

ANALYSIS OF SOCIAL INFLUENCE, INFLUENCER CREDIBILITY, AND PARASOCIAL RELATIONSHIPS ON BRAND CREDIBILITY AND PURCHASE INTENTION OF FASHION PRODUCTS ON THE INSTAGRAM PLATFORM

Aulia Galuh Bagjamaghfira¹, Ujang Sumarwan², Nur Hasanah³

Institut Pertanian Bogor, Indonesia^{1,2,3}

Email: hello.aulia@apps.ipb.ac.id, sumarwan@apps.ipb.ac.id, nur.hasanah@apps.ipb.ac.id

ABSTRACT

The rise of social media, particularly Instagram, has transformed consumer behavior and marketing strategies in the fashion industry. This study aims to analyze the influence of social influence, influencer credibility, and parasocial relationships on brand credibility and purchase intention of fashion products on Instagram. Using a quantitative approach with a cross-sectional survey method, data were collected from 260 active Instagram users in Greater Jakarta who follow at least one fashion influencer. Structural Equation Modeling with the Partial Least Squares (PLS) approach was employed to examine the relationships between variables. The results indicate that influencer credibility, social influence, and parasocial relationships have a significant positive effect on brand credibility, which in turn influences purchase intention. Parasocial relationships also directly enhance purchase intention. These findings highlight the crucial role of emotional connection and perceived credibility in shaping consumer behavior on social media. The study provides practical implications for fashion marketers in selecting influencers and developing engagement strategies to boost brand trust and consumer intention to purchase. Further research is suggested to explore other social platforms and additional influencing variables.

KEYWORDS Social Influence, Influencer Credibility, Parasocial Relationship, Brand credibility, Purchase Intention



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INTRODUCTION

Social media has become an important part of the lives of Indonesian people, changing the communication paradigm to be more dynamic and fast. The development of social media in Indonesia has experienced a significant surge, affecting various aspects of social, economic, and political life. Some of the main factors driving the growth of social media are the increase in the number of users, wider penetration of social media, and the advancement of digital infrastructure (Databoks, 2023). One platform that has a great influence in digital marketing is

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Instagram. The platform is not only used to share visual content, but is also used by businesses to build interactions with customers and increase brand awareness.

Instagram ranks fourth on the list of social media with the most active users globally, with a total of 2 billion users as of July 2023, beating TikTok which has 1.08 billion users (Databoks, 2023). Indonesia itself is one of the countries with the largest number of Instagram users, reaching 106 million users in April 2023. The popularity of Instagram in Indonesia provides a great opportunity for businesses, especially in the fashion industry, to take advantage of this platform as a marketing tool. One widely used strategy is influencer marketing, where brands work with influential individuals to reach a wider audience and increase consumer purchase intent (Schouten et al., 2021).

The presence of influencers on Instagram has become an important part of digital marketing strategies. Influencers have a great influence in building brand image, attracting consumer interest, and creating new trends. According to Ismail (2018), influencers can be categorized based on the number of followers into Nano, Micro, Macro, and Mega Influencers. Influencer marketing strategies include a variety of methods such as sponsored content, product reviews, giveaways, and brand ambassador campaigns. In the fashion industry, influencers have an important role in introducing trends and building emotional connections with their followers, which can ultimately increase loyalty to the promoted brand (Abdulrahman et al., 2020).

Factors such as social influence, brand credibility, and parasocial relationships are the main elements that affect consumer purchase intention on social media. Horton & Wohl (1956) proposed the concept of parasocial relationships, which are one-way relationships that occur between influencers and their followers, which create a sense of intimacy and trust. Influencers who have high credibility can increase trust in the promoted product, thus encouraging consumers to make a purchase (Yılmazdoğan et al., 2021). In addition, brand credibility also plays an important role in strengthening purchase intention, because consumers tend to choose products from reputable brands (Kotler & Keller, 2016). By understanding the interaction between these factors, businesses can develop more effective marketing strategies in the digital age.

Marketing strategies that utilize influencers on social media, especially in the fashion industry, are increasingly popular in the digital era. However, the effectiveness of this strategy is still questionable and requires further research on how influencers affect consumers' perception of brand credibility and purchase intention of fashion products on social media. Influencers are expected to increase consumer trust due to strong social influence, although empirical evidence is still limited (Febriani, 2022). The parasocial relationship between influencers and their followers also plays a role in increasing the influence of influencer credibility, but the interaction of these elements to brand credibility is not yet entirely clear (Horton & Richard Wohl, 1956). Studies on brand credibility show that brand reliability and competence are important factors in purchasing decisions. With the influencer marketing industry increasing to 21.1 billion US dollars in 2023 (Statista, 2023), many companies are investing large funds in this strategy. However, the success of an influencer's marketing campaign is often unpredictable and requires a deeper

understanding of the factors that influence it (Purwanto & Sahetapy, 2022; Syafira et al., 2021; Tandayong & Palumian, 2022).

