Analysis of Instagram Influencer Effect on Buying Behaviour Intentions

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Abstract

This study aims to analyze the effect of the role of Instagram influencers on buying behavior intentions. The 160 samples in this study were selected using purposive sampling. The data were analyzed using the PLS-SEM method, with variables including: emotional attachment, perceived information value, perceived influence, positive WOM communication, expected brand value and intention to purchase recommended brands. The results obtained were that the emotional attachment and perceived information value variables had a significant and positive influence on the perceived influence variable. The perceived influence variable has a positive but not significant effect on the intention to purchase recommended brands variable, but has a positive and significant effect on the brand expected value and also the positive WOM communication variable. the result is that the variable intention to purchase recommended brands is influenced positively and significantly by the positive WOM communication and the brand expected value variable. In addition, the positive WOM communication and the brand expected value variable mediated the relationship between the perceived influence and the intention to purchase recommended brands variable. The results are expected to help business people who want to use influencer services to carry out promotional activities on Instagram social media.

Keywords: Emotional Attachment, Perceived Information value, Perceived Influence, Positive WOM Communication, Intention to Purchase Recommended Brands, Brand Expected Value

1. INTRODUCTION

Technological developments today are still dominated by technological developments in the communications industry. One of these developments is the widespread use of digital communication platforms, namely social media. As explained by Vinerean (2017) that social media has greatly changed the way consumers collect information, make decisions and provide feedback about purchases. Lovett dan Staelin (2016) found that 54% of buyer decisions, including

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purchases, are influenced by social media communication between peers. Based on a quote taken from Rizaty (2022) that one of the most popular social media in Indonesia is Instagram with a total of approximately 97,380,000 active users in October 2022, which is an increase of seven percent compared to the previous year.

In social media there is the term influencer. An influencer is someone who has a lot of fans or followers and is able to influence his followers. Influencers refer to people who have influence over potential buyers of a brand or product, thus helping brand marketing activities (Brown & Nick, 2008). Djafarova & Rushworth (2017) stated that the potential of influencers should not be underestimated. Their reach will be an increasing focus in the future considering that the opinions formed on social media platforms like Instagram are very important for a large number of followers (Chahal et al., 2016). In persuasive activities for consumers, it has very interesting results when influencers do the marketing (Goodman et al., 2011). The target of this persuasive activity is a market that contains potential consumers of a product. In digital marketing or social media activities carried out by influencers on Instagram through endorsement actions.

The existence of Instagram makes it easier for business actors to promote and introduce products to consumers through social media influencers on Instagram. An example of an Instagram influencer from Southeast Sulawesi is Naqia Amanda Putri with an Instagram account (@puputthg) with a total of 78.3 thousand followers, @puputthg is one of the influencers who is still a teenager, @puputthg often acts as an advertising intermediary business people or businesses in the beauty, culinary and clothing fields, making it easier for @puputthg followers to find Kendari culinary references. The credibility of an influencer will provide information on the value of a product which will also affect consumer buying interest. The existence of Instagram promotional media by influencers is an effective marketing method to make it easier for business people to recognize consumer behavior and to get new consumers. Individual perceptions of perceived information value from influencers will be very important for brand endorsement, because information obtained by individuals from interpersonal sources has a higher impact on consumer decision making compared to traditional advertising techniques (De Veirman et al., 2017). The credibility of an influencer will affect the value of a product and will also affect consumer buying interest(Hollebeek, 2011). Rather than passively receiving and processing messages, individuals can follow product recommendations from influencers by engaging in reciprocal behaviors such as positive WOM or indicating their intention to buy, which can be considered as manifestations of influence (Hollebeek, 2011; Zhao *et al.*, 2018).

