

## Evaluating the Impact of Indonesia's Instagram Influencer Marketing on Influencing Purchase Decision of Their Followers

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### ABSTRACT

Social media influencers are winning over the internet with their outstanding work and presence. Their opinions have a powerful impact on people, especially on the young generation. We can mark them as a modern phenomenon that has seen a huge increase in cooperation with marketing agencies over recent years. More and more people are following such influencers so that they do not miss out on their content. Brands flock to such influencers for mentions, reviews, and recommendations. Even though influencer marketing is a relatively new strategy, it continues to be a viable solution for marketers who are willing to think outside the box while building relationships with their target market. The aim of the study is to offer a comprehensive reflection on influencer marketing opportunities and determine the impact of influencers on consumer behavior of Generation Y and Z. We wanted to find out whether influencers, who promote products, can attract potential customers and encourage them to purchase, as well as find differences between the given consumers' generations. The analysis is performed using statistics. Thus, this inquiry is also a study of causality. Causal research, alternatively referred to as explanatory study, is used to determine the extent and type of cause-and-effect relationships.

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### INTRODUCTION

Not too long ago, prior to the existence of the internet, most marketing efforts include forms such as ads in the newspapers, posters, billboards,

TV & radio advertisements, mailing letters, brochures, and others of their kind. However, a lot of companies today have directed their marketing budget to the internet. This is what

Is known today as digital marketing. Digital marketing is one of the forms of direct marketing that connects buyers and sellers electronically through interactive technologies like emails, websites, online forums and newsgroups, interactive television, mobile communications, etc. (Kotler and Armstrong, 2017). Digital marketing is one of the 8 marketing strategies, including branding that uses different types of media (Sanjaya & Tarigan, 2009). Through all the various types of digital marketing such as website marketing, PPC, content marketing, email marketing, affiliate marketing, video marketing, SMS messaging, in this research we will be focusing on a specific type of social media marketing. As the world of technology grows and advances, social media marketing too, evolves quickly. From purchasing banners on websites, the world of marketing has now been introduced to influencer marketing.

Social media is a group of internet-based applications that are built on the ideological foundations of Web 2.0. and allows for the creation and exchange of user generated content (Kaplan & Haenlein, 2010). Social media is an online platform that people use to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections. Social media is the collective of online communications dedicated to community-based input, interaction, content sharing, and collaboration (Watls.com, 2013). Essentially, social media is media that is utilized for people in the digital era to socialize and share (Taprial & Kanwar, 2012). There are many forms of social media such as blogs, wikis, social networking sites, photo-sharing sites, chat messenger, video-sharing sites, and many more. The billions of social media users in the world principally use social media to share information and connect to other people.

There are two types of social media users: digital natives and digital immigrants. Digital natives are the ones who were born before 1980; they came to this world when digital media existed. Digital immigrants are the ones who were born before

1980 and introduced their lives to social media (AntonSpn & Christopher, 2014). In Indonesia, the users of social media keep on increasing day by day. By 2025, it is estimated that there will be around 256.1 million social network users in Indonesia, a significant increase from 184.76 millions in 2019.

According to Nielsen's Customer Trust Index, 92% of their surveyed consumers, of more than 28,000 internet respondents in 56 countries, trust influencer marketing over traditional advertising, and influencer marketing content delivers 11x better ROI than other traditional marketing options (Forbes, 2020). Sandiaga Salahuddin Uno as the minister of tourism and creative economy of the Republic of Indonesia, also said that Indonesia's creative economy industry is the third-largest in the world in its contribution to the GDP (gross domestic product) (Tempo, 2021).

showed that only 17% of marketers spend over half their budget on influencer marketing, and the majority of marketers spend less than 10% on influencer marketing. The same data cannot be found specifically for the Indonesian region on how much money do marketers spend on influencer marketing, making it very difficult to analyze whether or not the practice of utilizing the service of influencers as a marketing tool is reliable in Indonesia despite the growth of the industry. Additionally, being a part of the industry, the writer has seen that little to no research has been conducted on the effect of instagram influencers in affecting the buying behavior of their followers in Indonesia. Many businesses spend a lot of money experiencing trial by error due to the lack of studies, guidance in the topic, or specific data that inform them on the basic fundamentals on the effect of influencer marketing in influencing buying behavior and how it is perceived by potential consumers.

#### **LITERATURE REVIEW**

In this chapter, the author used literature and scientific articles in the area of influencer marketing and purchase intention processes.

The author aims to acquire knowledge about the subject in order to generate a thoughtful, deliberate and credible piece of research. This chapter contains models and theories needed to perform the study. The research model and hypothesis are presented at the end of this chapter.