Fashion influencers are increasingly growing on social media, especially Instagram, in shaping new trends and influencing consumer purchasing decisions. Influencers are not only inspirational figures, but also strategic partners for business people in designing more effective marketing (Haigh & Wigley, 2015; Hariyanti & Wirapraja, 2018). Around 30% of the 106 million active social media users in Indonesia are now playing the role of influencers, indicating the high demand for influencer-based marketing (Databoks, 2023). According to Nielsen research (2019), 92% of consumers trust recommendations from people they know on social media, but the effectiveness of this advice depends on influencer credibility and emotional connections with their followers (De Veirman et al., 2017; Yılmazdoğan et al., 2021). Therefore, this study aims to analyze the influence of social influence, influencer credibility, and parasocial relationships on brand credibility and purchase intention in fashion marketing on Instagram. In addition, the results of this research are expected to provide insight for academics, business people, and influencers to design more effective marketing strategies in increasing purchase intention through social media.

RESEARCH METHOD

This study uses a cross-sectional study approach with a survey method to collect data from active Instagram users in the Greater Jakarta area. Data collection was carried out through an online questionnaire using Google Form from July to August 2024. The data used in this study consisted of primary data obtained directly from respondents through social media platforms such as Instagram, WhatsApp, and Line, as well as secondary data sourced from journals, books, websites, and previous articles (Sugiyono, 2018). The sampling technique used is non-probability sampling with the purposive sampling method, where the sample is selected based on certain criteria such as active Instagram users for the last six months, following at least one fashion influencer account, and being over 17 years old. Based on Hair et al. (2014), the sample size required in this study is a minimum of 130 respondents, referring to the number of question indicators analyzed.

The data collection technique was carried out through an online questionnaire containing structured questions and using a Likert scale to measure respondents' responses. This questionnaire includes the variables analyzed in the study, namely Influencer Credibility (IC), Social Influence (SI), and Parasocial Relationship (PR) as independent variables, Brand Credibility (BC) as mediating variables, and Purchase Intention (PI) as dependent variables. The measurement of variables is based on the theory put forward by Kelman (1958) for Influencer Credibility, Ohanian (1990) for Social Influence, Horton et al. (1956) for Parasocial Relationship, Erdem et al. (2004) for Brand Credibility, and Ajzen (1998) for Purchase Intention. The data obtained will be analyzed using descriptive statistical techniques to describe the characteristics of the respondents, as well as using Structural Equation Modeling (SEM) with the Partial Least Square (PLS) approach to test the relationship between the research variables (Abdillah & Hartono, 2015).

Data analysis is carried out by evaluating the outer model and inner model in

SEM (Hair Jr et al., 2021). The outer model was used to assess the validity and reliability of the indicator using Average Variance Extract (AVE) and Cronbach's Alpha. According to Straub et al. (2004), Cronbach's Alpha value should be above 0.60 for exploratory surveys and 0.70 for confirmation studies to ensure internal consistency. Meanwhile, the inner model is used to test the causal relationship between latent variables and measure the predictive power of the model based on the R^2 value. Ghazali (2016) classified the R^2 value into four categories: substantial (0.67), moderate (0.33), weak (0.19), and strong (>0.7). Thus, this study aims to understand how factors such as Influencer Credibility, Social Influence, and Parasocial Relationship affect Brand Credibility and Purchase Intention in the context of fashion marketing on Instagram.

RESULT AND DISCUSSION

Respondent's Characteristics

The study involved 260 respondents who had been screened based on certain criteria, such as being over 17 years old, actively using Instagram for the past six months, and following at least one fashion influencer. The majority of respondents were in the age range of 25-34 years (77%), followed by the age group of 35-44 years (15%). Female respondents are more dominant (57%) than men (43%). In terms of domicile, Jakarta is the region with the highest number of respondents (44%), followed by Bogor and Bekasi (17% each), Tangerang (15%), and Depok (7%). In terms of employment, the majority of respondents work as private employees (63%), followed by entrepreneurs (17%), civil servants (7%), housewives (6%), and state-owned employees (3%). The most dominant level of education is S1 (78%), followed by S2 (11%), while other levels of education such as high school, diploma, and S3 have a smaller proportion.