Consumers will consider the value they will receive if they buy a brand before deciding to use it. Jiménez-Castillo dan Sánchez-Fernández (2019), stated that the projected brand expected value is the expected value of a brand that someone feels about a brand that has been endorsed by an influencer. From this, expectations of brand value are created. Consumers usually have a number of choices to consider when deciding whether to buy a particular brand's product. Purchase

intention refers to the tendency of consumers to make purchases. Can also be interpreted as consumer interest in purchasing goods in the future (Hsu & Tsou, 2011).

How the influence felt by the market on influencers on behavioral intentions towards the recommended goods is what is interesting to do analysis through an empirical research process. This research is a modification of previous research by Sánchez-Fernández dan Jiménez-Castillo, (2021), which discusses how social media influencers influence behavioral intentions towards recommended brands. By adding the brand expected value variable to the Intention to purchase recommended brands following the research of Jia *et al.*, (2022). With a different research object from previous studies, the data is processed using different models from previous studies. Thus, this research is a modification but there are several differences that make it a novelty aspect compared to previous studies. Therefore, it is interesting to test these variables on Instagram social media to determine the influence of the role of Instagram influencers on behavioral intentions for recommended items so that this research can later add references that can be used to support educational efforts.

2. LITERATURE REVIEW
2.1. Two Step Flow Communication

Two step flow communication or two-stage communication theory is a study that discusses how the process of receiving information through mass media indirectly to the general public. This statement is as expressed by Lazarsfeld (1944) that information provided via radio or print media can be received by opinion leaders which are then used as intermediary media for the general public. Therefore, in this theory, the opinion leader acts as someone who mediates or connects the general public through the help of the mass media. The implementation of the two-step flow communication by involving opinion leaders such as influencers on customer decision making. (Arthmann & Li, 2017). Therefore influencers play an important role in mass communication relations, especially in emotional attachment, positive Words of Mouth communication, perceived influence, intention to purchase recommended brands, and the brand expected value (Ercegovac & Tankosic, 2022).

2.2. Emotional Attachment

Attachment is a form of emotional condition of a person or a particular object. Attachment has varying levels, where high attachment is associated with strong feelings of connection, affection, love, and passion (Kowalczyk & Pounders, 2016). The concept of emotional attachment to a behavioral intention towards goods recommended by influencers is considered an emotional attachment between consumers Sánchez-Fernández & Jiménez-Castillo, (2021). It is characterized by deep feelings of connection, affection, and passion for the particular brands it consumes.Attachment can be considered as a form of possessiveness, social relations, favorite items or a combination of the three (Kowalczyk & Pounders, 2016).

2.3.   Perceived Information Value

Perceived information value is an important value for someone on online purchase intentions. Perceived information value is a major part of online purchase intentions which indicates that the greater the value perceived by consumers for goods on e-commerce sites and travel websites, the more likely it is for them to be able to have the intention to carry out shopping activities through the site. the web (Bonsón Ponte et al., 2015). Influencers play a role through perceived information value by providing an understanding of the value felt by customers as a medium whose job is to help marketing and understand buying behavior, as well as consumer decision making (Zauner et al., 2015). Therefore, the high value perceived by consumers will increase customer satisfaction and trust of product offered by influencers.

2.4.   Perceived Influence

Perceived influence is a process that allows an influencer to translate a perception or emotion from his followers towards the influencer into actual behavioral results. Influencers have a significant influence on their followers, this is indicated by if followers feel that the information obtained from influencers can reduce uncertainty and help decision making. In particular, a potential influencer in developing marketing strategies for companies and purchase intentions for consumers by generating positive WOM communication (Vicente et al., 2018). This is shown by followers who consider that the virtual environment and opinion leaders conducted by influencers online are reliable sources to show personal actions. message reception and processing an individual can follow influencer brand recommendations by engaging in reciprocal behaviors such as positive WOM.