### Understanding of The Term Influencer

Kahar et al. (2012) found that the main use of social media is to build and strengthen relationships with consumers. Another study done by Jussila, Kärkkäinen and Aramo-Immonen (2014) found that the most common reason why companies use social media is to utilize it for brand strengthening. Social media has become the source of human connection in today's era. People share their lives through the posts they make, their interests, their opinion on certain issues, their experiences and recommendations. Anybody could gain connections through social media, these connections usually stem from the same interest. When an individual constantly creates content that revolves around a certain niche, they will likely meet people on the platform that find their content relatable. The amount of people could also grow based on how well this certain content creator masters their specific niche. When this certain content creator has surpassed the number of followers more than the people they actually know in real life, into a larger demographic, they could be called an influencer or Key Opinion Leaders (KOL).

The utilization of the term "influencer" itself has been used more and more worldwide as more

people are aware of what a social media influencer is and what power they have online. The search for the "Influencer" has also risen exponentially according to the google search trends as shown in Figure 1 below:

Keller & Berry (2003) describe in their book, "The Influential", that there are a few common, fundamental characteristics possessed by all influencers such as 1) radiates energy, 2) volunteers with an activist mindset, 3) educated, 4) always active in finding new activities, 5) open minded, 6) a travel junkie, 7) leaders who strive for constant progress, 8) always ahead on adoption of new trends, 9) exposed to media, 10) express their voice and 11) amassed a powerful list of followers.

Collaborating on a post with an influencer usually has a perk of staying present, because as new people follow the influencer, they are bound to also search insights on older posts, which means that it differs from traditional promotion on website banners or pop-up pages with limited time of exposure. It is also worth noting that posts posted on the pages of Influencers are more personalized, customized and tailor-made to a specific audience who consciously made the decision to follow that certain influencer.

The common understanding of Influencer types from different sources are divided into 6 categories, according Redcomm (2021) the list are as follow:

1. Nano Influencers have less than 1,000 followers

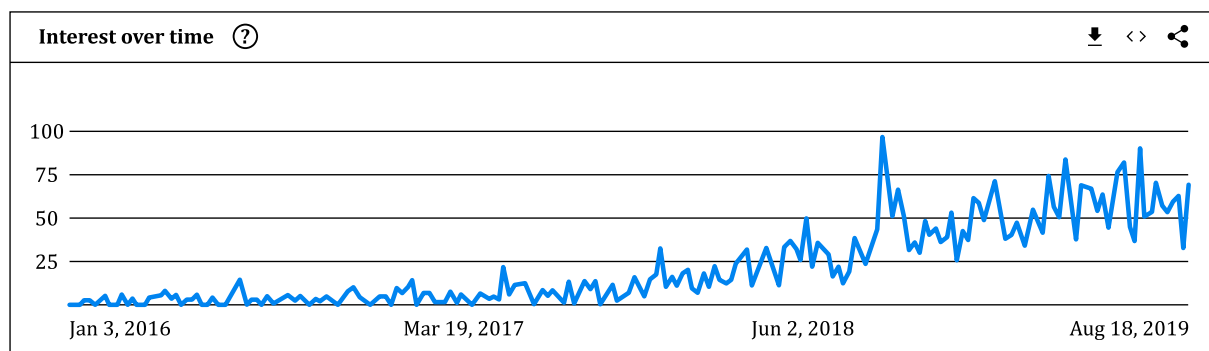


Figure 1. The search for the term "Influencers" in the past 5 years on Google

(Source: Google, 2021)

2. Micro Influencers have 1,000 - 100,000 followers
3. Mid-Tear Influencers have 100,000 - 500,000 followers
4. Macro Influencers have 500,000 - 1,000,000 followers
5. Mega Influencers have more than 1,000,000 followers
6. Social Media Celebrities have more than 10,000,000 followers

### **Theory of Planned Behavior (TPB)**

The Theory of Planned Behavior (TPB) developed by Ajzen (1991) can be implemented here to find out the main factors that influence how an Instagram user perceives influencer marketing. Initially, Ajzen and Fishbein (1980) developed a theory that was called the Theory of Reasoned Action (TRA), and they assumed that the central aspects of behavioral intentions to assess real behavior are attitude and norms (Ajzen & Fishbein, 1980). TRA analyzed that if an individual has a constructive attitude and if they believe that the societies agree for them to do so (subjective norm), then it will affect the increasing level of intention (motivation) and this will lead the individual to perform the behavior. In 1991, Ajzen added the perceived behavioral control as another element in predicting human behavior, Ajzen concluded that a person with poor self-control is unable to perform the desired actions (Ajzen, 1991).