In terms of expenses, the majority of respondents have an average monthly expenditure of Rp.5,000,001 to Rp.7,000,000 (29%), with another 27% having expenses of more than Rp.9,000,001 per month. Special expenditure for fashion products is the most in the range of Rp.250,001 to Rp.500,000 (27%), followed by Rp.500,001 to Rp.750,000 (23%). Most respondents (47%) only shop for fashion products less than once per month, while another 33% shop 1-2 times per month. The more frequent shopping pattern, which is 3-4 times per month, is only done by 16% of respondents, while 4% of respondents shop 5-6 times per month. This data provides a clearer picture of demographic characteristics and fashion consumption patterns among Instagram users who follow fashion influencers.

Respondent's behavior in determining the interest in buying *fashion products*

In this study, respondents were not only categorized based on demographic characteristics, but also based on the fashion influencers they followed on Instagram. Of the 260 respondents screened, 6% chose Dwihaanda as the fashion influencer they followed, making them the most dominant compared to other influencers such as Plainkite (4%), as well as Emyaghnia, Helminursifah, and Rayrafi (3% each). This variation in influencer selection reflects consumer preferences for certain figures who are considered influential in the fashion world. In addition, this study also explores the time period of respondents in participating

in fashion influencers, which can provide an overview of their attachment to the content presented by these influencers. This analysis is important for understanding how influencer presence can influence purchasing decisions and brand perceptions in the fashion industry.

In addition to preferences for influencers, this study also examines the categories of fashion products and brands that are in demand by respondents. As many as 49% of respondents prefer to buy tops, followed by bottoms (47%), while accessories are only chosen by 30% of respondents as a complement to their dressing style. Of these clothing categories, blouses were the most in-demand product (40%), followed by jeans (35%), while bags and accessories were only chosen by 5% and 3% of respondents, respectively. In terms of brand preferences, Erigo was the most chosen brand with a percentage of 9.2%, while Aerostreet was chosen by 2.6% of respondents. This data shows that Erigo has greater appeal than other brands, although some other brands also have a significant consumer base. These findings provide important insights for fashion industry players in understanding shopping trends and brand preferences among Instagram consumers.

Description of Variable Indicators

Descriptive statistical analysis was carried out to describe the distribution pattern of respondents' answers. The first step is to calculate the number of respondents' answers and the percentage of the total answers. The data management technique used is the *Top Two Boxes* and *Bottom Two Boxes*, which serves to group certain responses. For example, the answers "strongly disagree" (1) and "disagree" (2) will be combined into one category i.e. "disagree", while the answers "agree" (4) and "strongly agree" (5) will be combined into one category "agree". The neutral answer (3) is still grouped as "neutral". Furthermore, cross-tabulation is carried out to present a table that can help identify and understand the relationship between the variables studied, such as *influencer credibility*, *social influence*, and *parasocial relationship* towards *Brand Credibility* and *purchase intention* product *Fashion* on the Instagram platform. With cross-tabulation allows the interactions between variables to be viewed in more detail, making it possible to identify significant patterns or trends among these variables. The following is presented the results of the cross-tabulation between the variables that have been analyzed.

Influencer Credibility

In this study, *influencer credibility* as the first variable is considered as one of the main factors that affect consumer reasons in forming *purchase intention* for *fashion* products on the Instagram platform. To measure this aspect, the study used seven indicator statements, each of which was coded from IC1 to IC7. These indicators are designed to evaluate consumers' attitudes and perceptions of *influencer credibility*, as well as the extent *to which influencer credibility* influences their decision to trust a brand and ultimately intend to buy the promoted product.

Through the results of the analysis, this study seeks to reveal the importance of *influencer credibility* in building *brand credibility* and encouraging *purchase intention* of *fashion products* on Instagram. Data collected from respondents will

provide insight into the extent to which influencer credibility plays a decisive factor in the consumer decision-making process. The distribution of respondents' answers related to these indicators is then summarized and presented in Table 1, which provides a complete picture of consumers' perception of *influencer credibility* and its impact on the intention to buy fashion products on the platform.

