

**Original Research Article**  
**The Influence of Persona Attributes and  
Content of Tasya Farasya as a Human Brand on  
Instagram Followers' Interest in Cosmetic  
Products**

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**ABSTRACT**

This quantitative research investigates the influence of enjoyability, similarity, and expertise on attachment transfer, mediated by the fulfillment of connection and competency needs. Utilizing a 6-point Likert scale questionnaire, data was collected from 100 Instagram users aged 18 and above in Indonesia. Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS version 3 software was employed for data analysis. The results revealed that all hypotheses were supported, confirming the mediating role of fulfillment of connection and competency needs. This study contributes to the theoretical understanding of Social Media Influencer (SMI) and underscores the importance of effective management of social media influencers, particularly in the beauty industry, to enhance digital marketing strategies and broaden market reach. Additionally, it emphasizes the significance of improving consumer purchasing decisions through targeted social media influencer campaigns.

*Keywords: Influencer, Enjoyability, Similarity, Expertise, Fulfillment of Connection Need, Fulfillment of Competency Needs, Transfer of Attachment*

**1. INTRODUCTION**

Businesses must adapt to technological advancements and information systems in the era of globalization. Social media is key for quick and easy information access, facilitating connections between businesses and customers. It has become a crucial marketing strategy for businesses in various industries. Brands worldwide use platforms like Facebook, Twitter, and Instagram to connect with customers [1]. In 2018, global social media advertising revenue was \$68 billion, and it's expected to reach \$185 billion by 2022 [2]. This paper discusses the importance of social media engagement and marketing strategies for businesses in today's interconnected world.

In social media, an "influencer" is someone who can affect what people buy. They are recognized for guiding purchasing choices by sharing product details and recommendations with their followers [3]. Brands commonly partner with influencers for marketing, leveraging the influencers' existing image to promote products on their social media. This collaboration is known as influencer marketing [4]. Influencer marketing is essential for businesses because it allows them to engage with potential buyers quickly and affordably, compared to

traditional advertising [5]. Through social media, anyone, be it celebrities or regular individuals, can share thoughts and emotions, creating various types of content like posts, stories, live videos, and IGTV to develop their unique online persona [6]. Some personalities and their content connect deeply with others, gathering millions of followers. These influential figures, known as Social Media Influencers (SMIs), hold sway over their followers [7].

The rise of influencer marketing on social media has led to a demand for transparent and strategically placed advertisements due to consumer protection concerns [8]. Many companies view influencer marketing as an effective part of their digital strategy, allowing direct engagement with customers and gathering valuable feedback on products [9]. In 2017, 86% of brand marketers used influencer marketing, finding it effective, and 89% reported comparable or better returns than other channels in 2018 [10, 11]. SMIs are claimed to be 6.9 times more effective than studio-created content [7]. Due to this impact, 42% of marketers plan to make influencer marketing an ongoing strategy, not just a one-time tactic [10]. To maximize its benefits, selecting the right influencers is crucial for retailers and marketers [12]

Instagram is a go-to platform for influencers in marketing due to its global popularity and visual appeal [13]. Businesses, big or small, use it as a marketing playground to showcase products with eye-catching visuals, as it's cost-effective and quick [14]. A survey revealed that 9 out of 10 people on Instagram follow business accounts, making it a helpful platform for brand communication. Brands benefit by getting noticed, and users enjoy discovering interesting content [15].

Instagram dominates as the top choice for Indonesian businesses in 2021, with 61% using it for marketing, surpassing Facebook and YouTube [15]. Its visual appeal and effective message delivery contribute to its popularity among businesses of all sizes [16]. Instagram is a key platform for connecting with customers and showcasing products through compelling pictures and videos [17]. The platform's creative content surge has driven growth, especially in fashion, beauty, health, and food industries. Influencers, like Tasya Farasya, find Instagram vital for expanding their following [18]. Instagram's transformative role, highlighted by [19], encourages robust interactions, leading to higher engagement compared to competitors. Understanding the impact of influencers on brand engagement, brands consider factors like credibility when selecting influencers.

Lulu Farassiya, also known as Tasya Farasya, is a prominent beauty influencer in Indonesia with 6.1 million followers on Instagram (@tasyafarasya) as of May 2023. She shares comprehensive product reviews and personal opinions, attracting positive feedback. It aligns with [20] finding that a higher follower count widens commercial message reach. Tasya Farasya's popularity leads her followers to purchase products she promotes on Instagram. In this case, Influencers is viewed as human brands which is greatly influence customer interest in brands, as followers often buy products endorsed by their idols because of perceived enjoyability and similarity.

Research suggests that people seek connection by engaging with enjoyable individuals, a trend observed in online and social media contexts [21]. Influencers Known Personally (IKM), known for their humor and friendliness, are perceived as more relatable than celebrities [22], fulfilling followers' need for connection. Additionally, similarity enhances this connection, as people tend to gravitate towards personas similar to themselves, strengthening the bond [21, 23, 24, 25]. Furthermore, the need for competence, defined as the desire to feel capable or effective, plays a role in followers' attachment to SMIs [26].

When SMIs meet followers' needs for idealism, connection, and competence, people are likely to form a strong connection with them [27].