Chang (1998) did a research comparing between the Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB) in predicting the real behavior, and Chang had an argument that TRA was not capable of foreseeing the real behavior (Chang, MK, 1998). Chang's argument also aligned with a study of ethical decision making in the medical profession done by Randall and Gibson in 1991 (Randall, D M; Gibson, A M, 1991). The Theory of Planned Behavior (TPB) has been extensively used to foresee a wide variety of behaviors (Kashif, M; De Run, E C, 2015). In other study, it is found that the theory has been employed largely to explore and foresee different types of behaviors at an organization, and it is

considered as one of the commonly used theories by management researchers (Ferdous, A S; Polonsky, M J, 2013).

### **Attitude Toward Purchasing**

There are many definitions of attitude as there are several academic researchers trying to understand human behavior. Attitude is defined as "individuals" behavior towards negative or positive feelings about carrying out a target behavior". In addition, attitude is related to behavioral intentions of individuals since they form their intentions to do an exact behavior in the direction of which they have positive results (Tan & Teo, 2000). Similarly, the current definition of attitude refers to "the degree of favorableness or unavoidableness of people's feelings regarding a psychological object"(Ajzen & Fishbein, 2000).

### **Subjective Norm**

Subjective norm relates to the perception of social pressure to perform an intention and involves believing that other individual or group thinks he or she should perform the intention (Ajzen & Fishbein, 1975). Subjective norms are the social pressure exerted on an individual to do something (Ajzen, 1991). This pressure can come from anyone a person knows and members of collectivist cultures are more sensitive to subjective norms than members of individualistic cultures (Ajzen, 2002). Subjective norm or normative pressure can be defined as an individual's action suggested by their close friends that will affect their behavior. In addition, "it can be a person's approval or disapproval of carrying out a behavior" (Ajzen & Fishbein, 1975). However, the subjective norm can be traced back to theory of reasoned action (TRA) as an original construct that deals with the influence of social pressure or social environment on the persons and on behavioral intention.

### **Purchase Intention**

Intention is simply defined as how hard persons are willing to try and how much determination they are planning to use towards performing a behavior. Behavioral intention (BI) refers to

“a person’s subjective probability that he will perform some behavior”(Ajzen & Fishbein, 1975). In addition, behavioral intention is a function of three independent antecedents namely, consumers attitude, subjective norm and perceived behavioral control. However, theory of reasoned action (TRA) suggests that behavioral intention is the most influential predictor of behavior Fishbein and Ajzen (1975) advocated that an individual’s intention directs the execution of behavior in the same direction. Bagozzi (1992) claimed that as soon as the intention is activated, it will function as part of a self-fulfilling mechanism and drive individuals into a status of “must do” or “will do”. According to Ajzen (2012), behavioral intentions are motivational factors that capture how much effort a person is willing to make in order to perform a behavior

The intention to behave or interest in behaving is the intention, desire (interest) of someone to take a certain action or behavior. Behavior is done because the individual has an interest or desire to do it or behavioral interest will determine his behavior. Nursiah (2017) said that someone will do a behavior if they have the desire or interest to do so.

**Actual Purchase**

At this stage, the product has been chosen to be purchased. The alternatives range taken into consideration is generally based on the previous steps that have been discussed earlier. At this stage the buyer or consumer is on the edge of making the actual purchase.

This is the moment when a retailer has been chosen, and that choice will have an impact on the final purchase decision. There are a few factors that could influence the buyer or consumer; for example, like the availability of product, product warranty, maintenance and financial agreements. (Pride & Ferrell, 2010).

1.

**Research Framework**

Based on the previous explanation of interaction between variables, hence the research framework and hypothesis has been developed as follows:

Based on the framework shown in Figure 2.5 the following hypothesis has been developed

- H1: Attitude towards behavior has a positive effect on Purchase Intention
- H2: Subjective norms has a positive effect on Purchase Intention
- H3: Perceived Behavioral Control has a positive effect on Purchase Intention
- H4: Purchase Intention has a positive effect on Actual Purchase
- H5: The relationship between Purchase Intention and Actual Purchase would be stronger when Influencer Marketing is high

**RESEARCH METHOD**

This research uses quantitative methodologies. According to Sugiyono (2017), the quantitative method is used because the study data are numerical, and the analysis is performed using statistics. Thus, this inquiry is also a study of causality. Causal research, alternatively referred