2.5.   Positive WOM Communication

Word of Mouth Communication (WOM) or word of mouth communication is a communication process that is carried out by providing recommendations either individually or in groups for a product or service with the aim of providing personal information (Riofita & Harsono, 2019). According to Hennig-Thurau *et al.* (2004), WOM has eight dimensions, namely the first is platform assistance, concern for others, economic intensive, helping company, expressing positive emotions, venting negative feelings, social benefits, and advice seeking. Therefore, in deciding a purchase, a consumer usually relies more on opinions from reference groups than the results of information obtained through advertisements Sánchez-Fernández & Jiménez-Castillo, (2021). In this case the influence of influencers in showing positive WOM refers to positive statements and opinions posted via the internet and social media (Rahayu, 2020).

2.6. Intention to Purchase Recommended Brands

Marketing activities by influencers are considered to be an efficient promotion method by achieving a target of 90% of marketing an item or service (Pawar, 2022). This shows that the influence felt by consumers is related to brand purchase intentions. The brand interpreted as one of the most important factors in marketing because in the process of introducing and offering a product, it cannot be separated from the brand that the company relies on for consumers (Rani et al., 2020). Generally, a consumer will compare what they expect to get with what they actually receive during the post-purchase stage of the product usage process. To increase marketing for the brand, influencers have substantial abilities by forming a perception of the recommended brand. The goal is to facilitate social interaction based on internet technology which changes the pattern of information dissemination which originally had the nature of media broadcasts (Banggur et al., 2018).

2.7. Brand Expected Value

The expected value of a brand for a consumer is the satisfaction and quality of a product (Sapitri et al., 2020). Therefore, before making a purchase, consumers will choose a product that is carried out through the trial stages first. (Cahyono, 2018). Therefore, the role of influencers in showing the value of satisfaction and quality of goods on consumer purchase intentions is important. The reason is because not all consumers want to try to buy goods with the same brand, even though the aim is to compare the quality of these goods. So that in this case influencers can promote the brand by posting via social media about the procedures for use and details of the quality of the brand (Sokolova & Kefi, 2020).

2.8. Hypothesis Development

a. The effect of emotional attachment on perceived influence

   H1: Emotional attachment has a positive effect on the perceived influence of Instagram influencer followers.

b. Effect of Perceived information value on perceived influence

   H2: Perceived information value has a positive effect on the perceived influence of Instagram influencer followers

c. Perceived influence on positive WOM communication

   H3: Perceived influence has a positive effect on positive WOM communication for followers of Instagram influencers

d. Perceived influence on intention to purchase recommended brands

   H4: Perceived influence has a positive effect on the intention to purchase recommended brands for Instagram influencer followers

e. The effect of perceived influence on brand expected value

H5: Perceived influence has a positive effect on the brand expected value of Instagram influencer followers

f. The positive influence of WOM communication on the intention to purchase recommended brands

H6: Positive WOM communication has a positive effect on the intention to purchase Instagram influencer followers

g. Effect of Brand expected value on intention to purchase recommended brand

H7: Brand expected value has a positive effect on the intention to purchase Instagram influencer followers

h. Positive WOM communication mediates the relationship between perceived influence on the intention to purchase a recommended brand

H8: Positive WOM communication variable mediates the relationship between perceived influence variables and intention to purchase recommended brand variables

i. Brand expected value mediates the relationship between perceived influence on the intention to purchase a recommended brand

H9: The variable brand expected value mediates the relationship between the perceived influence variable and the intention to purchase recommended brand variable