Positive emotions towards IKM lead to stronger emotional bonds with followers, increasing the likelihood of followers adopting recommended products or brands. This emotional transfer is similar to celebrity endorsements, where positive feelings towards the celebrity translate into positive attitudes towards endorsed brands [28]. Research shows that a strong emotional connection between consumers and celebrities boosts trust in endorsed brands and purchase intentions [29, 30]. Thus, forming a deep emotional bond with IKM enhances the effectiveness of their product/brand recommendations on Instagram.

Theory of Acceptance Models (TAM) helps to understand how people react to media, especially in online shopping [31]. According to TAM, if the information in ads is easy to understand, consumers respond well. This response, called behavioral change, is seen when people show interest in online shopping on social networks [32]. The theory of the dependency effect of mass media tells us that mass media plays a big role in shaping society's views and influencing social activities [33]. [34] found that exposure to advertising significantly impacts what consumers want to buy, with a high influence rate of 74.2%.

Purchase intention is the "*conscious individual's plan to try to buy a brand*" [35]. While brand attitude is a summary judgment of a brand, purchase intention is an individual's tendency to buy from that brand [36, 37]. Lately, social networking sites have become a hot spot for marketers aiming to influence what consumers want to buy. Electronic word of mouth, like online recommendations, plays a big role in shaping consumer preferences on these sites [38]. Another important factor is the credibility of social media influencers in endorsement situation [39, 40]. Research on celebrity endorsements is based on several models, including source credibility models and source attractiveness models, indicates that attractiveness, reliability, and expertise impact consumer purchase preferences. Perceived interest in influencers affects purchase intentions.

The main question is: How do social media influencers' roles as personal brands affect how people feel and relate to brands on Instagram? This research is important because it explores how influencers influence their followers to buy products on Instagram. Given this background, researchers want to understand how people's interest in brands on Instagram is influenced by influencers, focusing on enjoyability and similarity among followers.

## **2. LITERATURE REVIEW**

### **2.1 Social Media Influencer (SMI)**

Due to the increasing popularity of influencer marketing, some researchers have focused on identifying the characteristics that allow IKM to exert greater or lesser influence on their followers [7, 41, 42]. Studies by [43, 44] have explored branded content from IKM as online advertising and analyzed its impact on follower decisions. Other research has delved into various sponsor disclosures in the context of IKM branding, such as "*sponsored*" or "*paid advertisement*."

Despite the contributions of previous research, there is still limited understanding of how IKM initially gain their persuasive power, partner with brands, and create branded content that includes endorsements. Given that social media platforms were initially designed to facilitate connections and personal bonds [45], we investigate the attachment mechanisms between IKM and their followers to determine if this attachment facilitates IKM's influence over them.

[14] assert that SMI are a fundamental type of social media marketing that leverages product endorsements from influencers—individuals with dedicated social followers considered experts in their market niche. Influencer marketing succeeds due to the high level of trust built by social influencers with their followers, and their recommendations serve as social proof to potential customers of a brand.

According to [7], a social media influencer is an individual who has gained popularity and trust among an increasingly growing online audience by being early adopters, innovators, or niche experts in specific interests such as fashion, health, or technology. Influencers share their opinions, expertise, and recommendations across various social media channels. The role of influencers is to create content aimed at their social media followers. Additionally, social media influencers build their following by sharing quality content that inspires, entertains, informs, and connects the brands they market to their followers. Influencers initiate social conversations, encourage engagement, and set trends among a receptive audience, positioning themselves to collaborate with brands on sponsored content.

## **2.2 Human Brand Theory**

The Human Brand theory [46] serves as a conceptual lens for our research as it proposes specific ways in which media personas can evolve into human brands. This evolution fosters audience attachment and yields positive marketing outcomes by fulfilling needs. The key distinction between human brands and product or service brands lies in the subject of the brand being a human, an individual. In existing brand theory studies, inanimate objects comprising brand images are often personified and given personalities or identities to form connections with consumers. [47] highlight that a human or personal brand is perceived as an individual or single personality that needs development. [46] pioneered the academic approach to the concept and characteristics of human brands. He argued that an individual can become an independent brand, defining a human brand as a celebrity whose influence sets them apart from ordinary people based on popularity. Celebrities, as marketing communication subjects, have been referred to as human brands or personal brands [48,49]. From a brand management perspective, providing information to consumers about a product is crucial for building a single product brand. This process involves various factors related to a brand, such as product functionality, consumer interest in the product, and designing a brand name that captures product characteristics. [50] expands the scope of branding in strategic brand management theory by assuming that individuals themselves can become brands. According to [50], a human brand can project a clear brand image, similar to how a product can be associated with a brand image, where image and awareness are crucial success factors for human brands.

## **2.3 Enjoyability**

Humor is the most commonly used theme alongside emotional appeal in marketing or introducing a brand. Generally, everyone enjoys humor as it brings about feelings of joy. To be more easily embraced by followers, the message conveyed by influencers should be engaging and entertaining. The chosen humor theme can significantly impact the effectiveness of an ad in building brand recognition within society. Feeling happy can come from various things like social, cultural, or tech stuff. When someone likes something, they might want to learn more, try what influencers use, or buy the stuff they recommend. Enjoyability is chosen to elicit followers' liking for a product featured in an influencer's content, and the consequence of this liking can manifest in behaviors. Someone who adopts a positive attitude towards a product may take actions like gathering information about the product, responding positively to it, and even attempting to purchase it.

