
THE INFLUENCE OF YOUTUBE AND INSTAGRAM INFLUENCERS ON CONSUMERS' PURCHASE INTENTION OF EIGER PRODUCTS



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Abstract

Influencers are an important element in digital marketing because they are able to introduce products while shaping perceptions that influence purchasing decisions. However, previous studies have focused on industries such as fashion and have not yet linked influencer credibility with parasocial interaction. This study analyzes the influence of YouTube and Instagram influencers on consumer purchase intentions for Eiger products, using Fiersa Besari as the object. Specifically, this study examines the role of parasocial interaction (PSI) between the audience and Fiersa Besari, and perceived influencer credibility in increasing purchase intention. Physical attractiveness, social attractiveness, attitude homophily, and expertise are also examined as elements that strengthen credibility and parasocial interaction. This study uses a quantitative approach with a survey of 200 active followers of Fiersa Besari on YouTube and Instagram. The data is analyzed using SmartPLS-based Structural Equation Modeling (SEM). The results show that all hypotheses are significant. This means that the higher the credibility and emotional bond of the audience with the influencer, the greater the likelihood of purchasing the promoted product. These findings enrich the influencer marketing literature and provide practical insights for companies in selecting the right influencers.

Keywords: Influencer, Influencer Credibility, Instagram, Parasocial Interaction, Purchase Intention, YouTube

INTRODUCTION

The growth of social media has transformed the way people interact, communicate, and obtain information. Beyond functioning as a communication channel, social media has evolved into a bridge that strengthens users' interpersonal relationships (Darmawan et al., 2021). Its rapid expansion has significantly influenced consumer behavior and modern business strategies. As of January 2024, internet users in Indonesia reached 185.3 million people, representing 66.5% of the population, with 139 million of them active on social media (Data Reportal, 2024). YouTube reached 139 million users and Instagram 100.9 million, making them the two most popular social media platforms for digital marketing, interaction, and content distribution. This indicates that social media has become a primary medium for companies to increase visibility, influence consumer perceptions, and shape purchasing decisions (Rosário & Dias, 2023).

Influencer-based marketing has developed as a result of this phenomenon. Social media influencers are increasingly perceived as credible sources of information capable of building emotional connections with audiences (Santiago & Serralha, 2022). Indonesia presents significant potential in influencer marketing, with a market value of USD 15.1 billion in 2023, accounting for 10–20% of the global marketing budget (Vannesa, 2023). Approximately 68% of consumers have purchased products based on influencer recommendations, and 50% of social media users place trust in such endorsements (Jamil et al., 2024). When individuals perceive that an influencer possesses characteristics such as physical attractiveness, social attractiveness, attitude homophily, and expertise, they are more likely to adopt the influencer's opinions, attitudes, and behaviors (Coutinho et al., 2023). These findings confirm that influencers have a direct impact on audience purchase intention through credibility and parasocial interaction, in which the involvement of personal characteristics such as physical attractiveness, social attractiveness, attitude homophily, and expertise, plays a crucial role in reinforcing this influence (Sokolova & Kefi, 2020).

Based on this background, the researcher identifies a research gap that requires further investigation, particularly regarding how influencer characteristics such as physical attractiveness, social attractiveness, attitude homophily, and expertise contribute to credibility and parasocial interaction, which ultimately influence consumer purchase intention. Therefore, this study focuses on Fiersa Besari as an influencer on YouTube and Instagram content under the theme *Ekspedisi Atap Negeri* supported by Eiger. With his background as an outdoor enthusiast, Fiersa Besari exhibits relevant characteristics to be examined within this model. Therefore, this study aims to explore how Fiersa Besari's characteristics as an influencer affect audience purchase intention toward Eiger products, considering factors such as physical attractiveness, social attractiveness, attitude homophily, and expertise, along with influencer credibility and parasocial interaction.