Table 1. Distribution of respondents' answers based on *influencer credibility* variable indicators in percentage (%)

Code	Indicators	STS (%)	TS (%)	N (%)	S (%)	SS (%)
IC1	I believe that the <i>fashion influencer</i> has integrity in promoting products	1.15	6.92	12.69	48.46	30.77
IC2	I felt interested in the appearance of the <i>fashion infleuncer</i>	1.15	6.54	15.38	49.23	27.69
IC3	I feel that the <i>fashion influencer</i> looks <i>fashionable</i>	2.31	9.23	14.62	35.77	38.08
IC4	I feel that the <i>fashion influencer</i> is very credible in providing recommendations about <i>fashion products</i>	2.31	5.38	15.38	45.00	31.92
IC5	I tend to trust every fashion product recommendation that a <i>fashion influencer</i> conveys	2.31	7.69	17.31	36.54	36.15
IC6	I believe that the <i>fashion influencer</i> always provides quality recommendations	3.08	4.62	19.23	50.38	22.69
IC7	<i>Fashion influencers</i> tend to influence my fashion decisions	1.54	6.54	17.69	40.38	33.85

Note: STS (strongly disagree), TS (disagree), N (neutral), S (agree), SS (strongly single)

Data analysis with the *Top Two Boxes* approach shows that the majority of respondents give a positive assessment of *influencer credibility*. The IC7 indicator, which measures *influencers' influence* in fashion decisions, shows the highest number with 74.23% of respondents expressing approval or strongly agreeing. This was followed by IC3, where 73.85% of respondents agreed or strongly agreed that *the influencer* looked *fashionable*. In addition, *influencer credibility* in providing product recommendations (IC4) was also rated positively by 76.92% of

respondents. Meanwhile, the *Bottom Two Boxes* analysis shows that negative responses to *influencer credibility* tend to be low, with the highest score only at IC5 (10.00%), which shows that there is a small percentage of respondents who do not trust every product recommendation from the influencer.

The results of the analysis show that overall, the influencers studied are considered very credible by the majority of respondents. This credibility is mainly supported by their great influence in *fashion decisions* and their fashionable appearance. However, despite this, there is a small part of the audience that still doubts the integrity and quality of the product recommendations given. Thus, it can be concluded that *influencer credibility* plays an important role in influencing consumer perception and decisions in the context of *fashion*, although there is room to increase trust among more skeptical segments of the audience.

Social Influence

Social influence as the second variable in this study was identified as one of the important factors that affect consumers' reasons in forming *purchase intention* for *fashion products* on the Instagram platform. To evaluate the influence of *this social influence*, the study used four indicator statements, each of which was coded from SI1 to SI4. These indicators are designed to measure consumers' attitudes and perceptions of *the social influences* they experience, whether from friends, family, or online communities, and how they influence their decision to buy *fashion products*.

The results of this study aim to provide insight into the extent to which *social influence* plays a role in increasing *brand credibility* and encouraging consumer *purchase intention* for *fashion products* on Instagram. Analysis of respondent data will show the importance of *social influence* in the consumer decision-making process, especially in the context of recommendations or reviews from others that can affect their perception of a brand. The distribution of respondents' answers related to these *social influence* indicators is presented in Table 2, which provides a complete overview of the role of *social influence* in influencing the intention to buy fashion products on the platform.

Table 2. Distribution of respondents' answers based on social influence variable indicators in percentage (%)

Code	Indicators	STS (%)	TS (%)	N (%)	S (%)	SS (%)
SI1	<i>The fashion influencer had a big influence on my fashion decisions</i>	1.54	5.38	21.15	40.38	31.54
SI2	<i>I often follow the fashion advice from the influencer on Instagram</i>	1.92	3.46	20.38	38.46	35.77
SI3	<i>My circle of friends also follows the dress recommendations from the fashion influencer</i>	3.46	5.77	15.00	46.92	28.85

	I feel more confident when					
SI4	I follow the dress trend promoted by <i>the</i> fashion influencer	1.92	6.54	14.62	33.46	43.46

Note: STS (strongly disagree), TS (disagree), N (neutral), S (agree), SS (strongly single)

Data analysis using the *Top Two Boxes* approach shows that the social influence of influencers on consumers is very significant. The SI4 indicator, which measures the increase in consumer confidence when following trends promoted by influencers, scored the highest, with 76.92% of respondents stating they agreed or strongly agreed. In addition, the SI2 indicator, which shows that 74.23% of respondents often follow fashion advice from influencers on Instagram, also confirms the high level of social influence that influencers have. In contrast, the *Bottom Two Boxes analysis* showed that negative responses to influencers' social influence were relatively low, with SI3 showing the highest negative response (9.23%), where there was a small percentage of respondents who stated that their friendship environment did not follow the fashion recommendations of influencers.

Based on the results of the analysis, it can be concluded that influencers have a strong social influence on fashion decisions and consumer confidence. Most respondents admitted that they often follow fashion advice from influencers and feel more confident when following trends promoted by those influencers. However, while this social influence is significant, there is little doubt among respondents regarding whether their overall social environment is affected by recommendations from influencers. Overall, this social influence reinforces influencers' position as important figures in shaping consumer opinions and behavior on social media, especially in the context of fashion.

