



THE IMPACT OF FOLLOWERS' ACTIONS AND REACTIONS ON INFLUENCER

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Abstract

This research aims to analyze the sequential influence of stimuli in the form of product posts and beauty influencers on social media that influence various organizations, giving rise to responses in the form of intentions to follow beauty influencer accounts, imitate the beauty influencer's lifestyle, and recommend the beauty influencer. Researchers used quantitative data to collect primary data using survey methods and questionnaires filled out by respondents, distributed online using Google Forms. The research results show that brand-influencer compatibility positively influences followers' perceptions of advertising posts, followers' perceptions of influencer credibility and the influencers themselves. Perception of advertising posts also positively influences followers' perceptions of the influencer's credibility and perceptions of followers' behavior towards the influencer. Likewise, the credibility of influencers positively influences followers' behavior towards influencers and followers' intentions to continue following accounts, imitating influencers, and recommending influencers to others. Meanwhile, followers' behavior towards influencers positively affects followers' intentions to continue following accounts, imitating influencers, and recommending influencers to others.

Keywords: Congruence, Credibility, Influencer, Social Media, Follower

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh berurutan dari stimulus berupa postingan produk dan beauty influencer di media sosial yang mempengaruhi berbagai organisasi, sehingga menimbulkan respon berupa niat untuk mengikuti akun beauty influencer, meniru gaya hidup beauty influencer, dan merekomendasikan pemberi pengaruh kecantikan. Peneliti menggunakan data kuantitatif untuk mengumpulkan data primer dengan menggunakan metode survei dan kuesioner yang diisi oleh responden, disebarkan secara online menggunakan Google Forms. Hasil penelitian menunjukkan bahwa kompatibilitas brand-influencer berpengaruh positif terhadap persepsi pengikut terhadap postingan iklan, persepsi pengikut terhadap kredibilitas influencer dan influencer itu sendiri. Persepsi postingan iklan juga berpengaruh positif terhadap persepsi pengikut terhadap kredibilitas influencer dan persepsi perilaku pengikut terhadap influencer. Begitu pula dengan kredibilitas influencer yang berpengaruh positif terhadap perilaku pengikut terhadap influencer dan niat pengikut untuk terus mengikuti akun, meniru influencer, dan merekomendasikan influencer kepada orang lain. Sedangkan perilaku pengikut terhadap influencer berpengaruh positif terhadap niat pengikut untuk terus mengikuti akun, meniru influencer, dan merekomendasikan influencer kepada orang lain.

Kata Kunci: Kesesuaian, Kredibilitas, Influencer, Media Sosial, Follower



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INTRODUCTION

The development of digital technology has increased the complexity of society's environment in general and consumers or customers in particular. Marketing through social media allows for increasing marketing activities at a more efficient cost. Best practices using digital marketing strategies and social media replace traditional communication channels and physical operations in marketing, thus maintaining and increasing market share. Companies must consider marketing strategies and more customer value propositions, such as value,¹ brand, and relationship equity.²

In Indonesia, the development of digital technology can be seen from the increasing number of internet users every year. Data for the last 5 years from we are social shows an increasing trend and development in the number of internet users in line with population growth. Based on the Indonesian Internet Service Providers Association (APJII) survey, internet users in Indonesia increased by 2.67% YoY in 2022 or to 204.63 million people. The penetration rate of internet usage in Indonesia increased by 1.17% YoY to 276.77 million people in 2022. The trend of internet penetration in Indonesia is predicted to continue to increase from year to year.

The development of internet users is also linear with the development of social media users. The We Are Social report shows 167 million active social media users in Indonesia as of January 2023. Compared to Indonesia's total population, the portion of active social media users is 60.40%. The presence of social media platforms as a door to the transformation of the digital era is marked by how an influencer can become an opinion leader and brand ambassador through posts shared on social media.³ Influencers are prominent social media users and are seen as role models by their followers. Followers Jonstone & Lind⁴ gain many followers, particularly because they are seen as

¹ Ahmed S Ajina, "The Perceived Value of Social Media Marketing: An Empirical Study of Online Word-of-Mouth in Saudi Arabian Context," *Entrepreneurship and Sustainability Issues* 6, no. 3 (2019): 1512; Oxy Hendro Prabowo, Alit Merthayasa, and Nur Saebah, "Pemanfaatan Teknologi Informasi Dan Manajemen Perubahan Pada Kegiatan Bisnis Di Era Globalisasi," *Syntax Idea* 5, no. 7 (2023): 883–92.