The literature defines the need for idealization as an individual's desire to seek someone with qualities they perceive as lacking but wish to possess [51]. According to [7], IKMs are individuals who can fulfill society's need for idealization. Specifically, IKM whose taste, style, and lifestyle are inspiring are perceived as highly effective in attracting likes, followers, and modeling for their followers. The need for connectedness is an individual's desire to feel socially connected and maintain meaningful relationships with others [26, 52].

Research conducted by [21] reveals that enjoyability has a positive and significant impact on fulfilling the need for relatedness. Their study suggests that people can satisfy their need for connectedness when interacting with enjoyable individuals. This aligns with research by [53, 54, 55]. In their studies, it is indicated that some individuals expect IKM to be humorous and friendly, making them more approachable than celebrities [22]. For instance, Instagram influencer Baddie Winkle, known as the funny grandma, has gathered over 3.5 million followers by entertaining them, thus fulfilling their need. Therefore, an IKM with a funny, amusing personality that brings joy satisfies followers' need for connectedness, portraying them as human brands.

## **2.4 Similarity**

The literature indicates that similarity contributes to fulfilling individuals' need for connection. When individuals share relevant or similar personal aspects with others, they feel more connected and understood, ultimately contributing to their sense of connection [21, 23]. The consistent effect of similarity in meeting the need for connection remains prevalent in interactions on social media and the content presented by influencers. For example, [24] demonstrated that people prefer social media personalities who are similar to themselves, leading to a stronger sense of connection. Similarly, when individuals perceive similarities in tastes and preferences with others on social media, they feel a deeper emotional connection [25]. Therefore, it can be concluded that IKM whose personalities are similar to their followers will convince followers to see SMI as human brands that fulfill their need for connection.

This research aligns with the findings of [24], showing that similarity has a positive and significant impact on meeting the need for connection. People tend to like and follow social media personas that are similar to themselves, thus providing a greater sense of connection and affiliation. Additionally, research conducted by [56] indicates that the similarity of influencers has a positive impact on meeting individuals' need for connection. The more individuals feel that they share similarities or have similar tastes and preferences with other social media users, the more they experience an intimate emotional connection with those users [25]. Thus, we assume that IKM whose personalities are similar to their followers will persuade them to view SMI as human brands fulfilling their need for connection.

## **2.5 Expertise**

Expertise is defined as an individual's skill or ability to perform a task, supported by adequate intellectual capabilities acquired through inherent talent or learning. [57] assert that an influencer's expertise reflects their perceived knowledge, experience, or skills to endorse products through advertisements. This proficiency also signifies how credible an influencer is in delivering messages. Influencers typically possess extensive knowledge and skills, making them influential in shaping consumer attitudes. According to [58], IKM is generally defined as content creators who have built a reputation for their expertise in a specific field. When an SMI shares their professional knowledge about fashion, beauty, or home decor on social media, their followers tend to view this knowledge and experience not only as a personal statement but also as evidence of their expertise [59].

Expertise also represents an influencer's quality in selecting preferences or aesthetic appeal when promoting products. This is reinforced by the influencer's connection with the promoted products. Therefore, knowledge or experience in this regard fosters trust among followers, influencing them to purchase the endorsed products. For instance, Influencer Tasya Farasya, known for her makeup expertise, attracts followers due to her perceived skill, making products promoted through her expertise highly sought after. An influencer's expertise in building personal branding and cultivating positive relationships with followers can influence customer purchase intentions. The influencer must assess the marketing campaign's impact on sales and determine appropriate strategies to enhance marketing performance. When an advertisement is delivered by a highly credible influencer, it evokes positive feelings and trust, enhancing consumer perceptions of the advertised product.

## **2.6 Fulfillment of Connection Need**

According to [26, 52], the need for connection is the individual's desire to feel socially connected and maintain meaningful relationships with others. People satisfy their need for connection when interacting with enjoyable individuals [21]. For example, Influencer Tasya Farasya's friendly and entertaining demeanor satisfies followers' desire for increased joy. Thus, an influencer with a humorous, friendly, and enjoyable personality makes followers perceive them as a human brand fulfilling the need for connection.

## **2.7 Fulfillment of Competency Need**

Competence, as stated by [60], is an underlying characteristic causally related to an individual's effective and superior performance in a job or situation. It is a deep-seated personality trait that predicts behavior in various work-related situations. Competence is exemplified when individuals strive for achievement and exert effort to perform tasks effectively. For example, an organization rewarding employees for task completion instills a sense of competence, indirectly fostering stronger commitment and attachment.

The fulfillment of the need for competence is another crucial aspect desired by followers who engage with IKM. The successful fulfillment of this need results in a strong emotional bond with the IKM. Specifically, social media followers satisfy their competence needs when they perceive SMI content as showcasing special skills. The ability of IKM to produce and organize skillful content is cited as a vital reason why followers like and emotionally connect with them.