Parasocial Relationship

Parasocial relationship as the third variable in this study was identified as one of the factors that affect consumer reasons in forming purchase *intention* for *fashion products* on the Instagram platform. To measure the influence of *these parasocial relationships*, the study used seven indicator statements, each coded from PR1 to PR7. These indicators are designed to assess the extent to which *parasocial relationships* have a one-way relationship that is formed between consumers and the influencers or media personalities they follow can influence consumers' decisions in trusting a *brand* and intending to buy the promoted product.

The results of this study aim to reveal the importance of *parasocial relationships* in building *brand credibility* and encouraging *purchase intention* for fashion products on Instagram. Through the analysis of respondents' data, this study will provide an overview of how much influence the emotional and psychological connection that consumers feel on influencers can affect their perception of a brand and the decision to buy the product. The distribution of respondents' answers related to the *parasocial relationship* indicator is then presented in Table 3, which provides a comprehensive insight into the role of *parasocial relationships* in influencing the intention to buy fashion products on the Instagram platform.

Table 3. Distribution of respondents' answers based on parasocial relationship variable indicators in percentage (%)

Code	Indicators	STS (%)	TS (%)	N (%)	S (%)	SS (%)
PR1	I feel like I understand <i>the fashion</i> influencer's character	1.15	5.77	18.08	43.08	31.92
PR2	I've been following the <i>fashion</i> influencer's content on Instagram for quite some time	0.77	8.85	13.46	45.00	31.92
PR3	I always respond to every <i>Fashion</i> Influencer's content on Instagram social media	1.54	2.69	17.69	36.54	41.54
PR4	I feel that the <i>Fashion Influencer</i> always looks friendly to <i>followers' comments</i>	1.15	4.23	20.38	34.62	39.62
PR5	I always look forward to the <i>fashion</i> influencer making a review or recommendation through his personal Instagram	1.15	7.31	16.92	36.15	38.46
PR6	I always read articles about the <i>fashion influencer</i> when I am in media other than Instagram	1.92	7.69	15.00	45.38	30.00
PR7	I will <i>follow</i> and interact with the <i>fashion influencer</i> through other social media besides Instagram	1.92	5.77	16.92	38.08	37.31

Note: STS (strongly disagree), TS (disagree), N (neutral), S (agree), SS (strongly single)

Analysis with *the Top Two Boxes approach* shows that the parasocial relationship between respondents and influencers is very strong. The PR3 indicator, which measures how often respondents respond to influencer content, received the highest score with 78.08% of respondents stating that they agree or strongly agree. This was followed by PR4, where 74.24% of respondents felt that the influencer was always friendly in responding to followers' comments. The PR5 indicator also shows that 74.61% of respondents are always looking forward to reviews or recommendations from influencers on Instagram. In contrast, *the Bottom Two*

Boxes analysis showed a low negative response to parasocial relationships, with PR6 recording the highest score at 9.61%, where some respondents rarely read articles about influencers in other media besides Instagram.

The results of this analysis show that the parasocial relationship formed between influencers and audiences is very strong and positive. The majority of respondents feel emotionally connected to the influencers they follow, which is reflected in their high level of engagement with influencer content and their enthusiasm for looking forward to new content. While there is a small percentage of respondents who are less engaged with influencers outside of the Instagram platform, these parasocial relationships as a whole contribute significantly to audience engagement and influencer influence. This emphasizes the importance of emotional and personal relationships that the audience feels in shaping the loyalty and long-term influence of an influencer.

Brand Credibility

Brand credibility as the fourth variable in this study is considered one of the key factors that affect consumers' reasons in forming *purchase intention* for fashion products on the Instagram platform. To measure this aspect of *brand credibility*, the study used four indicator statements, each coded from BC1 to BC4. These indicators are designed to evaluate consumers' perceptions of a brand's credibility, including the brand's reliability, honesty, and integrity, as well as how they influence consumers' decision to purchase the products offered.

Through the analysis of the data collected, this study aims to reveal the importance of *brand credibility* in encouraging consumer *purchase intention* for fashion products on Instagram. The results obtained will provide insight into the extent to which consumer trust in a brand can influence their intention to buy a product, so that brands can understand and improve the most influential elements of credibility. The distribution of respondents' answers related to the *brand credibility* indicator is presented in Table 4, which provides a comprehensive overview of the role of *brand credibility* in influencing consumer purchase decisions on the Instagram platform.