² P K Kannan, "Key Components of a Digital Marketing Strategy," in *The Routledge Companion to Strategic Marketing* (Routledge, 2020), 231–44.

³ Nur Saebah and Muhamad Zaenal Asikin, "Efektivitas Pengembangan Digital Bisnis Pada Gen-Z Dengan Model Bisnis Canvas," *Jurnal Syntax Transformation* 3, no. 11 (2022): 1534–40; Ajina, "The Perceived Value of Social Media Marketing: An Empirical Study of Online Word-of-Mouth in Saudi Arabian Context."

⁴ Leanne Johnstone and Cecilia Lindh, "Sustainably Sustaining (Online) Fashion Consumption: Using Influencers to Promote Sustainable (Un) Planned Behaviour in Europe's Millennials," *Journal of Retailing and Consumer Services* 64 (2022): 102775.

having special knowledge and skills.⁵ Influencers create identities by communicating personal experiences that combine photos, videos and activities. In addition, followers construct and legitimise influencers' identities as they follow, interact, defend and support them^{6,7}

According to the survey *influenzaubi* and *SocialPubli*, marketers use influencers by 93% to campaign for their products and plan to increase marketing spending on influencers by 66%. It was recorded that in 2018, brands in Indonesia allocated marketing spending for social media influencers around 20-30% higher than last year and continues to increase until now.⁸ In Indonesia, based on the survey, the most purchased products by respondents through social media were fashion products, which became the majority at 61%, followed by cosmetic products at 43%.⁹ In 2023, based on a survey, Instagram will be the social media platform with the second most users in Indonesia. However, surveys state that Instagram managed to become the first choice of Gen Z.¹⁰

Influencer marketing has become a means of persuasion for customers. As many as 60% of companies use influencer marketing as a means of marketing on social media. This statistic is fundamental to the fact that influencer marketing is useful for companies in engaging consumers.¹¹ The role of influencers who can provide psychological ties with long-term relationships in accordance with the brand's,¹² goals with consumers, namely, forming a community that can develop the suitability, interest, and relevance of products to the content created. Influencers and brands collaborate because the content influencers produce on social media gets a better response

⁵ Joseph F Hair et al., "Multivariate Data Analysis (Eighth)," *Cengage Learning EMEA*, 2019; Nur Saebah et al., "Exploration of Dynamics of Corporate Performance and Corporate Governance," *International Journal of Social Service and Research* 3, no. 12 (2023): 3334–40.

⁶ Saebah et al., "Exploration of Dynamics of Corporate Performance and Corporate Governance"; Peng Gao and Weiku Wu, "Effect of Leaders' Implicit Followership Theory on Subordinates' Career Success," *Social Behavior and Personality: An International Journal* 47, no. 5 (2019): 1–14.

⁷ Wondwesen Tafesse and Bronwyn P Wood, "Followers' Engagement with Instagram Influencers: The Role of Influencers' Content and Engagement Strategy," *Journal of Retailing and Consumer Services* 58 (2021): 102303; Nur Saebah and Alit Merthayasa, "Peran Kepemimpinan Dalam Mengelola Perubahan Bisnis Yang Disebabkan Oleh Krisis Global," *Syntax Idea* 5, no. 7 (2023): 865–71.

⁸ Nur Saebah and Alit Merthayasa, "The The Influence of Organizational Culture on Employee Performance with Organizational Commitment as an Intervening Variable," *International Journal of Social Service and Research* 4, no. 03 (2024): 744–51; Daniel Belanche et al., "Building Influencers' Credibility on Instagram: Effects on Followers' Attitudes and Behavioral Responses toward the Influencer," *Journal of Retailing and Consumer Services* 61 (2021): 102585.

⁹ Saebah and Asikin, "Efektivitas Pengembangan Digital Bisnis Pada Gen-Z Dengan Model Bisnis Canvas."

¹⁰ We Are Social, "Digital 2022: Another Year of Bumper Growth," *We Are Social* 10, no. 05 (2022): 2022.