2.9. Research Framework
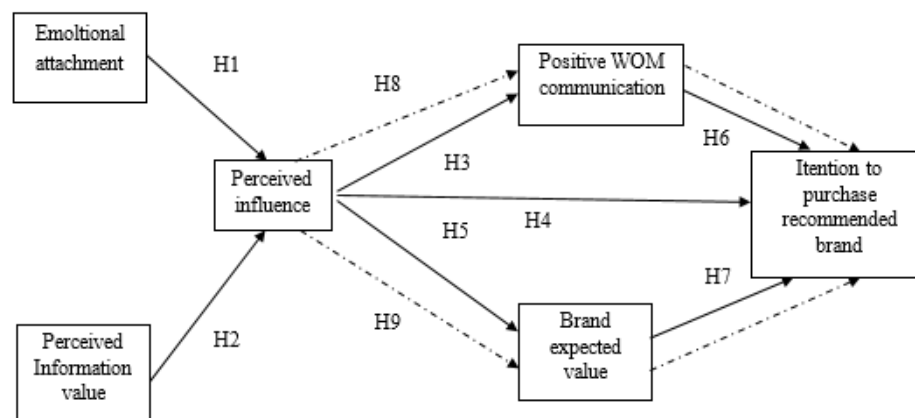
Figure 1 Research Framework

Researchers will analyze the relationship between emotional attachment, perceived information value and perceived influence on positive WOM communication, brand expected value and intention to purchase recommended brands by modifying research from Sánchez-Fernández & Jiménez-Castillo, (2021), by adding the variable brand expected value as a stimulus to Intention to purchase recommended brands following the work of Jia *et al*., (2022).

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3.   RESEARCH METHOD

This research approach was using quantitative methods with type of research used is survey research. The data used in this study were obtained from the Google form which has been distributed via social media (Instagram and Whatsapp). The population in this study is the people of Southeast Sulawesi who actively use social media Instagram to share photos and videos that allow users to take photos, take videos, apply digital filters, and share them on various social networking services. The next criterion is people who use or have been influenced by influencers like @puputthg as one of the influencers from Southeast Sulawesi, in their intention to buy recommended items such as skincare and clothing. The number of samples was determined by the minimum size of the number of indicators multiplied by 5 and the maximum number of indicators multiplied by 10 where this method is in accordance with what was described by (Hair et al., 2010). Based on this method, the minimum number of respondents is (25+6) x 5 = 155, while the maximum number of respondents is (25+6) x10 = 310. The data analysis was using the Structural Equation Modeling (SEM) method, with pilot test testing using the SPSS Statistics 25 and testing measurement models, structural model, direct effects and indirect effects using the PLS-SEM application.

4.   RESULT

4.1.   Descriptive Analysis

a.   Respondent Characteristic Descriptive Analysis

Based on the research results, there were 160 respondents with different characteristics based on gender, age, domicile, Instagram users, and following the Puputthg Instagram account which are described in the tables below:

Table 1. Characteristics Based on Gender

Gender	Number	Percentage
Male	64	40%
Female	96	60%
Total	160	100%

Table 2. Characteristics Based on Ages

Ages	Number	Percentage
<20 years	23	14,4%
20-30 years	134	83,8%
>30 years	3	1,9%
Total	160	100%

Table 3. Characteristics Based on Domicile

Type	Number	Percentage
Southeast Sulawesi domicile	160	100%
Not domiciled in Southeast Sulawesi	0	0%
Total	160	100%

Table 4. Characteristics Based on Instagram Users

Type	Number	Percentage
Instagram user	160	100%
Not using Instagram	0	0%
Total	160	100%

Table 5. Characteristics Based on Instagram

Type	Number	Percentage
Following	160	100%
Not Following	0	0%
Total	160	100%

b.   Variable Descriptive Analysis

In this study, respondent's responses were evaluated using a Likert scale, with a maximum score of 6 and a minimum value of 1.

Intervals: 6-1/6 = 5/6 = 0.8

Based on the calculation of these intervals, it produces an assessment limit for each variable as follows:

1.00 - 1.80 = strongly disagree
1.81 - 2.60 = disagree
2.61 - 3.40 = disagree
3.41 - 4.20 = quite agree
4.21 - 5.00 = agree
5.01 – 5.81 = totally agree

Descriptive analysis was carried out on the six variables studied. Analysis of each factor is based on questionnaire questions and produces the level of respondents' assessment of the indicators assessed. The following is the result of a descriptive analysis of each variable or factor studied.