Table 4. Distribution of respondents' answers based on brand credibility variable indicators in percentage (%)

Code	Indicators	STS (%)	TS (%)	N (%)	S (%)	SS (%)
BC1	I believe in the brand recommended by the fashion influencer	1.15	4.62	19.62	40.38	34.23
BC2	The brands recommended by the fashion influencer have a good reputation	1.15	5.38	22.69	38.08	32.69
BC3	I feel confident in the quality of the products promoted by the fashion influencer	0.77	5.77	14.23	40.77	38.46

Brands recommended by					
BC4	such <i>fashion influencers</i>	1.92	6.15	10.38	40.00
	can be trusted				41.54

Note: STS (strongly disagree), TS (disagree), N (neutral), S (agree), SS (strongly single)

The results of the analysis with the *Top Two Boxes* approach show that the majority of respondents have a very positive perception of the credibility of the brand recommended by influencers. The BC4 indicator, which measures trust in brands promoted by influencers, scored the highest with 81.54% of respondents stating that they agree or strongly agree that the brand is trustworthy. Furthermore, the BC3 indicator, which shows respondents' confidence that the brand is reliable, also received a positive response from 79.23% of respondents. Perception of the quality of products promoted by influencers (BC1) is also high, with 74.23% of respondents giving positive assessments. On the other hand, the *Bottom Two Boxes* analysis showed that the negative response to brand credibility was relatively low, with BC2 recording the highest score at 6.53%, where some respondents cast doubt on the claims made by influencers.

From the results of the analysis, it can be concluded that the credibility of brands recommended by influencers is very high in the eyes of consumers. The majority of respondents believe that the brands promoted by influencers are of good quality, reliable, and trusted. While there is little doubt about the claims of a particular brand conveyed by influencers, this is insignificant and does not diminish the overall positive perception of the brand. Overall, this high brand credibility shows that influencers play a crucial role in strengthening consumer trust in the products they are promoting, which can ultimately influence consumer purchasing decisions.

Purchase Intention

Purchase intention as the fifth variable in this study is the main aspect that affects consumers' decision to buy *fashion products* on the *Instagram platform*. To measure *purchase intention*, this study used four indicator statements, each coded from PI1 to PI4. These indicators are designed to assess consumers' attitudes and intentions towards purchasing fashion products, including how much they are willing to make a purchase based on factors that have been analyzed previously.

The results of this study aim to reveal how significant the influence of *purchase intention* is in determining the decision to buy *fashion products* on Instagram. By analyzing the data collected, this study will provide insight into the factors that drive consumer purchase intention and how *purchase intention* plays a role in the purchase decision process. The distribution of respondents' answers related to the *purchase intention indicator* is presented in Table 5, which provides a clear picture of the level of consumer purchase intention and the factors that affect it in the context of the Instagram platform.

Table 5. Distribution of respondents' answers based on the purchase intention variable indicator in percentage (%)

Code	Indicators	STS (%)	TS (%)	N (%)	S (%)	SS (%)
PI1	I intend to buy <i>fashion</i> products recommended by <i>the</i> fashion influencer	1.15	5.00	13.08	46.15	34.62
PI2	I will most likely buy <i>a fashion</i> product promoted by <i>the</i> fashion influencer	1.54	6.54	16.54	37.31	38.08
PI3	I am interested in trying the <i>fashion</i> products recommended by the fashion influencer	1.15	6.15	12.31	44.62	35.77
PI4	I would consider buying <i>fashion</i> products from brands promoted by those influencers	0.77	5.00	19.62	30.00	44.62

Note: STS (strongly disagree), TS (disagree), N (neutral), S (agree), SS (strongly single)

The results of the analysis with the *Top Two Boxes* approach show that the majority of respondents have a strong purchase intention towards the products promoted by influencers. The PI4 indicator, which measures consumers' consideration of buying products based on promotions from influencers, received the highest score with 74.62% of respondents stating that they agreed or strongly agreed. Furthermore, the PI2 indicator shows that 75.39% of respondents have a willingness to try new products recommended by influencers. This indicates that promotions from influencers are very effective in encouraging consumers to consider and try the products they recommend. On the other hand, the *Bottom Two Boxes analysis* showed a fairly low negative response to purchase intent, with the PI2 indicator recording the highest negative response at 8.08%, where some respondents were not interested in trying products promoted by influencers.