¹¹ Luis V Casaló, Carlos Flavián, and Sergio Ibáñez-Sánchez, "Influencers on Instagram: Antecedents and Consequences of Opinion Leadership," *Journal of Business Research* 117 (2020): 510–19; Tumeka Matshoba-Ramuedzisi, Derick De Jongh, and Willem Fourie, "Followership: A Review of Current and Emerging Research," *Leadership & Organization Development Journal* 43, no. 4 (2022): 653–68.

¹² Tafesse and Wood, "Followers' Engagement with Instagram Influencers: The Role of Influencers' Content and Engagement Strategy."

from users.¹³ Influencers' recommendations are highly valued by their followers, who take their advice and tend to acquire and recommend products promoted through collaborations with brands (Rakuten in. Given the effectiveness of these collaborations, in recent years, brands have gradually increased their investment in the promotional actions they take with influencers.¹⁴

Social media features in interacting with others influence people to compare themselves based on research Meier et al. Marketers and brands innovate on social media influencers with features on social media, especially Instagram platforms and influencers from the field of beauty influencers. Recommended products from social media influencers gain trust compared to recommended products from family or friends, with 40% of consumer purchases by social media influencers.¹⁵ The importance of influencers' social media relationships with their followers is vital for the success of an influencer marketing campaign.¹⁶

The popularity of beauty influencers worldwide is increasing with the emergence of the beauty field on social media in Indonesia. Based on data from databooks. metadata.co.id, the most popular beauty influencer in Indonesia based on the number of followers on Instagram is Tasya Farasya (@tasyafarasya), who has 5.1 million followers on her Instagram account as of March 2022.

Blanche et al.'s research (2021) is the main reference because it discusses how the influence of social media content on Instagram by influencers based on perceptions and behaviours formed with stimulus-organism-response (S-O-R) frameworks that influence the behaviour of followers of influencers to follow imitate and recommend *influencers*. In particular, researchers consider the impact of the relationship between *influencers* and *followers*. In this study, the author will analyze, based on the framework (S-O-R), all major agents (influencers and followers) will be involved in cognitive and emotional stages followed by behavioural actions. The questionnaire is targeted at the influencers' followers in the beauty influencers field. This research will use *the* S-O-R framework, using Instagram as a *social media* platform.

¹³ Matshoba-Ramuedzisi, De Jongh, and Fourie, "Followership: A Review of Current and Emerging Research"; Tafesse and Wood, "Followers' Engagement with Instagram Influencers: The Role of Influencers' Content and Engagement Strategy."

¹⁴ Belanche et al., "Building Influencers' Credibility on Instagram: Effects on Followers' Attitudes and Behavioral Responses toward the Influencer"; Daniel Belanche, Marta Flavián, and Sergio Ibáñez-Sánchez, "Followers' Reactions to Influencers' Instagram Posts," *Spanish Journal of Marketing-ESIC* 24, no. 1 (2020): 37–54.

¹⁵ Joe Phua, Jhih-Syuan Elaine Lin, and Dong Jae Lim, "Understanding Consumer Engagement with Celebrity-Endorsed E-Cigarette Advertising on Instagram," *Computers in Human Behavior* 84 (2018): 93–102; Belanche, Flavián, and Ibáñez-Sánchez, "Followers' Reactions to Influencers' Instagram Posts."

¹⁶ Carolina Stubb, Anna-Greta Nyström, and Jonas Colliander, "Influencer Marketing: The Impact of Disclosing Sponsorship Compensation Justification on Sponsored Content Effectiveness," *Journal of Communication Management* 23, no. 2 (2019): 109–22.

RESEARCH METHODS

This study uses a conclusive research design to measure the phenomenon of specific hypotheses and examine the relationships between specific variables. In this study, researchers used one type of primary data. Primary data is collected by researchers to answer research problems. Researchers use quantitative data to collect primary data by survey methods and questionnaires filled out by respondents. The questionnaire distributed to respondents is in online form using Google Forms.¹⁷

The population in this study is individuals according to Generation Z and millennials in Indonesia who are in the age range above 18 years, with the criteria of following at least one *influencer* on Instagram social media. The age limit above 18 years was chosen because respondents are believed to be able to use social media and make purchases rationally. The minimum number of respondents refers to the number of samples representative of the study that is 5 to 10 times the research item/indicator. This study multiplied 26 items/indicators by 10, so the minimum sample amounted to 260 respondents. The sampling technique is carried out by a non-probability sampling method, with sampling techniques depending on the object of assessment of the researcher, not on the willingness of the place and time available to select samples.¹⁸ The data analysis method of this research is data testing analysis and Structural Equation Modelling -Partial Least Square (SEM-PLS) analysis. This research model is a continuation of research.