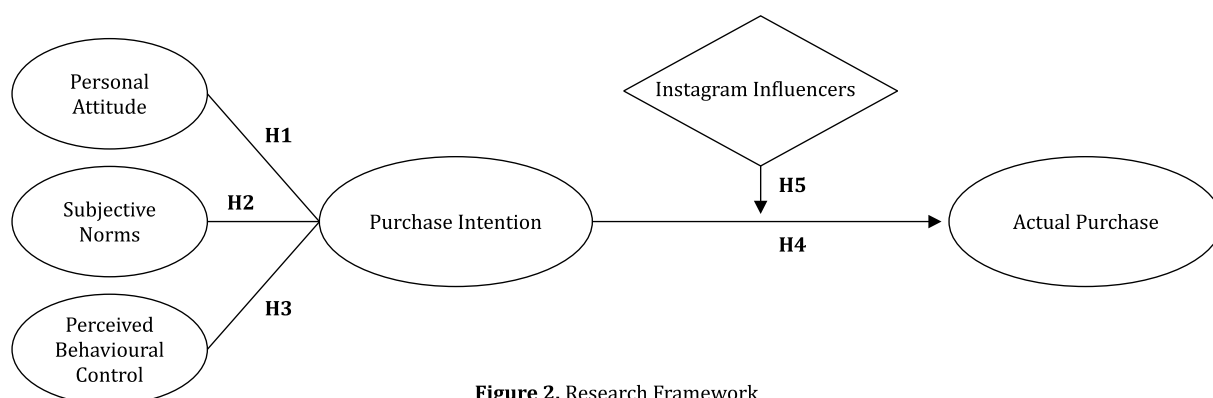


Figure 2. Research Framework

to as explanatory study, is used to determine the extent and type of cause-and-effect relationships. Causal research can be used to determine the impact of certain changes on established norms, various processes, and so on, where Sugiyono (2017) defines causal research as "research that elucidates the causal relationship between the independent and dependent variables."

**Measurement Variables**

This study employed previously validated multi-measurement items to overcome the disadvantage of single items (Churchill, 1979). Variables that used in the study which are: Attitude Towards Behavior, Subjective Norm, Perceived Behavioral Control (independent variables), Purchase Intention (mediating variable), and Actual Purchase are measured in terms of multidimensional, reflected by number of items in questionnaires. The moderation by Influencer Marketing is in terms of continuous variables, which modifies the original relationship between the independent and dependent variable, (Bougie & Sakaran, 2017). The measurement of each of these variables are presented in Table 1 below:

**RESULT AND DISCUSSION**

The data analysis and results are described beginning with data treatment, which involves handling missing values and outliers, as well as data assessment. The descriptive and inferential statistical findings were generated using SPSS (Statistical Package for Social Sciences) version 25.0 and SmartPLS 3 software.

**Respondent Profile**

Respondents for this research were selected with two criteria: 1) they live in Indonesia and 2) they are on Instagram (IG), follow influencers and actually purchase something on IG. The number of the respondents who answer and submit questionnaires are 774, coming from 200 cities in Indonesia. The majority of the respondents came from Jakarta (16.7%), Bandung (8.3%), Bekasi (6.1%) and Bogor (4.5%). Respondent profile as illustrated in Table 2:

**Table 2.** Respondent Profile

Demographic Variable	Category	Count	Percentage
Gender	Female	643	83
	Male	131	17
Age group	15-18	329	42.5
	19-24	327	42.3
	25-30	101	13.0
	30-40	15	1.9
	>40	2	.3
Time Spent on Instagram	1-3	355	45.9
	3-5	285	36.8
	>5	134	17.3

Source: SPSS Report, 2021

As seen in Table 2, female respondents made up the majority of the entire sample (83%). The majority of respondents (42.5%) were between the ages of 15 -18 years old, and (45.9 percent) spent 1-3 hours per day on Instagram.