From the results of the analysis, it can be concluded that consumers' purchase intention towards the products promoted by influencers is very high. Most respondents show a strong desire to buy or at least try a product recommended by an influencer, especially when the product is effectively promoted by an influencer they trust. Although there was little hesitation from a small percentage of respondents to try new products, overall, influencers managed to significantly influence consumers' purchase intentions. This shows that promotions from

influencers have a strong impact in encouraging consumers to make purchase decisions, making influencers an effective marketing tool for fashion products.

Structural Equation Modelling (SEM)

Test Measurement Model (Outer Model)

In each variable, this study uses an indicator validity test, namely the value of *loading factor* and *Average Variance Extracted (AVE)*, while the reliability assessment uses *Composite Reliability (rho_c)* and *Cronbach's Alpha*. This test was carried out to measure the suitability of the indicator to the variables to be used. A total of 26 indicators were tested which had a *loading factor* value of 0.70 which was declared valid so that further tests were carried out and produced an *outer loading* path diagram in Figure 1.

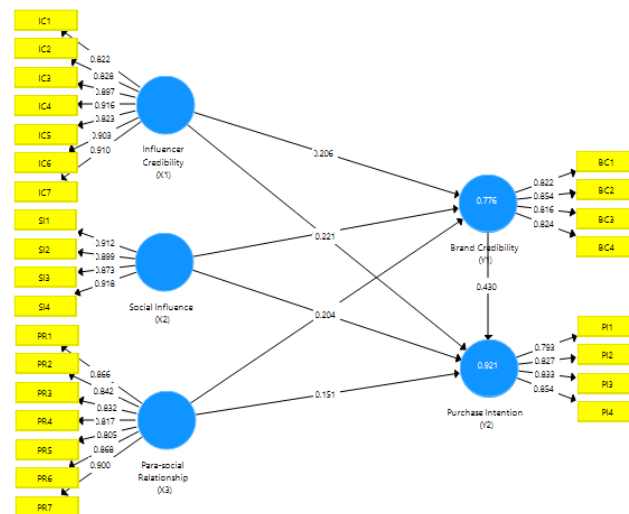


Figure 1. Path Diagram *Outer Loading*

Source: Research results, processed with *Smart PLS 3.0*, 2018

Influencer Credibility

Laten from *Influencer Credibility* consists of 7 indicators in the questionnaire, namely IC1, IC2, IC3, IC4, IC5, IC6, and IC7. Based on Table 6, all indicators have a *loading factor* value above 0.70 and an *Average Variance Extracted (AVE)* value of more than 0.50. This shows that these indicators are valid and can be used in the research model. In addition, the reliability test shows that the *Composite Reliability (rho_c)* and *Cronbach's Alpha* values for these variables are more than 0.70 each, so it can be concluded that these variables meet the required reliability criteria.

Table 6. Results of the Outer Model of *Influencer Credibility Variables*

Latent Variables	Indicators	Loading Factor	AVE	rho_c	Cronbach' Alpha
<i>Influencer Credibility</i>	IC1	0.822	0.761	0.957	0.947
	IC2	0.828			
	IC3	0.897			

IC4	0.916
IC5	0.823
IC6	0.903
IC7	0.910

Source: Research results, processed with *Smart PLS 3.0*, 2018

Social Influence

Laten from *Social Influence* consists of 4 indicators in the questionnaire, namely SI1, SI2, SI3, and SI4. Based on Table 7, all indicators have a *loading factor* value above 0.70 and an *Average Variance Extracted (AVE)* value of more than 0.50. This shows that these indicators are valid and can be used in the research model. In addition, the reliability test shows that the *Composite Reliability (rho_c)* and *Cronbach's Alpha* values for these variables are more than 0.70 each, so it can be concluded that these variables meet the required reliability criteria.

Table 7. Results of the Outer Model of *Social influence Variables*

Latent Variables	Indicators	Loading Factor	AVE	rho_c	Cronbach' Alpha
<i>Social influence</i>	SI1	0.912	0.812	0.945	0.923
	SI2	0.899			
	SI3	0.873			
	SI4	0.918			

Source: Research results, processed with *Smart PLS 3.0*, 2018

Parasocial Relationship

Laten from *Parasocial Relationship* consists of 4 indicators in the questionnaire, namely PR1, PR2, PR3, and PR4. Based on Table 8, all indicators have a *loading factor* value above 0.70 and an *Average Variance Extracted (AVE)* value of more than 0.50. This shows that these indicators are valid and can be used in the research model. In addition, the reliability test shows that the *Composite Reliability (rho_c)* and *Cronbach's Alpha* values for these variables are more than 0.70 each, so it can be concluded that these variables meet the required reliability criteria.