## **2.8 Transfer of Attachment**

Positive emotional feelings followers harbor toward SMI are transferred to the support they provide. The stronger the emotional connection followers have with influencer marketing, the more likely they are to adopt products or brand recommendations advertised by IKM. According to [28], attachment transfer is a positive feeling developed through the connection between influencers and consumers, creating positive consumer attitudes toward celebrity-endorsed brand support.

The literature defines attachment as an emotional bond between two individuals [61]. Creating emotional attachment towards a brand has long been a central issue in branding [62]. Therefore, understanding how IKM as human brands establish strong attachments with their followers is essential to generate effective marketing effects. [63] suggest that individuals are indirectly drawn to relationships that offer opportunities for fulfilling their basic needs. One way to provide these opportunities is by meeting society's need for idealism.

For instance, when consumers choose a brand and become attached to it, these decisions often revolve around aspirations for future selves [64]. This implies that if a brand can align its image closer to the consumer's ideal self-image, it can foster strong attachment. Similarly, human brands like SMI, who aim to satisfy followers' desires to enhance their self-image and reach their ideal selves, facilitate the formation of intense attachments. Attachment is also cultivated when individual needs for connection are met. In a study by [65], when individuals perceive a sense of connection from others, it leads to long-term relationships and stronger attachments. This can also develop when individual needs for competence are fulfilled.

[66] demonstrate that fulfilling competence needs fosters attachment transfer, as seen in organizations rewarding employees after completing tasks. Conversely, hindering competence needs reduces the likelihood of attachment [63]. Therefore, we argue that, in the context of social media, followers will develop strong attachment to human brand SMIs when it meet their needs for idealism, connection, and competence. It will impact followers' positive emotions towards IKM, which will ultimately be transferred into the support they provide. Thus, the more followers form strong emotional bonds with IKM, the more likely they are to adopt IKM's recommended products or brands. Such attachment transfer effects have been found in previous literature. For example, [28] shows that attachment transfer, where positive feelings developed through the influencer's attachment with the consumer, creates positive attitudes towards the brand endorsements promoted by the influencer they follow. The intense attachment formed between consumers and IKM enhances the transfer of value in support, increasing consumer trust in the endorsed brand and their intention to purchase the brand [29, 30].

### **3. METHODS**

#### **3.1 Measurement**

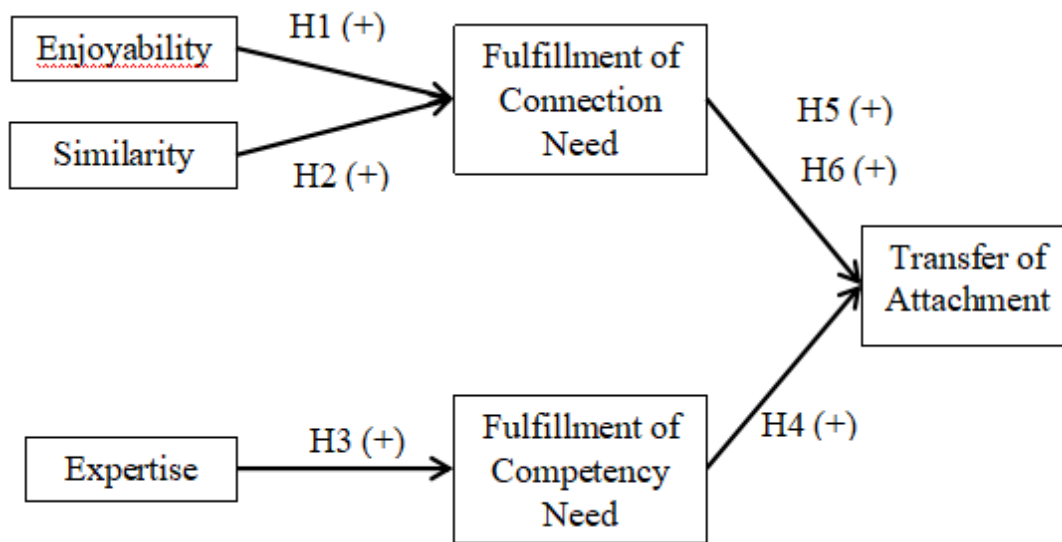
This study employs a quantitative research method, as defined by [67], focusing on numerical data collected through structured questions. Quantitative data, measurable and expressed as numerical variables, were gathered in Indonesia, chosen due to the significant growth in the Instagram user population. The study is conducted in Indonesia, selected for its substantial and rapidly growing Instagram user base. The study utilizes online questionnaires distributed via Google Form, reaching respondents through various social media platforms such as Instagram, WhatsApp, and Line. The questionnaire will be administered using a six-point Likert scale from Strongly disagree (1) to Strongly Agree (6). Meanwhile, the study will investigate three independent variables (enjoyability, similarity, expertise), two mediator variables (Fulfillment of the Need for Competence and connection), and one dependent variable (Transfer of Attachment).