RESULTS AND DISCUSSION

The evaluation of this study's measurement model (outer model) encompasses construct validity and construct reliability. Construct validity was assessed through convergent validity, using loading factors and average variance extracted (AVE), with concurrent validity results summarized in Table 4.5.1. The outer loading test indicated that all indicator values were valid as they exceeded 0.70, a criterion deemed valid for concurrent validity testing. Construct reliability, measured by composite reliability and Cronbach's alpha, along with discriminant validity assessed through AVE, was examined to ensure the reliability of constructs, as recommended by Nunnally and Fornell & Larcker. Table 3 presented results indicating that composite reliability, Cronbach's alpha, and AVE values surpassed the respective thresholds of 0.60 and 0.50, confirming the reliability of variables. Thus, the measurement model demonstrated qualification. Prior to structural model analysis, model fit testing was conducted, with the Standardized Root Mean Square Residue (SRMR) assessed to evaluate model fit, meeting the criterion of <0.08 , as suggested by Hu &

¹⁷ Karina Sokolova and Charles Perez, "You Follow Fitness Influencers on YouTube. But Do You Actually Exercise? How Parasocial Relationships, and Watching Fitness Influencers, Relate to Intentions to Exercise," *Journal of Retailing and Consumer Services* 58 (2021): 102276.

¹⁸ Hair et al., "Multivariate Data Analysis (Eighth)."

Bentler, indicating a good fit for the model.

R Square (R²) Testing

R² testing is carried out to find out how much *variability of* endogenous variables can be explained by exogenous variables according to research. If the R² value touches the value of 1, then the prediction accuracy level is declared perfect and vice versa. Table 1 describes the results of the R² and R² adjusted tests in this study:

Table 1. R² Test Results

	R Square	R Square Adjusted
Attitude toward the Influencer	0,297	0,290
Influencer Credibility	0,262	0,257
Intention to Imitate	0,346	0,342
Intention to Recommend	0,369	0,365
Intention to follow the Account	0,297	0,293
Paid Communication	0,049	0,046

Source : Research results (SmartPLS output), 2023

The R² value determines how much influence the exogenous variable has on the endogenous variable. Based on Table 4.5.5, it can be seen that *the intention to recommed* can be explained by *influencer credibility* and *attitude toward the influencer* by 36.9%. In comparison, the rest is explained by 63.1% by other variables outside the studied. Likewise, *intention to imitate* can be explained by *influencer credibility* and *attitude toward the influencer* by 34.6%, while the rest is explained by 65.4% by other variables outside the studied. Then *the intention to follow the account* can be explained by *influencer credibility* and *attitude toward the influencer* by 29.7%. At the same time, the rest is explained by 70.3% by other variables outside the studied.

Product-influencer congruence, paid communication and influencer credibility at 29.7% can explain the attitude toward the influencer. While influencer credibility can be explained by product-influencer congruence and paid communication by 26.2%. Then paid communication can be explained by product-influencer congruence of 4.9%.

Effect Size Testing(F²)

Effect size (f²) analysis is performed to see how much change if there is an exogenous variable with a substantive construct to the endogenous variable. Effect size f² with a value of >0.02 means that it has a weak influence; >0.15 means it has a moderate influence; and >0.35 means a strong structural influence. The following are the study's results of effect size (f²) testing according to Table 2.

Table 2. F² Test Results

	Attitude toward the Influencer	Influencer Credibility	Intention to Imitate	Intention to Recommend	Intention to follow the Account	Paid Communication	Product-Influencer Congruence
Attitude toward the Influencer			0,055	0,147	0,089		
Influencer Credibility	0,144		0,230	0,146	0,124		
Intention to Imitate							
Intention to Recommend							
Intention to follow the Account							
Paid Communication	0,025	0,075					
Product-Influencer Congruence	0,037	0,207				0,052	

Source : Research results (SmartPLS output), 2023

Based on Table 2, we can see the results of the exogenous contribution test with an f^2 value. The variable that has a moderate influence is the *Intention to Imitate* variable; the highest value is obtained from the Influencer Credibility variable with a value of 0.230 and in the Influencer Credibility variable, the highest value is obtained from *Product-Influencer Congruence* variable with a value of 0.207. In addition, other variables have a weak influence.