**Measurement Model Evaluation**

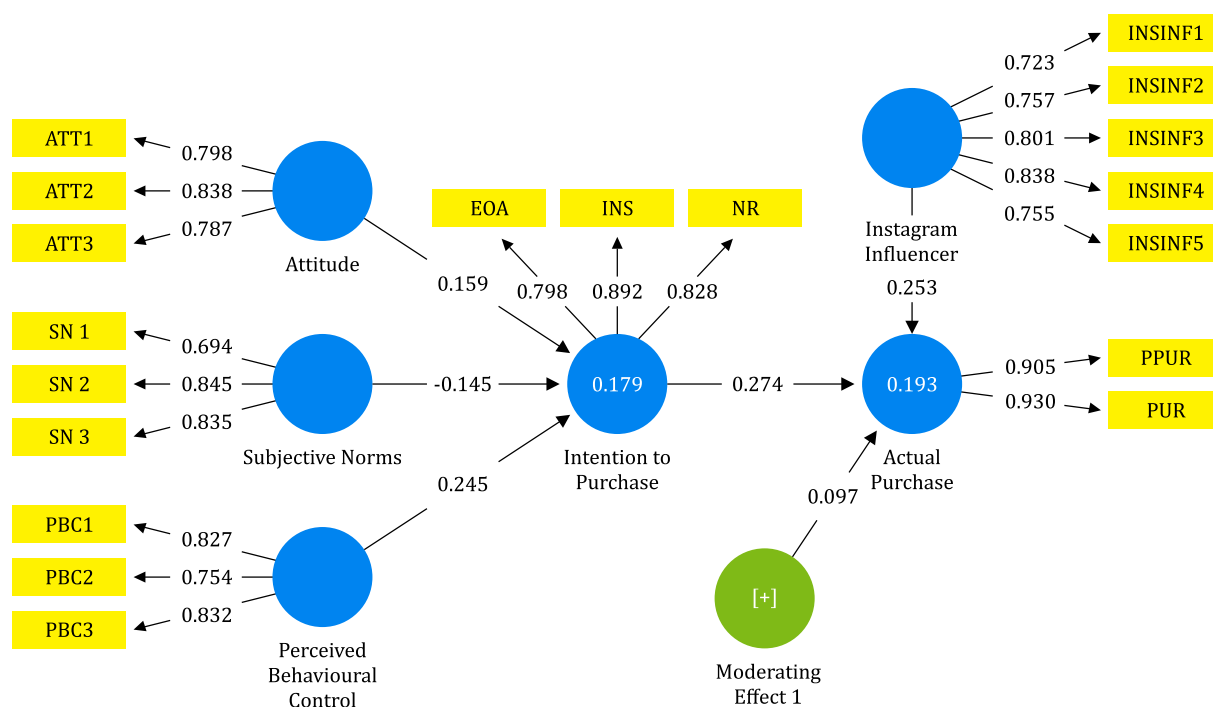
As seen in Figure 3, the effect of Attitude toward purchasing, Subjective Norm and Perceived Behavioral control on Intention to Purchase are all positive. The reflective outer loading of each variable is shown above 0.7 as a requirement of evaluation of the model. The moderating effect of Instagram Influencer Marketing was shown positive (0.097), and the direct effect of Instagram influencer on Actual Purchase was also positive (0.253).

As shown in Table 3, the Cronbach's alpha value of all five variables, namely, ATT, SN, PBC, PI, INSIF and AP, is more than 0.70, indicating that the model has internal consistency. All of the outer loading values are more than 0.7. The Composite reliability (CR) for all five constructs is greater than 0.7, indicating that the measurement model delivered outstanding reliability. The second requirement is Convergent Validity, which occurs when a measure has a positive correlation with another measurement of the same variable. The extracted average variance (AVE) was utilized to test convergent validity. AVE should be greater than 0.50 to show convergent validity (Hair Jr et al., 2014).

**Table 1.** Operational Variable

Variable	Dimension	Code	Measurement Item	Source		
Attitude (ATT)		ATT1	Following Influencers that I trust on Instagram is beneficial for me	Wang, Wiegerinck, Krikke, & Zhang, 2013)		
		ATT2	By following Influencers that I trust, I gain knowledge or entertainment			
		ATT3	I like the idea of being inspired by Influencers that I trust			
Subjective Norms (SN)		SN 1	My friends who are important to me also follow influencers on Instagram	(Han, Hsu, & Sheu, 2009)		
		SN 2	My parents who are important to me would not mind that I value the opinions of my favorite Influencers			
		SN 3	My friends whose opinions I value would not mind me buying a product after seeing Influencer's reviews			
(Han et al., 2009) Perceived Behavioral Control (PBC)		PBC1	I am confident that there is no harm for me in following Influencers on Instagram	(Han et al., 2009)		
		PBC2	I am confident that the Influencers whose opinions I trust, is trustworthy			
		PBC3	Whether or not I decide to buy a product recommended by my favourite Influencers is up to my decision			
Purchase Intention (PI)	Evaluation of Alternatives (EOA)	EOA1	When an influencer advertises a product that I am interested in purchasing, I search for similar products to help me weigh my options	(Naia , Baptista, Biscaia, Januário, & Virgínia, 2017)		
		EOA2	When an influencer advertises a product that I'm interested in, I try to compare it with another similar products based on other people's reviews or website ratings			
	Need Recognition (NR)	NR 2	When an influencer recommends a product on Instagram, I desire to purchase that product			
		NR 3	When an influencer advertises a product on Instagram, I become aware of that product			
	Information Search (INS)	INS1	When influencer advertises a product, I try to recollect information about that product based on my past experience			
		INS2	I seek for more information from external sources about a product that an influencer advertises so I gain more knowledge about the product before purchasing it			
Actual Purchase (AP)	Purchasing	PUR1	I often purchase a product based on an influencer's recommendation	(Santiago 2019)		
		PUR2	I am more motivated to purchase a product when there's a special discount code from Influencers			
	Post Purchase (PPUR)	PPUR1	I feel anxious after purchasing a product that is recommended by an influencer because I don't know if I make the right decision			
		PPUR2	After purchasing a product recommended by influencer, I share the product on Instagram when I am satisfied with my decision			
	Instagram Influencer Marketing (IIM)	Trustworthy	INSIF1		I often perceive that Instagram celebrities is more trustworthy than traditional celebrities	(Lee & Kim, 2020)
		Persuasion Knowledge	INSIF2		If I find out that an Influencer's post is sponsored, I would be interested in purchasing the product	
Credibility		INSIF3	I often purchase something posted by a highly credible influencer			
Attractiveness		INSIF4	I follow the influencer marketing on Instagram because she /he is attractive and want to buy the product that she/he wear or use			
Expertise		INSIF5	I follow the influencer marketing on Instagram because she /he is an expert in his/her field and want to buy the product that she/he wear or use			