#### **3.2 Sampling and Data Collection**

The research sample comprises the entire Indonesian population aged 18 and above who are Instagram users. Sampling is conducted using purposive random sampling, allowing for sample selection tailored to specific criteria to ensure the representativeness of the chosen sample. The Lemeshow Formula is used to calculate the amount of sample, assuming an unknown population size. Based on the calculation, the required sample size is  $n = 96.04$ . Therefore, the result is rounded up to 100 individuals. This sample size meets the recommended criteria from [68] for SEM usage, suggesting a sample of between 100-200 respondents.

#### **3.3 Data Analysis Techniques**

Descriptive analysis, as advocated by [67], is the chosen methodology for this study. It seeks to provide a detailed portrayal of various variables, aiding in informed decision-making. The research involves 100 respondents, and the descriptive analysis will be instrumental in uncovering and understanding the unique characteristics of each respondent. In accordance with [69], inferential analysis is a method linked to data analysis within samples, and its outcomes are applied for generalization to populations. This research employs the Structural Equation Modeling (SEM) testing system, processed through the SmartPLS application. [70] outline two levels of SEM-PLS data processing: the initial level involves reflective measurement model testing, followed by the second level, which integrates formative measurement model testing, hypothesis examination, and elucidation of interrelations among latent variables. The hypotheses of this research are summarized in the adopted research model from [71] as illustrated in Figure 1.



**Fig. 1. Research Framework**

*The research framework is adopted from [71].*

Based on Figure 1, this study posits four hypotheses as follows:

- Hypotheses 1: Enjoyability have a positive influence on Fulfillment of Connection Need.
- Hypotheses 2: Similarity have a negative influence on Fulfillment of Connection Need.
- Hypotheses 3: Expertise have a positive influence on Fulfillment of Competency Need.
- Hypotheses 4: Expertise has a positive influence on Attachment Transfer mediated by the Fulfillment of Competency Need
- Hypotheses 5: Enjoyability has a positive influence on Attachment Transfer mediated by the Fulfillment of Connection Need
- Hypotheses 6: Similarity has a positive influence on Attachment Transfer mediated by the Fulfillment of Connection Need

## 4. RESULTS AND DISCUSSION

### 4.1 Respondent Profile

The analysis of respondent profiles is based on characteristics gathered from the questionnaire distribution, including gender, age, occupation, salary per month, and the

frequency of Instagram usage. The results of the respondent profile analysis are presented in the following table (Table 1).

**Table 1. Respondents Profile**

<b>Category</b>	<b>Frequency</b>	<b>%</b>
<b>Gender</b>		
Male	1	1.0
Female	99	99.0
<b>Age</b>		
≤ 20 Years	25	25.0
21 - 25 Years	63	63.0
26 - 30 Years	11	11.0
31 - 35 Years	1	1.0
<b>Occupation</b>		
Employees of state-owned enterprises	1	1.0
Others	4	4.0
Students	71	71.0
Private sector employees	13	13.0
Entrepreneurs	11	11.0
<b>Salary per Month</b>		
≤ Rp2.000.000	53	53.0
≥ Rp10.000.001	2	2.0
Rp2.000.001–Rp4.000.00	34	34.0
Rp4.000.001–Rp6.000.00	7	7.0
Rp6.000.001–Rp8.000.00	3	3.0
Rp8.000.001–Rp10.000.0	1	1.0
<b>Frequency of Using Instagram</b>		
≤ 1 Hours	9	9.0
≥ 6 hours	15	15.0
1 – 2 hours	18	18.0
3 – 4 hours	23	23.0
5 – 6 hours	35	35.0

Souce: Primary data (2024)

## 4.2 Validity and Reliability Testing

The research model evaluation includes convergent validity, discriminant validity, and measurement reliability. In terms of convergent validity, an indicator is considered valid if it has a positive loading factor value greater than 0.7 and the Average Variance Extracted (AVE) is above 0.5 [70]. Meanwhile, data reliability is assessed using Cronbach's alpha and Composite Reliability. Data is considered reliable if the Composite Reliability and Cronbach's alpha values are recommended to be above 0.7 [70]. The results of convergent validity and reliability measurements are summarized as follows (Table 2).

**Table 2. Convergent Validity and Reliability of Data**

<b>Variable</b>	<b>Item</b>	<b>Loadings</b>	<b>CA</b>	<b>CR</b>	<b>AVE</b>
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<b>Enjoyability</b>	SNG1	0.922	0.936	0.954	0.838
	SNG2	0.920			
	SNG3	0.921			
	SNG4	0.899			
<b>Similarity</b>	SMA1	0.846	0.939	0.952	0.767
	SMA2	0.903			
	SMA3	0.892			
	SMA4	0.827			
	SMA5	0.892			
	SMA6	0.892			
<b>Expertise</b>	AHL1	0.875	0.887	0.929	0.813
	AHL2	0.910			
	AHL3	0.919			
<b>Fulfillment of Connection Need</b>	KTK1	0.856	0.893	0.920	0.698
	KTK2	0.826			
	KTK3	0.877			
	KTK4	0.766			
	KTK5	0.849			
<b>Fulfillment of Competency Need</b>	KOM1	0.703	0.771	0.869	0.691
	KOM2	0.888			
	KOM3	0.890			
<b>Transfer of Attachment</b>	TF1	0.910	0.925	0.947	0.816
	TF2	0.912			
	TF3	0.932			
	TF4	0.857			

Source: Primary data (2024)

As depicted in Table 2, the results affirm the convergent validity and reliability of the measurements employed in this study. Notably, the loading factor values for each indicator surpass 0.7, accompanied by AVE values exceeding 0.5. This signifies the validity of these indicators as reliable measures for latent variables. Additionally, both Cronbach's Alpha and Composite Reliability values surpass 0.7 for all researched variables, indicating that each variable meets the reliability criteria effectively. Consequently, it can be concluded that the variables demonstrate a commendable level of reliability.