Path Coefficient Analysis

The structural model shows the influence of latent variables on each other by paying attention to t-values (*t-statistics*) and p-values (*p-values*). A significant effect of the latent variable is when *the t-statistic* ≥ 1.96 and *the p-value* ≤ 0.05 . The influence of each variable is seen from the value of the coefficient. The t-values and coefficients of structural models are attached to Table 3 for more detail.

Table 3. The value of the coefficient in the structural model

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Attitude toward the Influencer -> Intention to Imitate	0,219	0,214	0,063	3,476	0,000
Attitude toward the Influencer -> Intention to Recommend	0,352	0,343	0,053	6,578	0,000
Attitude toward the Influencer -> Intention to follow the Account	0,289	0,282	0,059	4,860	0,000
Influencer Credibility -> Attitude toward the Influencer	0,370	0,366	0,058	6,368	0,000
Influencer Credibility -> Intention to Imitate	0,447	0,446	0,066	6,784	0,000
Influencer Credibility -> Intention to Recommend	0,350	0,349	0,046	7,622	0,000
Influencer Credibility -> Intention to follow the Account	0,340	0,336	0,053	6,449	0,000
Paid Communication -> Attitude toward the Influencer	0,142	0,134	0,055	2,567	0,005
Paid Communication -> Influencer Credibility	0,241	0,238	0,068	3,562	0,000
Product-Influencer Congruence -> Attitude toward the Influencer	0,181	0,165	0,074	2,443	0,007
Product-Influencer Congruence -> Influencer Credibility	0,401	0,383	0,077	5,206	0,000
Product-Influencer Congruence -> Paid Communication	0,221	0,211	0,106	2,095	0,018

Source : Research results (SmartPLS output), 2023

Based on the table above, the t-value in the structural model, it can be identified that the entire trajectory has a positive and significant influence because it has a $t\text{-statistic} \geq 1.96/p\text{ value} \leq 0.05$, and no trajectory that does not have a significant effect or has a $t\text{-statistic} < 1.96/p\text{ value} > 0.05$.

Discussions

Can be seen that H1 has a t-value of 2.095 and a p-value of 0.018. This means that *brand* and *influencer compatibility* negatively influences followers' perception of ad posts. The fit between

influencers and the products they promote is very important to increase the effectiveness of influencer-based marketing campaigns in line with research in journals (Kim and Kim, 2020). Conversely, when influencers deviate from the topics they're used to covering on their accounts, and feature products that do not match their regular content, it is more likely that their followers will be surprised to find the material they did not expect, which in turn, can lead to feelings of confusion.¹⁹

The results of the analysis in this study are different from previous studies that showed that *followers* reacted negatively to unexpected inconsistent stimuli. In contrast to this study's findings, product-influencer matches negatively influence followers' perceptions of ad posts. This means that in empirical conditions, there are differences in the characteristics of followers in Indonesia, causing the perception of content suitability not to affect the perception of *followers* that they are looking at ads. So *followers* do not feel consistency in the content of ad posts, because they tend to develop positive ratings of their influencers. Rather, these findings fit with research in Gao & Wu and Matshoba-Ramuedzisi et al., that there are clear differences between Eastern and Western countries regarding how implicit they understand *followers*. Cultural differences are a contributing factor to these differences. Therefore, it can be said that H1 is accepted.

H2 has a t-value of 5.206 and a p-value of 0.000. This means that *product-influencer* compatibility positively affects followers' perception of influencer credibility. Previous research has found a significant relationship between the matching hypothesis and the source credibility model in the context of celebrity endorsements. The high fit between the endorser and the promoted product makes the source more credible based on research statements in journals. Thus, it is expected that followers will perceive congruent influencer product content as something natural and in accordance with content that is published regularly on influencer accounts. This will result in *followers* developing a higher perception of credibility towards influencers. Therefore, it can be said that H2 is accepted.