Source: Developed by author from many reference, 2021



**Table 3.** Construct Reliability & Validity

Variable	Items	Outer Loading	Cronbach's Alpha	rho_A	Composite Reliability (CR)	Average Variance Extracted (AVE)
Attitude (ATT)	ATT1	0.798	0.734	0.738	0.849	0.653
	ATT2	0.838				
	ATT3	0.787				
Subjective Norms (SN)	SN1	0.694	0.706	0.728	0.835	0.630
	SN2	0.845				
	SN3	0.835				
Perceived Behavioral Control (PBC)	PBC1	0.827	0.733	0.755	0.846	0.648
	PBC2	0.754				
	PBC3	0.832				
Purchase Intention (PI)	EOA	0.798	0.791	0.791	0.878	0.706
	INS	0.892				
	NR	0.828				
Actual Purchase (AP)	PUR	0.905	0.814	0.827	0.915	0.843
	PPUR	0.930				
Instagram Influencer Marketing (IIM)	INSINF1	0.723	0.834	0.833	0.883	0.602
	INSINF2	0.757				
	INSINF3	0.801				
	INSINF4	0.838				
	INSINF5	0.755				

Source: PSL-SEM Report, 2021



The AVE values for all constructs are more than 0.50, indicating that convergent validity was established.

The third criterion for evaluating the measurement model is Discriminant Validity, which demonstrates that a construct is experimentally proved to be unique from other constructs (Hair Jr et al., 2014). Examining the Fornell-Larcker criterion was used to determine discriminant validity. According to Fornell-criteria, Larcker's the square root of each construct's AVE should be bigger than its greatest correlation with any other construct. Fornell-

criteria Larcker was established, as shown in Table 4, giving support for the constructs' discriminant validity.

The heterotrait-monotrait ratio is the fourth approach used to assess discriminant validity (HTMT). As demonstrated in Table 5, all HTMT values are lesser than 0.9 (Henseler et al. 2009), indicating that evidence for the HTMT criteria was established and so the discriminant validity criterion for constructs was met.

### Structural Model Evaluation

As shown in Table 6, the path coefficient, which

**Table 4.** Fornell-Larcker criterion evaluation

	Actual Purchase	Attitude	Instagram Influencer	Intention to Purchase	Moderating Effect 1	Perceived Behavioural Control	Subjective Norms
Actual Purchase	0.918						
Attitude	0.203	0.808					
Instagram Influencer	0.330	0.191	0.776				
Intention to Purchase	0.334	0.311	0.207	0.840			
Moderating Effect 1	0.174	0.065	0.200	0.081	1.000		
Perceived Behavioural Control	0.227	0.402	0.171	0.359	0.019	0.805	
Subjective Norms	0.164	0.371	0.199	0.288	0.045	0.345	0.794

Source: PSL-SEM Report, 2021

**Table 5.** HTMT criteria evaluation

	Actual Purchase	Attitude	Instagram Influencer	Intention to Purchase	Moderating Effect 1	Perceived Behavioural Control
Attitude	0.262					
Instagram Influencer	0.399	0.240				
Intention to Purchase	0.406	0.406	0.246			
Moderating Effect 1	0.193	0.077	0.216	0.090		
Perceived Behavioural Control	0.291	0.556	0.219	0.461	0.060	
Subjective Norms	0.209	0.511	0.260	0.382	0.055	0.482