The validity of the measurement model is further evaluated by assessing discriminant validity. Discriminant validity is evaluated by examining cross-loading values and applying the Fornell-Larcker criteria, which illustrate the correlation between constructs and their respective indicators, as well as with indicators of other constructs. The Fornell-Larcker estimation results are presented in the following table (Table 3).

**Table 3. Discriminant Validity: Fornell-Larcker**

Variable	AHL	SMA	SNG	KTK	KOM	TF
<b>SNG</b>	<b>0.901</b>					
<b>SMA</b>	0.801	<b>0.876</b>				
<b>AHL</b>	0.737	0.823	<b>0.916</b>			
<b>KTK</b>	0.823	0.719	0.700	<b>0.836</b>		
<b>KOM</b>	0.698	0.689	0.628	0.730	<b>0.831</b>	
<b>TF</b>	0.749	0.793	0.718	0.728	0.810	<b>0.903</b>

Source: Primary data (2024)

Table 3 indicates that the Fornell-Larcker criterion is well satisfied. This result is evident as each square root of the Average Variance Extracted (SQRT AVE) on the diagonal line has a

higher value than the values below for each variable. For instance, in the PM variable, the value of 0.906 is higher than the value of 0.064 beneath it. Therefore, based on the Fornell-Larcker test, all variables are considered valid discriminantly.

Subsequently, the Cross-Loading test was conducted by evaluating whether each construct's value for the same construct should be greater than that for others. The table below presents the results of the Cross-Loading estimation (Table 4).

**Table 4. Discriminant Validity: Cross-Loading**

Item	AHL	SMA	SNG	KTK	KOM	TF
AHL1	<b>0.875</b>	0.647	0.594	0.713	0.475	0.602
AHL2	<b>0.910</b>	0.718	0.674	0.771	0.622	0.690
AHL3	<b>0.919</b>	0.781	0.707	0.743	0.739	0.715
SMA1	0.727	<b>0.846</b>	0.820	0.616	0.603	0.708
SMA2	0.752	<b>0.903</b>	0.701	0.732	0.639	0.681
SMA3	0.679	<b>0.892</b>	0.717	0.597	0.573	0.693
SMA4	0.600	<b>0.827</b>	0.625	0.550	0.572	0.665
SMA5	0.676	<b>0.892</b>	0.725	0.626	0.620	0.684
SMA6	0.762	<b>0.892</b>	0.739	0.636	0.610	0.739
SNG1	0.657	0.736	<b>0.922</b>	0.633	0.573	0.639
SNG2	0.684	0.762	<b>0.920</b>	0.644	0.590	0.667
SNG3	0.665	0.735	<b>0.921</b>	0.667	0.570	0.644
SNG4	0.694	0.785	<b>0.899</b>	0.617	0.566	0.681
KTK1	0.801	0.738	0.692	<b>0.856</b>	0.585	0.652
KTK2	0.719	0.668	0.624	<b>0.826</b>	0.644	0.654
KTK3	0.693	0.635	0.615	<b>0.877</b>	0.676	0.661
KTK4	0.525	0.352	0.457	<b>0.766</b>	0.475	0.447
KTK5	0.647	0.515	0.479	<b>0.849</b>	0.645	0.579
KOM1	0.505	0.549	0.505	0.549	<b>0.703</b>	0.549
KOM2	0.618	0.566	0.533	0.623	<b>0.888</b>	0.732
KOM3	0.611	0.609	0.533	0.648	<b>0.890</b>	0.722
TF1	0.695	0.645	0.611	0.708	0.740	<b>0.910</b>
TF2	0.651	0.677	0.637	0.617	0.704	<b>0.912</b>
TF3	0.703	0.771	0.697	0.699	0.841	<b>0.932</b>
TF4	0.656	0.781	0.649	0.597	0.615	<b>0.857</b>

Source: Primary data (2024)

Table 4 shows that the cross-loading values for each item are > 0.70, and each item has the highest value when linked to its latent variable compared to other latent variables. This result indicates that each variable in this study accurately describes its latent variable and proves that the discriminant validity of all items is valid.

### 4.3 Structural Model Evaluation (Inner Model)

The inner model testing was conducted to evaluate the structural model. First, the determination and Predictive Relevance coefficients were tested by examining the R-square and Q-square of the dependent latent variables, as shown in the following table (Table 5).