REVIEW OF LITERATURE

Source Credibility Theory (SCT) and Similarity Attraction Model (SAM)

The Source Credibility Theory (SCT) explains that audiences are more likely to be influenced by information from sources perceived as credible, such as influencers who demonstrate high levels of trustworthiness, expertise, and attractiveness (Leparoux et al., 2019). Influencer credibility plays a key role in shaping audience perceptions of products, strengthening emotional attachment, and driving purchase intention. In addition, the

Similarity-Attraction Model (SAM) emphasizes that audiences are more receptive to messages from influencers who share similar attitudes, values, or characteristics with them, thereby fostering closeness and trust (Han & Balabanis, 2023).

The combination of credibility and similarity forms the foundation of parasocial interaction, where audiences feel emotionally connected to influencers. Factors such as physical attractiveness, social attractiveness, attitude homophily, and expertise support the development of influencer credibility as well as parasocial interaction, which ultimately affect audience purchase intention. Therefore, SCT and SAM provide important theoretical foundations for understanding how influencers can affect consumer decisions and behaviors in digital marketing (Leparoux et al., 2019).

Influencer Credibility

In the context of influencer marketing, credibility can be defined as the level of trustworthiness, attractiveness, and expertise that an influencer possesses, which determines the extent to which the audience perceives them as a reliable and knowledgeable source of information in their domain (Santiago & Serralha, 2022).

Parasocial Interaction

Parasocial interaction is considered an imaginary relationship experienced by audiences who admire a media figure or influencer (Candra, 2023). It enables audiences to perceive influencers as approachable, communicative, and capable of creating emotional closeness that resembles real-life interpersonal interactions (Huang & Copeland, 2020).

Physical Attractiveness

Physical attractiveness refers to the degree of physical appeal an influencer possesses in the eyes of the audience (Sokolova & Kefi, 2020). It is associated with visual characteristics that convey attachment, aesthetic beauty, and pleasant appearance. Positive attachment in this context leads audiences to pay closer attention to the messages conveyed (Shahid et al., 2023).

Social Attractiveness

Social attractiveness refers to an influencer's ability to establish appealing social interactions and relationships with the audience (Sokolova & Kefi, 2020). Individuals who perceive an influencer as socially attractive tend to focus more on them, expecting to enhance the frequency, quality, and intensity of social interactions (Kim, 2022).

Attitude Homophily

Attitude homophily is defined as the extent to which individuals perceive others as having similar views, attitudes, and behaviors. This similarity allows audiences to evaluate influencers as trustworthy sources of recommendations and opinions based on shared perspectives and attitudes (Ladhari et al., 2020).

Expertise

In the context of influencer marketing, expertise is defined as the extent to which an influencer is perceived as having the knowledge, experience, or skills required to credibly recommend a product (Khan, 2023).

Conceptual Framework

The proposed hypothesis will be analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS software. This analysis involved evaluating the measurement model (outer model) to assess the validity and reliability of indicators, as well as evaluating the structural model (inner model) to test the significance of the relationships among latent variables and to examine the proposed hypotheses.

RESULTS AND DISCUSSION

The data analysis methods applied in this study consisted of Structural Equation Modeling (SEM), operated using the SmartPLS software. The SEM analysis procedure included the evaluation of the outer model and the inner model.

The Outer Model

Based on Table 1, it can be observed that all variables have AVE values above 0.50. This indicates that the questionnaire indicators used in this study are valid, as they are able to provide information that is both relevant and aligned with the variables under investigation. Thus, each construct in this study has met the criteria for good convergent validity.

Table 1.
Convergent Validity Test: Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Attitude Homophily	0.811
Expertise	0.759
Influencer Credibility	0.708
Physical Attractiveness	0.777
Parasocial Interaction	0.761
Purchase Intention	0.738
Social Attractiveness	0.800

Source: Data Processed by Researcher (2025)

Table 2.
Convergent Validity Test: Outer Loadings

	AH	EX	IC	PA	PI	PUI	SA
AH1	0.912						
AH2	0.897						
AH3	0.893						
EX1		0.850					
EX2		0.885					
EX3		0.897					
EX4		0.846					
EX5		0.877					
IC1			0.87				

IC2			0.852				
IC3			0.837				
IC4			0.798				
IC5			0.850				
PA1				0.892			
PA2				0.899			
PA3				0.852			
PI1					0.899		
PI2					0.89		
PI3					0.826		
PUI1						0.857	
PUI2						0.847	
PUI3						0.874	
SA1							0.898
SA2							0.901
SA3							0.884

Source: Data Processed by Researcher (2025)

According to Table 2, all indicators meet the established criteria (>0.70). This demonstrates that each indicator has an adequate outer loading value. In other words, these indicators consistently and validly represent their respective latent constructs. Higher outer loading values reflect stronger contributions of the indicators to the formation of latent constructs, thereby confirming that the measurement model possesses good convergent validity.