Source: PSL-SEM Report, 2021

**Table 6.** Path coefficient, VIF and  $f^2$

Hypothesis	Path coefficient	VIF	$f^2$
Attitude → Intention to Purchase	0.159	1.287	0.024
Instagram Influencer → Actual Purchase	0.253	1.083	0.073
Intention to Purchase → Actual Purchase	0.274	1.047	0.089
Moderating Effect → Actual Purchase	0.097	1.043	0.012
Perceived Behavioral Control → Intention to Purchase	0.245	1.260	0.058
Subjective Norms → Intention to Purchase	0.145	1.224	0.021

Source: PSL-SEM Report, 2021

demonstrates the association between two variables and ranges from -1.00 to 1.00, is the second criterion for structural model assessment. The path coefficient  $\beta$  indicates that the influence of Attitude towards purchasing (ATT) on Intention to Purchase has a weak effect (0.159). The highest impact is the effect of IP on AP (0.274). Multicollinearity (VIF) is the third criteria in structural model assessment. Table 4.9 shows that there are no collinearity difficulties because all of the VIF values are less than 5. (Joe F Hair Jr et al., 2014). The  $f^2$  values are the fourth criteria in structural model evaluation, and they examine a predictor variable's relative effect on an independent variable (Hair et al., 2014). This equates to modest, medium, and high impact sizes of 0.02, 0.15, and 0.35, respectively (Cohen, 1988). The current study's results in Table 4.9 demonstrate a modest effect size for all association between variables.

**Hypothesis Testing**

The hypothesis 1 to 5 was evaluated using the one-tail bootstrapping test with a sample size of 5000. Using one tail, the t-value is 1.65 and the p-value is 0.05 or 5% (Hair et al., 2014), the outcome is shown in Table 7 below:

**H1: The effect of Attitude towards Purchasing on Intention to Purchase**

The SmartPLS3 report indicates that the path coefficient of ATT on IP is medium (0.159) and significant shown by t-value (4.271) and p-value (0.000) showing that ATT has a beneficial effect on IP. The ATT's indicator with the highest

outside loading is ATT2 (0.838), indicating that "by following Influencers that I trust, I gain 64 knowledge or entertainment." This finding supports the findings of previous research that personal attitude influences intention; one previous study was done by Kim and Hunter (1993) that concluded on the string between attitude-intention-behavior linkage as it was validated by meta research, which included samples from over 10,000 participants. Another study was conducted by Ajzen, who determined that the more positive a customer's reaction to a product, the higher the purpose of conducting such activity (Ajzen, 1991).

**H2: The effect of Subjective Norms (SN) on Intention to Purchase (IP)**

The study's findings indicate that effect is medium shown by the path coefficient 0.145, t-value (3.730), and the p-value (0.000) indicates there is enough evidence to accept Hypothesis 2. Therefore, the effect of SN on IP is significant. The findings corroborate those of Lián and Chen (2009) research on entrepreneurial ambitions, which found that subjective norms had a poor position in the Theory of Planned Behavior, which was a serious issue. Other research simply ignored Subjective standards (Peterman & Kennedy, 2003; Veciana et al., 2005) and deemed the variable insignificant (Autio et al., 2001; Krueger et al., 2000).

**H3: The effect of Perceived Behavioral Control (PBC) on Intention to Purchase (IP)**

According to the study's findings, the effect of

Table 7. Hypothesis testing Result

Hypothesis	Path coefficient	t-Statistics	p-Values	Result
H1: Attitude towards behavior has a positive effect on Purchase Intention	0.159	4.271	0.000	Supported
H2: Subjective norms has a positive effect on Purchase Intention	0.145	3.730	0.000	Supported
H3: Perceived Behavioral Control has a positive effect on Purchase Intention	0.245	6.293	0.000	Supported
H4: Purchase Intention has a positive effect on Actual Purchase	0.274	7.849	0.000	Supported
H5: The relationship between Purchase Intention and Actual Purchase would be stronger when Influencer Marketing is high	0.097	2.373	0.018	Supported

Source: PLS-SEM Report 2021

PBC on the IP is shown by the path coefficient (0.245), t-value (6.293) and p-value (0.000), indicating that PBC has a moderate and significant influence on IP. Therefore Hypothesis 3 is supported by the evidence the conclusion is similar with evidenced in previous studies (Lim & Dubinsky, 2005). The findings of this study corroborated prior research in this area by Francis et al determined that perceived behavioral control, which is defined as a person's ability to control their behaviors, influences the ability to perform or not to perform; and in the circumstance where an individual has a high degree of confidence, the intention to perform is also greater.