Shows that H3 has a t-value of 2.443 and a p-value of 0.007, so the value states the hypothesis is accepted. Compatibility between products and influencers can influence followers to follow the content uploaded by *influencers*. Followers then deeply understand the type of content typically published by influencers. So, if an influencer starts giving advice in their posts about a product that doesn't fit their usual theme, followers' evaluation of the influencer will likely deteriorate. Since one of the main cornerstones of influencer-follower relationships is the presence of shared interests, values, and lifestyles, when influencers collaborate with brands, it is important

¹⁹ Phua, Lin, and Lim, "Understanding Consumer Engagement with Celebrity-Endorsed E-Cigarette Advertising on Instagram"; Stubb, Nyström, and Colliander, "Influencer Marketing: The Impact of Disclosing Sponsorship Compensation Justification on Sponsored Content Effectiveness."

for them to maintain content consistency usually based on research Breves. Therefore, it can be said that H3 is accepted.²⁰

Can be seen that H4 has a t-value of 3.562 and a p-value of 0.000. This means that the perception of ad posts negatively affects followers' perception of the influencer's credibility. When collaborating with brands, influencers create and post messages recommending their products, and receive financial compensation in return.²¹ In this case, if influencers specifically highlight the positive aspects of a product, without giving a sufficiently objective assessment, their *followers* may react by assuming that they are being faced with paid communication.²² *Followers* may then begin to believe that the information usually provided by *influencers* is not as genuine as they previously thought.

In contrast to findings in previous studies that show that advertising posts will reduce influencers' credibility. In the results of this study, *followers* believe that any post submitted by an *influencer*, does not change their attitude towards the post, even though the *influencer's* post is an advertisement. Followers believe *influencers'* posts are biased for commercial purposes.²³ When *influencers* collaborate with brands to promote their products, this affects *the follower's* subsequent attitude towards the message and the brand being promoted, so followers give greater credibility to an *influencer* because he or she is considered a valuable source of information. Therefore, it can be said that H4 is accepted.

Shows that H5 has a t-value of 2.567 and a p-value of 0.005. This means that the perception of ad posts negatively affects the perception of followers to influencers. When consumers become aware that they are receiving an advertisement, they may activate defensive coping mechanisms in line with research by Friestad and Wright in Boerman et al. As a result, *followers* can experience feelings of confusion, skepticism, and irritation, which can adversely affect their attitude towards the source in research by Stubb et al. in journals De Veirman & Hudders. When *followers* realize

²⁰ Belanche et al., "Building Influencers' Credibility on Instagram: Effects on Followers' Attitudes and Behavioral Responses toward the Influencer"; Stubb, Nyström, and Colliander, "Influencer Marketing: The Impact of Disclosing Sponsorship Compensation Justification on Sponsored Content Effectiveness"; Sokolova and Perez, "You Follow Fitness Influencers on YouTube. But Do You Actually Exercise? How Parasocial Relationships, and Watching Fitness Influencers, Relate to Intentions to Exercise"; Casaló, Flavián, and Ibáñez-Sánchez, "Influencers on Instagram: Antecedents and Consequences of Opinion Leadership."

²¹ Stubb, Nyström, and Colliander, "Influencer Marketing: The Impact of Disclosing Sponsorship Compensation Justification on Sponsored Content Effectiveness."

²² Maria Alessia Schouten et al., "Influence of Lupin and Chickpea Flours on Acrylamide Formation and Quality Characteristics of Biscuits," *Food Chemistry* 402 (2023): 134221; Johnstone and Lindh, "Sustainably Sustaining (Online) Fashion Consumption: Using Influencers to Promote Sustainable (Un) Planned Behaviour in Europe's Millennials."

²³ Stubb, Nyström, and Colliander, "Influencer Marketing: The Impact of Disclosing Sponsorship Compensation Justification on Sponsored Content Effectiveness."

that influencers are compensated for promoting a product, they become increasingly critical of influencers, thus weakening their attitude evaluations.²⁴

The results of this study are different from the conclusions of previous studies that showed that when influencers are perceived as non-objective sources of advertisements posted, *influencers* in the form of paid communication, followers tend to develop negative attitudes towards them. However, the findings of the study show that the perception of ad posts negatively affects the perception of *follower* behavior to *influencers*. This shows that advertising posts from *influencers* are packaged in the form of content with a visual design and content function so that it does not affect the perception of *follower* behavior to *influencers*. This finding is in line with research showing that both native ads and paid content combined with visual design will result in (Leonard et al., 2017) *followers* no matter whether the native ad is sponsored content and the source of the content. Therefore, it can be said that H5 is accepted.