Table 3
Discriminant Validity Test: Fornell–Larcker Criterion

	AH	EX	IC	PA	PI	PUI	SA
AH	0.901						
EX	0.498	0.871					
IC	0.678	0.685	0.842				
PA	0.514	0.530	0.695	0.881			
PI	0.595	0.661	0.739	0.680	0.872		
PUI	0.577	0.679	0.729	0.603	0.698	0.859	
SA	0.479	0.493	0.635	0.474	0.614	0.609	0.895

Source: Data Processed by Researcher (2025)

The results of the discriminant validity test in Table 3 show that all constructs have AVE square root values (diagonal) greater than their correlations with other constructs. For example, Attitude Homophily (0.901) is higher than its correlation with Influencer Credibility (0.678), and Expertise (0.871) is higher than its correlation with Influencer

Credibility (0.685). Similar patterns are evident for Influencer Credibility (0.842), Physical Attractiveness (0.881), Purchase Intention (0.872), and Parasocial Interaction (0.859), all of which display diagonal values greater than their highest correlations. Likewise, Social Attractiveness (0.895) shows consistent results. Hence, all constructs in the study fulfill the discriminant validity requirement.

Table 4
Discriminant Validity Test: Heterotrait–Monotrait Ratio (HTMT)

	AH	EX	IC	PA	PI	PUI	SA
AH							
EX	0.551						
IC	0.761	0.751					
PA	0.591	0.595	0.791				
PI	0.690	0.752	0.846	0.800			
PUI	0.676	0.777	0.846	0.719	0.836		
SA	0.545	0.546	0.715	0.547	0.716	0.718	

Source: Data Processed by Researcher (2025)

Based on the HTMT ratio results in Table 4, all construct pairs exhibit values below 0.90. This aligns with the criterion suggested by Henseler et al. (2015), which states that discriminant validity is satisfied if HTMT values are below 0.90 (conservative threshold) or 0.85 (strict threshold). Therefore, it can be concluded that this research model has good discriminant validity, meaning that each construct can be clearly distinguished from others and that no multicollinearity issues are present among the latent variables.

Table 5 shows that all research variables have Cronbach's Alpha values > 0.70 and Composite Reliability > 0.70. This indicates that all constructs have good internal consistency, so the research instrument can be declared reliable and suitable for further analysis.

Tabel 5
Cronbach’s Alpha and Composite Reliability

	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Conclusion
AH	0.884	0.885	0.928	Reliabel
EX	0.921	0.923	0.940	Reliabel
IC	0.897	0.899	0.924	Reliabel
PA	0.856	0.857	0.913	Reliabel
PI	0.842	0.845	0.905	Reliabel

PUI	0.823	0.825	0.894	Reliabel
SA	0.875	0.876	0.923	Reliabel

Source: Data Processed by Researcher (2025)

The Inner Model

Table 6
VIF Test Results

	VIF
AH1	2.653
AH2	2.514
AH3	2.351
EX1	2.475
EX2	3.017
EX3	3.377
EX4	2.464
EX5	2.828
PA1	2.344
PA2	2.447
PA3	1.857
SA1	2.48
SA2	2.449
SA3	2.218
IC1	2.63
IC2	2.45
IC3	2.251
IC4	2.04
IC5	2.5
PI1	2.432
PI2	2.322
PI3	1.686
PUI1	1.771
PUI2	1.835
PUI3	1.995

Source: Data Processed by Researcher (2025)

According to Table 6, the VIF test results show that all VIF values are below 5, indicating no multicollinearity issues in this study. Thus, the PLS model analyzed can be considered free from multicollinearity bias.

