closely with informative and entertaining influencers to attract consumer purchase intent. Meanwhile, in contrast to the credibility and infotainment factors, the irritation factor does not affect the advertising value. Marketing managers must avoid working with influencers who risk causing consumer irritation.

## 7. LIMITATIONS

This study has certain limitations. First, this research only focuses on followers of

Instagram influencer Fadil Jaidi so the results can differ from followers of other Instagram influencers. Furthermore, it is hoped that future research will examine other influencers and social media platforms. Second, this study was dominated by respondents from Yogyakarta, Indonesia because the questionnaires were distributed randomly and not evenly distributed. Future research is expected to distribute questionnaires evenly throughout Indonesia. Third, this study has limitations in taking the number of samples, only 180 respondents. This number needs to adequately represent the total number of Instagram followers of influencer Fadil Jaidi, 8.4 million.

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UNDER PEER REVIEW

## APPENDIX

The items used to measure the construct of this study were adapted from Alalwan (2018), Firat (2019), Herrando & De Hoyos (2022), and Jamil & Hassan (2014). The following is a description of the scale of the measurement items in this study.

**Table 6. Item Measurement Scale**

| <b>Construct</b>        | <b>Measurement Item</b>   | <b>Source</b>              |
|-------------------------|---|----------------------------|
| Credibility [CR]        | [CR1] Influencer Fadil Jaidi's endorsement content is trusted.  | Jamil & Hassan (2014)      |
|                         | [CR2] Influencer Fadil Jaidi's endorsement content is convincing.   |                            |
|                         | [CR3] Influencer Fadil Jaidi's endorsement content is credible.   |                            |
| Infotainment [IN]       | [IN1] Influencer Fadil Jaidi's endorsement content is entertaining.   | Herrando & De Hoyos (2022) |
|                         | [IN2] Influencer Fadil Jaidi's endorsement content is a good source of information.   |                            |
|                         | [IN3] Influencer Fadil Jaidi's endorsement content is a good source of up to date product information.                        |                            |
| Irritation [IR]         | [IR1] Influencer Fadil Jaidi's endorsement content is annoying.   | Herrando & De Hoyos (2022) |
|                         | [IR2] Influencer Fadil Jaidi's endorsement content is irritating.   |                            |
|                         | [IR3] Influencer Fadil Jaidi's endorsement content is disturbing.   | Firat (2019)               |
| Advertising Value [AV]  | [AV1] Influencer Fadil Jaidi's endorsement content is useful.   | Herrando & De Hoyos (2022) |
|                         | [AV2] Influencer Fadil Jaidi's endorsement content is important.  |                            |
|                         | [AV3] The impression of a brand/product/service becomes stronger after watching influencer Fadil Jaidi's endorsement content. | Firat (2019)               |
| Purchase Intention [PI] | [PI1] I would buy the product being promoted by Fadil Jaidi.  | Herrando & De Hoyos (2022) |
|                         | [PI2] I would express my interest in the product being promoted by Fadil Jaidi.   |                            |
|                         | [PI3] I desire to buy products that are promoted on Fadil Jaidi's content.  | Alalwan (2018)             |