Can be seen that H6 has a t-value of 6.368 and a p-value of 0.000. This means that the influencer's credibility has a positive effect on followers' behaviour towards the influencer. To maintain a successful community on social media, influencers must build their followers' perceptions of their credibility as per statements Tafesse & Wood research Sokolova & Kefi. Therefore, when influencers collaborate with brands to promote their products, they need to maintain followers' perceptions regarding their credibility, as this positively influences subsequent followers' attitudes towards the message and brand promoted as per research Breves et al., in journals Schouten et al. Moreover, when followers give greater credibility to an influencer, their attitude towards him also increases as he is considered a valuable source of information. The underlying reason for this is that when followers feel that an influencer is trustworthy, they will feel closer and develop a better opinion of the influencer. Therefore, it can be said that H6 is accepted.

Table 6 shows that H7a has a t-value of 6.449 and a p-value of 0.000. While H7b has a t-value of 6.784 and a p-value of 0.016, and H7c has a t-value of 7.622 and a p-value of 0.000. This means that influencer credibility positively affects followers' intentions to keep following accounts, imitating and recommending influencers to others. Previous research Sokolova & Kefi showed that the credibility of influencers significantly influenced the behavioural intentions of *their followers* to buy the products they promoted. The perceived credibility of endorsers has also been shown to be a precursor to their *followers'* behavioral intentions to follow their updates and act on the information they post on their blogs. In addition, *followers* tend to recommend sources (such as

²⁴ Do Yuon Kim and Hye-Young Kim, "Influencer Advertising on Social Media: The Multiple Inference Model on Influencer-Product Congruence and Sponsorship Disclosure," *Journal of Business Research* 130 (2021): 405–15; Ajina, "The Perceived Value of Social Media Marketing: An Empirical Study of Online Word-of-Mouth in Saudi Arabian Context."

influencer accounts) because they understand a particular topic and provide trustworthy opinions.²⁵ Therefore, it can be said that H7a, H7b and H7c are accepted.

Shows that H8a has a t-value of 4.860 and a p-value of 0.016. While H8b has a t-value of 3,476 and a p-value of 0.000, and H8c has a t-value of 6,578 and a p-value of 0.000. This means that follower behavior towards influencers positively affects the intention of followers to keep following accounts, imitating influencers, and recommending influencers to others. The theory of planned behavior posits that attitudes are antecedents of behavioral intentions. Influencers are naturally interested in promoting this behavior on their profiles to increase the spread and popularity of their accounts. If *followers* find the *influencer* attractive, they are likely to continue to follow the *influencer's* account. Furthermore, when *followers* develop a favorable opinion of an *influencer*, they tend to follow the influencer's advice and recommend the influencer's account to others around the *follower*.²⁶ Therefore, it is stated that H8a, H8b and H8c are accepted.

CONCLUSION

Based on the analysis and discussion that has been done, the conclusions of this study are as follows, follower behavior towards *influencers* positively affects the intention of *followers* to keep following accounts, imitating influencers, and recommending *influencers* to others. This shows that followers' *attitudes towards beauty influencers have a relationship with followers' responses to beauty influencers*. Influencers' credibility positively affects followers' intention to keep following accounts, imitating influencers, and recommending *influencers* to others. This means that the credibility of beauty influencers is closely related to followers' responses. The credibility of influencers has a positive influence on follower behavior towards *influencers*. This means that the credibility of beauty influencers is closely related to the attitude of followers towards beauty influencers. The perception of ad posts negatively influences followers' perception of influencers' credibility and followers' perceptions of followers' behavior towards influencers. This means that advertising posts on social media have a relationship with the credibility of *beauty influencers* and followers' *attitudes towards beauty influencers*. The last product-influencer *matches* negatively influence followers' perceptions of ad posts. At the same time, *product-influencer* compatibility has a positive effect on follower behavior towards influencers and *influencer* credibility. This means that the unity between *products* and influencers has a relationship with paid advertising, the credibility of beauty influencers and *followers' behaviour towards beauty influencers*.

²⁵ Icek Ajzen, "The Theory of Planned Behavior," *Organizational Behavior and Human Decision Processes* 50, no. 2 (1991): 179–211, [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T).

²⁶ Kim and Kim, "Influencer Advertising on Social Media: The Multiple Inference Model on Influencer-Product Congruence and Sponsorship Disclosure."

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