Table 7
R² Test Results

	R-square	R-square adjusted
IC	0.696	0.691
PI	0.610	0.604

PUI	0.588	0.583
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Source: Data Processed by Researcher (2025)

Based on Table 7, the variable Influencer Credibility (IC) records an R² value of 0.696, meaning that Physical Attractiveness (PA), Social Attractiveness (SA), Attitude Homophily (AH), and Expertise (EX) explain 69.6% of its variance, with the remaining 30.4% explained by other factors outside the model. This value is considered strong, as it exceeds 0.50 (Hair et al., 2019). Parasocial Interaction (PI) achieves an R² of 0.610, indicating that PA, SA, AH, EX, and IC together explain 61.0% of its variance, while 39.0% comes from external factors. This value is also categorized as strong. Meanwhile, Purchase Intention (PUI) yields an R² of 0.588, meaning that IC and PI explain 58.8% of its variance, while 41.2% is influenced by other factors. This is categorized as moderate to strong, showing that the research model has adequate predictive ability for consumer purchase intention.

Table 8
Q² Test Results

	Q ² predict	RMSE	MAE
IC	0.692	0.569	0.447
PI	0.603	0.644	0.504
PUI	0.565	0.674	0.528

Source: Data Processed by Researcher (2025)

Based on Table 8, Influencer Credibility (IC) has a Q² value of 0.692, Parasocial Interaction (PI) 0.603, and Purchase Intention (PUI) 0.565. Since all values are greater than zero, it can be concluded that the model has predictive relevance for the three endogenous constructs. The highest Q² value is observed for IC, indicating the strongest predictive ability, while PUI has the lowest but still adequate predictive relevance.

Table 9
f² Test Results

	AH	EX	IC	PA	PI	PUI	SA
AH			0.243		0.095		
EX			0.241				
IC						0.245	
PA			0.249		0.294		
PI						0.135	
PUI							
SA					0.166		

Source: Data Processed by Researcher (2025)

The f² results in Table 9 indicate that most relationships fall within the medium category, such as AH → IC (0.243), EX → IC (0.241), PA → IC (0.249), PA → PI (0.294), IC → PUI (0.245), and SA → PI (0.166). These values suggest that the respective variables exert meaningful effects on their dependent variables. In contrast, the path AH → PI (0.095) is classified as small, reflecting a relatively weak contribution toward the formation of purchase intention. Meanwhile, PI → PUI (0.135) falls within the small-to-medium range, meaning that while significant, its contribution is weaker compared to other paths.

Table 10

Path Coefficient Test Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
IC -> PUI	0.471	0.468	0.077	6.148	0.000
PI -> PUI	0.350	0.346	0.074	4.703	0.000
PA -> IC	0.345	0.346	0.048	7.178	0.000
PA -> PI	0.415	0.414	0.053	7.811	0.000
SA -> PI	0.304	0.305	0.052	5.895	0.000
AH -> IC	0.333	0.332	0.044	7.598	0.000
AH -> PI	0.236	0.233	0.050	4.751	0.000
EX -> IC	0.336	0.336	0.049	6.805	0.000

Source: Data Processed by Researcher (2025)

Based on Table 10, all proposed hypotheses are supported, as indicated by t-statistics greater than 1.96 and p-values of 0.000 (<0.05) for all tested paths. Thus, each variable exerts a significant influence in line with the hypothesized relationships.

The following are the results of the analysis using bootstrapping:

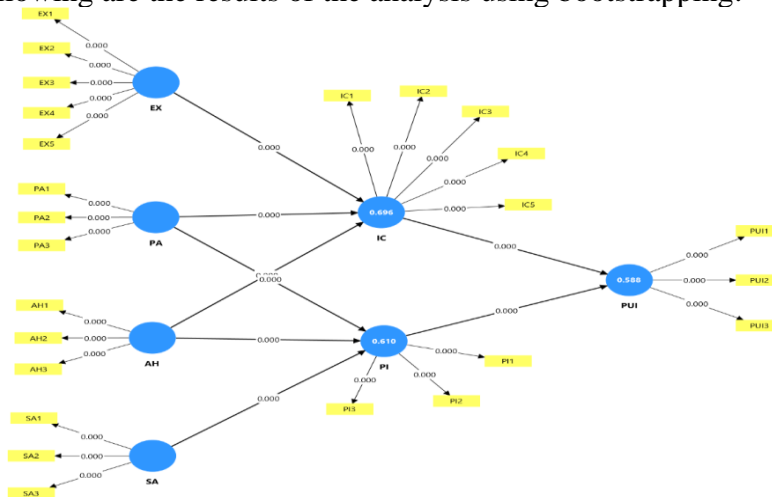


Figure 2.
Bootstrapping Structural Model Test

Table 11
Indirect Effect Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
AH -> PI -> PUI	0.083	0.082	0.027	3.065	0.002
AH -> IC -> PUI	0.157	0.156	0.033	4.711	0,000
EX -> IC -> PUI	0.158	0.158	0.037	4.303	0,000

PA -> PI -> PUI	0.145	0.143	0.035	4.084	0,000
PA -> IC -> PUI	0.163	0.162	0.034	4.797	0,000
SA -> PI -> PUI	0.106	0.106	0.031	3.483	0.001

Source: Data Processed by Researcher (2025)

The indirect effect results in Table 11 reveal that all mediation paths are significant, with t-statistics > 1.96 and p-values < 0.05. These findings confirm that Parasocial Interaction (PI) and Influencer Credibility (IC) serve as mediators that strengthen the influence of Attitude Homophily (AH), Expertise (EX), Physical Attractiveness (PA), and Social Attractiveness (SA) on Purchase Intention (PUI).

The Effect of Influencer Credibility on Purchase Intention (H1)

The results show that Influencer Credibility (IC) has a significant positive effect on Purchase Intention, with an original sample of 0.471, T-statistic of 6.148, and p-value of 0.000. This finding indicates that the higher the credibility of the influencer, the greater the audience’s intention to purchase. Consistent with this, prior studies have emphasized the role of influencer credibility in shaping consumer behavior. Khan (2023) and Coutinho et al. (2023) found that highly credible influencers enhance consumer trust in a brand, which ultimately leads to greater purchase intention. Therefore, H1 is supported.

The Effect of Parasocial Interaction on Purchase Intention (H2)

The results show that Parasocial Interaction (PI) has a significant positive effect on Purchase Intention, with an original sample of 0.350, T-statistic of 4.703, and p-value of 0.000. This shows that stronger parasocial relationships between the influencer and the audience increase purchase intention. Consistent with the findings of Lee and Watkins (2016), parasocial engagement with influencers on social media platforms such as YouTube enhances consumer trust and purchase intention, as audiences perceive influencers to be more relatable and authentic than traditional advertising. Similarly, Hwang and Zhang (2018) demonstrated that parasocial bonds with Instagram influencers strengthen purchase intention and reinforce trust in the conveyed message. Therefore, H2 is supported.

The Effect of Physical Attractiveness on Influencer Credibility (H3)

The results show that Physical Attractiveness (PA) has a significant positive effect on Influencer Credibility (IC), with an original sample of 0.345, T-statistic of 7.178, and p-value of 0.000. This implies that the higher an influencer’s physical attractiveness, the greater the credibility perceived by the audience. Previous studies support this finding, as Sokolova and Kefi (2020) emphasized that physical attractiveness plays a key role in shaping influencer credibility, particularly on visually driven platforms such as YouTube and Instagram. Similarly, Schouten et al. (2023) found that influencer credibility is strengthened when physical attributes align with the brand or product being promoted. Therefore, H3 is supported.

The Effect of Physical Attractiveness on Parasocial Interaction (H4)

The results show that Physical Attractiveness (PA) has a significant positive effect on Parasocial Interaction (PI), with an original sample of 0.415, T-statistic of 7.811, and p-value of 0.000. This implies that parasocial interaction between influencers and their followers is strengthened when influencers possess physical attractiveness. Consistent with Jansom and Pongsakornrunsilp (2021), physical appeal enhances parasocial interaction as

audiences are more likely to feel personally connected with attractive figures. Therefore, H4 is supported.