**Table 5. R-Square dan Q-Square**

Variable	R-Square	R-Square Adjusted	Q-Square (=1-SSE/SSO)
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Fulfillment of Connection Need	0.553	0.544	0.354
Fulfillment of Competence Need	0.487	0.482	0.326
Transfer of Attachment	0.696	0.690	0.557

Source: Primary data (2024)

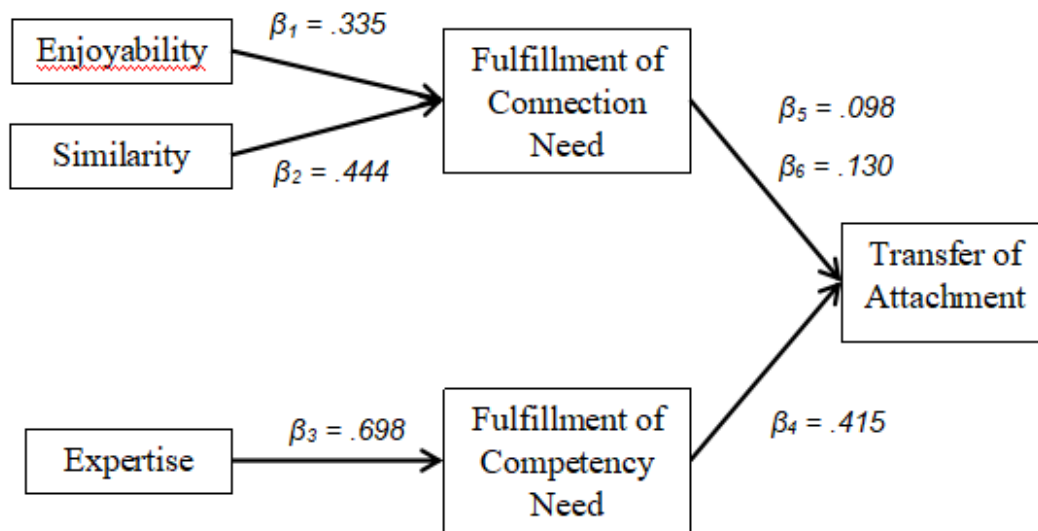
Table 5 indicates that the R-Square and Q-Square values are well-explained. The Predictive Relevance Q-Square value should be greater than zero to be considered good [70]. These results show that the R-Square and Q-Square values meet the criteria and is considered to have predictive relevance.

Finally, hypothesis testing was performed to elucidate the connections between variables in the research. The criteria employed for direct hypothesis testing include a T-statistic value  $> 1.960$  and a  $P$  value  $< .05$  (with a significance level threshold of 5%), both of which were satisfied. A detailed explanation of hypothesis testing is presented in Table 6 and Figure 2.

**Table 6. Hypothesis Testing**

Hypothesis	$\beta$	T Statistic (  O/STDEV  )	P Value	Conclusion
SNG $\rightarrow$ KTK H1	0.335	3.375	0.001	Supported
SMA $\rightarrow$ KTK H2	0.444	4.549	0.000	Supported
AHL $\rightarrow$ KOM H3	0.698	15.169	0.000	Supported
AHL $\rightarrow$ KOM $\rightarrow$ TF H4	0.415	5.098	0.000	Supported
SNG $\rightarrow$ KTK $\rightarrow$ TF H5	0.098	2.282	0.023	Supported
SMA $\rightarrow$ KTK $\rightarrow$ TF H6	0.130	2.294	0.022	Supported

Source: Primary data (2024)



**Fig. 2. Summary of the model results.**

$\beta$  indicates the direction of the hypothesis (original sample).  
The research framework is adopted from [71]

#### **4.3.1 Influence of Enjoyability on Fulfillment of Connection Need**

The test results indicate that enjoyability has a positive influence on the fulfillment of connection needs ( $\beta = .335$ ,  $P$  value  $.001$ ), thus supporting H1. It identifies that the positive

influence of the content created by Tasya Farasya positively affects the connection of the respondents. In other words, individuals can fulfill their need for connection when interacting with enjoyable personalities. These research findings align with the study conducted by [72], demonstrating that enjoyment significantly influences connection. It can be interpreted that an influencer providing information about a product or service generates enjoyment among content consumers, influencing their sense of connection. Consequently, the ultimate goal is to significantly increase sales for the company.

#### **4.3.2 Influence of Similarity on on Fulfillment of Connection Need**

The test results indicate that similarity has a positive influence on the fulfillment of connection needs ( $\beta = .444$ , P value .000), thereby confirming the validation of H2. This result identifies that the positive impact of Tasya Farasya's created content contributes to the perceived similarity, which, in turn, influences the fulfillment of connection needs for the respondents. When someone shares relevant or similar personal aspects with others, they feel more connected. This effect of similarity fulfills individuals' needs for connection, which typically occur in social media interactions. Some people admire Tasya Farasya because they feel a resemblance to themselves, thereby creating a greater sense of connection and relatedness. The findings of this study align with research conducted by [73], indicating that similarity has a positive influence on the fulfillment of the need for connection.