Table 8. Results of the Outer Model of *Parasocial Relationship Variables*

Latent Variables	Indicators	Loading Factor	AVE	rho_c	Cronbach' Alpha
<i>Parasocial Relationship</i>	PR1	0.866	0.719	0.947	0.934
	PR2	0.842			
	PR3	0.832			
	PR4	0.817			
	PR5	0.805			
	PR6	0.868			
	PR7	0.900			

Source: Research results, processed with *Smart PLS 3.0*, 2018

Brand Credibility

Laten from *Brand Credibility* consists of 4 indicators in the questionnaire, namely BC1, BC2, BC3, and BC4. Based on Table 9, all indicators have a *loading factor* value above 0.70 and an *Average Variance Extracted (AVE)* value of more than 0.50. This shows that these indicators are valid and can be used in the research model. In addition, the reliability test shows that the *Composite Reliability (rho_c)* and *Cronbach's Alpha* values for these variables are more than 0.70 each, so it can be concluded that these variables meet the required reliability criteria.

Table 9. Results of the Outer Model of *Brand Credibility Variables*

Latent Variables	Indicators	Loading Factor	AVE	rho_c	Cronbach' Alpha
<i>Brand Credibility</i>	BC1	0.822	0.687	0.898	0.849
	BC2	0.854			
	BC3	0.816			
	BC4	0.824			

Source: Research results, processed with *Smart PLS 3.0*, 2018

Purchase Intention

Latent of *Purchase Intention* consists of 4 indicators in the questionnaire, namely PI1, PI2, PI3, and PI4. Based on Table 10, all indicators have a *loading factor* value above 0.70 and an *Average Variance Extracted (AVE)* value of more than 0.50. This shows that these indicators are valid and can be used in the research model. In addition, the reliability test shows that the *Composite Reliability (rho_c)* and *Cronbach's Alpha* values for these variables are more than 0.70 each, so it can be concluded that these variables meet the required reliability criteria.

Table 10. Results of the Outer Model of *Purchase Intention Variables*

Latent Variables	Indicators	Loading Factor	AVE	rho_c	Cronbach' Alpha
<i>Purchase Intention</i>	PI1	0.793	0.684	0.896	0.846
	PI2	0.827			
	PI3	0.833			
	PI4	0.854			

Source: Research results, processed with *Smart PLS 3.0*, 2018

Managerial implications

Theoretical implications

This research makes an important contribution to the literature on digital marketing, especially in terms of influencer marketing on social media. The results of this study contribute to a new understanding of how factors such as *influencer credibility*, *social influence*, and *parasocial relationships* can affect consumer perceptions of brands and the desire to buy products. The study also confirms how important it is to integrate marketing communication theory in understanding modern marketing dynamics with a focus on social media.

Managerial implications

From a practical point of view, the results of this study have several important implications for marketing practitioners, especially for fashion brands that use influencers on Instagram as part of their marketing strategy. The first thing to do is to choose the right *influencer*, *brands* must be selective in choosing *influencers* with a good reputation because their reputation will affect customer trust in the brand. Factors such as expertise, trust, and visual appeal should be carefully considered when choosing *an influencer*. Furthermore, *brands* can use social influence in their marketing strategies. Campaigns that involve specific social groups or communities that influence target consumers can increase brand credibility and encourage the desire to buy. Finally, building relationships between *influencers* and their followers can be a valuable asset for *brands*. Therefore, *brands* should help influencers build and maintain parasocial relationships with their followers, such as by providing more friendly and interactive content.

CONCLUSION

This research shows that influencer credibility, social influence, and parasocial relationships have a significant role in shaping brand perception and increasing consumer purchase intention in the context of fashion promotion on Instagram. Influencer credibility, which includes expertise, trust, and appeal, has been shown to increase consumer trust in the promoted brand, thereby reinforcing their purchase intent. In addition, social influence, both from peers, online communities, and influencers, contributes greatly to building brand credibility and driving purchase decisions. Meanwhile, parasocial relationships, which are one-way emotional bonds between followers and influencers, create a sense of familiarity that makes consumers trust influencers' recommendations more and are encouraged to buy the products they are promoting. Based on these findings, further research is suggested to expand the sample to a more diverse population, considering other social media platforms besides Instagram, as well as exploring additional variables such as product quality, price, and the type of content shared by influencers. Additionally, further research is also needed to understand how the dynamics of the relationship between influencers, brands, and consumers change over time in the ever-evolving social media landscape. Thus, the results of this research can be the basis for developing a more effective and sustainable digital marketing strategy for the fashion industry on social media.

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