The Effect of Social Attractiveness on Parasocial Interaction (H5)

The results show that Social Attractiveness (SA) has a significant positive effect on Parasocial Interaction (PI), with an original sample of 0.304, T-statistic of 5.895, and p-value of 0.000. This indicates that higher social attractiveness strengthens parasocial interactions between influencers and audiences. This result aligns with previous studies by Jansom and Pongsakornrunsilp (2021) and Sokolova and Kefi (2020), Social attractiveness strengthens parasocial interactions by fostering emotional bonds and trust, ultimately enhancing purchase intention. Therefore, H5 is supported.

The Effect of Attitude Homophily on Influencer Credibility (H6)

The results show that Attitude Homophily (AH) has a significant positive effect on Influencer Credibility (IC), with an original sample of 0.333, T-statistic of 7.598, and p-value of 0.000. This implies that the greater the similarity in attitudes and values between the audience and the influencer, the higher the influencer's perceived credibility. Lou and Kim (2019) emphasized that attitude homophily plays a crucial role in enhancing influencer credibility, as audiences believe that influencers share their beliefs and perspectives. Similarly, Sokolova and Kefi (2020) noted that audiences are more likely to perceive influencers as reliable and trustworthy when they promote products, particularly if they are believed to hold similar views. Therefore, H6 is supported.

The Effect of Attitude Homophily on Parasocial Interaction (H7)

The results show that Attitude Homophily (AH) has a significant positive effect on Parasocial Interaction (PI), with an original sample of 0.236, T-statistic of 4.751, and p-value of 0.000. This indicates that the greater the similarity in attitudes and values between the audience and the influencer, the stronger the parasocial interaction that develops. Consistent with the findings of Casaló et al. (2018) stated that attitude homophily serves as a psychological bridge connecting audiences with influencers through parasocial interaction. Furthermore, Sokolova and Kefi (2020), attitude homophily enhances emotional closeness and a sense of belonging toward the influencer, thereby intensifying parasocial interaction. Therefore, H7 is supported.

The Effect of Expertise on Influencer Credibility (H8)

The results show that Expertise (EX) has a significant positive effect on Influencer Credibility (IC), with an original sample of 0.336, a T-statistic of 6.805, and a p-value of 0.000. This finding indicates that the higher the level of expertise possessed by an influencer, the greater their credibility in the eyes of the audience. Consistent with the study of Lou and Yuan (2019), influencer expertise is emphasized as a key element in shaping credibility, thereby increasing audience trust in the conveyed message. Furthermore, Yudha (2023) also found that expertise enhances consumer, audience, or follower trust, as it is perceived as evidence of the influencer's competence in a particular field. Therefore, H8 is supported.

CONCLUSION

Based on the findings, it can be concluded that the characteristics inherent in influencers significantly influence consumer Purchase Intention toward Eiger products. The credibility of Fiersa Besari, particularly through the *Ekspedisi Atap Negeri* campaign on

YouTube and Instagram, consistently represents an adventurous lifestyle that enhances audience trust and strengthens purchase intention, further reinforced by emotional closeness fostered through Parasocial Interaction with followers. Moreover, both Physical Attractiveness and Social Attractiveness were found to enhance credibility while simultaneously strengthening parasocial bonds, making the presented content more persuasive and engaging for audiences. Attitude Homophily further demonstrates that shared values, interests, and lifestyles between Fiersa Besari and his audience not only reinforce credibility but also cultivate deeper emotional connections, thereby facilitating greater acceptance of marketing messages. In addition, Fiersa Besari's Expertise in mountaineering enhances perceptions of competence and professionalism, further consolidating his credibility as a representative of Eiger. Thus, this study affirms that Influencer Credibility, Parasocial Interaction, Physical and Social Attractiveness, Attitude Homophily, and Expertise are critical determinants that collectively strengthen the effectiveness of influencer-based digital marketing strategies in driving consumer Purchase Intention.

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