#### **4.3.3 Influence of Expertise on Fulfillment of Competency Need**

The test results indicate that expertise has a positive influence on the fulfillment of competency needs ( $\beta = .698$ , P value .000), thus supporting H3. It identifies that the positive influence of the content created by Tasya Farasya significantly impacts the competence of her followers. An individual's need for competence can be fulfilled when they follow an Influencer Known Personally (IKM) whose content showcases expertise. Tasya Farasya is admired by her followers because her content is perceived as highly skilled, particularly in the field of Cosmetics/Makeup, which is essential for women. Tasya Farasya shares her professional knowledge about beauty on the Instagram social media platform, and through her content, her followers feel more competent about cosmetic knowledge. The findings of this study align with research conducted by [58, 71], indicating that expertise has a significant positive influence on the fulfillment of the need for competence.

#### **4.3.4 Influence of Expertise on Attachment Transfer Mediated by Fulfillment of Competency Need**

The test results indicate that expertise has a positive influence on attachment transfer mediated by the fulfillment of competency need ( $\beta = .415$ , P value .000), thus supporting H4. It identifies that the positive influence of the content created by Tasya Farasya can effectively transfer expertise, making it applicable to her followers. This result will impact the fulfillment of the competence needs of her followers. The findings of this study align with research conducted by [66, 71], indicating a positive influence of expertise on the transfer of attachment mediated by the fulfillment of competence needs.

#### **4.3.5 Influence of Enjoyability on Attachment Transfer Mediated by Fulfillment of Connection Need**

The test results indicate that enjoyability has a positive influence on attachment transfer mediated by the fulfillment of connection need ( $\beta = .098$ , P value .023), thus supporting H5. It identifies that the positive influence of the content created by Tasya Farasya can effectively transfer a sense of enjoyment, influencing the interest of her followers. Followers

feel that Tasya Farasya's content can entertain them, creating a sense of enjoyment that fosters emotional connection between them. This will impact the fulfillment of the connection needs of her followers. The findings of this study align with research conducted by [22, 71], indicating a positive influence of enjoyment on the transfer of attachment mediated by the fulfillment of connection needs.

#### **4.3.6 Influence of Similarity on Attachment Transfer Mediated by Fulfillment of Connection Need**

The test results indicate that similarity has a positive influence on attachment transfer mediated by the fulfillment of connection need ( $\beta = .130$ , P value .022), thus supporting H6. It identifies that the positive influence of the content created by Tasya Farasya can effectively transfer a sense of similarity, influencing the interest of her followers. The more followers feel that they and Tasya Farasya share many similarities or have similar tastes and preferences, the more they will feel emotionally connected. This will impact the fulfillment of the connection needs of her followers. The findings of this study align with research conducted by [24, 71], indicating a positive influence of similarity on the transfer of attachment mediated by the fulfillment of connection needs.

### **5. CONCLUSION**

The main substance of this study is to delve deeper into the impact of persona attributes and influencer-based marketing content. This research aims to examine and analyze enjoyability, similarity, expertise on attachment transfer mediated by the fulfillment of connection and competency needs. The research results indicate that all hypotheses were accepted. This signifies a positive and significant impact of persona attributes and influencer content on attachment transfer. The research results also indicate the mediating role of fulfillment of connection in the relationship between enjoyability and similarity with attachment transfer. Additionally, the fulfillment of competency needs successfully mediates the relationship between expertise and attachment transfer. This study highlights the significant influence of expertise on fulfilling competency needs based on the hypothesis testing results. The findings align with [71] research, emphasizing that followers aim to fulfill a crucial competence need by following SMIs. The effective fulfillment of this need establishes a robust emotional connection between followers and SMIs, particularly when the content is perceived as informative and reflective of the influencer's expertise.

Theoretically, this research contributes to enhancing the understanding of consumer engagement by analyzing the consequences of perceived enjoyment and similarity and their impact on the intention of Instagram followers stimulated by Influencers as human brands to influence their followers regarding the uploaded content. Additionally, this study enriches the literature on the significance of social media influencers in promoting a brand. Meanwhile, the managerial benefit of this research serves as a guide for marketing managers and business owners in leveraging influencers through Instagram as a brand publicity medium in marketing efforts, particularly to foster the intention of interaction between the brand and consumers.

Companies should be more selective in choosing influencers to promote their products, especially in the beauty industry. This is because followers evaluate not only the content but also the inspiring persona of Key Opinion Leaders (KOLs) that satisfies their desires. Therefore, it is essential to select influencers who exhibit an inspirational character. Overall, by identifying KOLs as a new type of Human Brand, it is acknowledged that they possess qualities driven through their unique personas. Particularly in showcasing inspiration, pleasure, and similarity, along with the ability to manage informative social media content. The unique persona of KOLs and their content creation skills allow them to meet the

followers' needs for interconnectedness and competence. This forms a strong emotional bond with their followers. The positive emotions generated by KOLs are transferred to support them and positively influence followers to acquire products/brands recommended by the KOLs.

This research only focuses on the characteristics of social media influencers (SMI) in general and is limited to the intention of adopting societal changes. Subsequent research is expected to test the influence of SMI on both celebrity and non-celebrity influencers, as well as examining societal behavior changes. Furthermore, future research can also investigate the influence of SMI on other social media platforms such as Facebook, Twitter, Telegram, and others. It is because the use of different social media platforms may have different effects on consumer adoption intentions. Further research is needed with a broader sample, not limited to just 100 respondents. Additionally, future research can introduce other variables to provide more detailed, comprehensive, and specific research results.

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