#### **H4: The effect of Intention to Purchase (IP) on Actual Purchase (AP)**

The study's findings demonstrated that PEU had a significant impact on PU, represented by the path coefficient is medium (0.274) with t-value (7.849) which shown t-value is >1.65, and p-value (0.000) smaller than 0.05 (at  $\alpha = 5\%$ ). According to Hair Jr, Hult, Ringle, and Sarstedt (2016), the effect is significant; therefore, H3 is supported, which means that IP positively affects AP. The finding is consistent with the findings of (Mandasari and Giantari, 2017), IP has a positive and substantial effect on AP. Tyas and Darma (2017) found that IP had a significant positive effect on AP.

#### **H5: The Moderating Effect of Instagram Influencer (IIM)**

According to the result, IIM has a moderating effect of in the relationship between IP and PA, with moderating effect (0.097), the t-value, and the p-value is (2,373) and (0.018), indicates that there is enough evidence to support H5. Therefore when Instagram Influencer marketing (IIM) is perceived high, the stronger the effect of intention to purchase (IP) on Actual Purchase (PA). When IIM is low, the effect of IP on AP is lower compared to high IIM. The findings of the study are confirmed by a previous study conducted by Aprilia and Santoso (2020), which found that Perceived Usefulness had a strong positive effect on Intention to Use. Novitasari and

Fitriasari (2016) show the same conclusion, stating that perceived utility influences behavioral intention to use. Furthermore, Novindra and Rasmini (2017) discovered that perceived utility has a favorable influence on intention to use.

#### **CONCLUSION**

This research's first objective is to evaluate the effect of Attitude toward Purchasing (ATT) on the Intention to Purchase (PI). The bootstrapping report from SmartPLS3 showed that the p-value is < 0.05, therefore H1 is supported, indicating that Attitude towards purchasing significantly affects the intention to purchase.

The second research objective aimed to investigate Subjective Norm (SN) on Intention to Purchase (IP). The result indicates p-value is < 0.05 therefore H2 was supported, in other words, there is a positive and significant effect of Subjective Norm on Intention to Purchase.

The third research objective aimed to analyze the effect of Perceived Behavioral Control (PBC) on Intention to Purchase (IP). The result was that the p-value <0.05, therefore H3 was supported. The result indicates that there is a positive and significant effect of PBC on PI.

#### **The Implications of The Study**

Numerous studies have been conducted to assess the intention to use technology using the TPB framework (a half model). The study makes a full model of TPB by examining the Actual Purchase and a significant contribution by examining Instagram Influencer Marketing (IMM) as a mediator in the context of Instagram influencer in Indonesia.

Instagram Influencer Marketing (IIM) has been shown to have a substantial moderating effect between Intention and Actual Purchase, implying that at a high level of IIM, the effect of PI to AP will increase. This endeavor prepared the path for marketing managers to begin working with Instagram Influencer Marketing. Every marketing communication and promotion activity should be directed toward improving in using influencers.

The highest outer loading on IIM dimensions are INSIF3 and INSIF4 which are. "I often purchase something posted by a highly credible influencer." and "I follow the influencer marketing on Instagram because she /he is attractive and wants to buy the product that she/he wears or uses". Importance-Performance Maps Analysis revealed that the variables Intention to Purchase and have the greatest overall effect on Actual Purchasing but have a low performance on Actual Purchasing. Thus, to improve sales, management could try increasing Intention to Use indicators, and using Influencer to even more increase the effect of purchasing intention to actual purchase.

### **Limitations of The Study**

The study is not without limits. The first constraint is that the sample was drawn from, from June to September 2021, and so may reflect a variation across the periods. The second constraint is that the sampling technique used, which was purposive and area sampling, did not provide area

proportionate sampling technique.

### **Recommendations for Future Study**

As indicated in the study's restriction, there are some recommendations for further research based on the current study's findings and methodologies. To begin, the sample may be more representative if it included major cities using a proportional sample, by targeting the same percentage of females and males, as well as the same percentage of sample members with varying levels of education and career. To produce a more generalizable result. Second, Hair et al. (2007) argued that longitudinal studies, rather than cross-sectional time periods, are a better way to investigate cause-and-effect interactions between variables across time. Thirdly, an interesting future study may include more male responders from older generations. Because various age groups are known to exhibit varying levels of technology awareness when it comes to using mobile phones and applications.

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