Table 6. Emotional Attachment Variable Descriptive Test

Code	Indicator	Mean	Criteria
EA1	I feel emotionally connected to the influencers I follow	3,89	Quite Agree

EA2	I feel compatible or attached to the influencers I follow	4,25	Agree
EA3	I am very attached to the influencers I follow	3,97	Quite Agree
EA4	The influencers I follow are special to me	4,24	Agree
EA5	I miss the influencers I follow When they don't post or I can't see their posts	4,10	Quite Agree
Average Score		4,09	Quite Agree

Table 7. Perceived Information Value Variable Descriptive Test

Code	Indicator	Mean	Criteria
PIV1	I gather knowledge through information shared by the influencers I follow	4,47	Agree
PIV2	I get new information through the influencers I follow	4,78	Agree
PIV3	I get interesting information through influencers that I follow	4,78	Agree
PIV4	The information provided by the influencers I follow is useful to me	4,59	Agree
PIV5	Strategic information shared by influencers I follow creates a competitive advantage	4,29	Agree
Average Score		4,58	Quite Agree

Table 8. Perceived Influence Variable Descriptive Test

Code	Indicator	Mean	Criteria
PI1	My perception often changes when I receive information from the influencers I follow	4,22	Agree
PI2	I value the opinion of the influencers I follow as if they were close people I trust	4,19	Quite Agree
PI3	If I have little experience with a product, I often look for related information from the influencers I follow	4,54	Agree
PI4	Influencers I follow suggest products or brands that work for me	4,58	Agree
PI1	My perception often changes when I receive information from the influencers I follow	4,22	Agree
Average Score		4,38	Agree

Table 9. Positive WOM Communication Variable Descriptive Test

Code	Indicator	Mean	Criteria
PWC1	I tend to recommend products suggested by influencers I follow with others	4,24	Agree
PWC2	I tend to encourage friends and relatives to buy products recommended by the influencers I follow	4,18	Quite Agree
PWC3	I tend to say positive things about products recommended by influencers I follow to others	4,24	Agree
Average Score		4,22	Agree

Table 10. Intention to Purchase Variable Descriptive Test

Code	Indicator	Mean	Criteria
ITP1	I will buy products based on the advice given by the influencers I follow	4,18	Quite Agree
ITP2	I will follow product recommendations from the influencers I follow	4,23	Agree
ITP3	In the future, I will buy products from brands recommended by the influencers I follow	4,12	Quite Agree
ITP4	I will feel comfortable acting on product information provided to me by the influencers I follow	4,22	Agree
Average Score		4,18	Quite Agree

Table 11. Brand Expected Value Variable Descriptive Test

Code	Indicator	Mean	Criteria
BEV1	I think that the products suggested by the influencers I follow are of acceptable quality standards	4,42	Agree
BEV2	In my opinion, the products from the brands suggested by the influencers I follow are well made	4,46	Agree
BEV3	Products suggested by influencers I follow seem interesting to me	4,58	Agree
BEV4	I positively value products suggested by the influencers I follow	4,60	Agree
Average Score		4,51	Agree

4.2.   Statistics Analysis

This study used the Structural Equation Modeling (SEM) data analysis method. In the analysis test, PLS uses two evaluations, namely the outer model or measurement model and the inner model or structural model.

a.   Outer Model Testing

A convergent validity test was carried out to test how much the indicators and latent variables correlated. The roles of thumbs used in convergent validity are outer loading > 0.7 and Average Variance Extracted (AVE) > 0.5 (Chin, 1998).

Table 12. Outer Loading

Variable	Indicator	Loading Factor
Emotional Attachment	EA1	0,770
	EA2	0,725
	EA3	0,781
	EA4	0,775
	EA5	0,761
Perceived Information Value	PIV1	0,802
	PIV2	0,748
	PIV3	0,789
	PIV4	0,753
	PIV5	0,743
Perceived Influence	PI1	0,732
	PI2	0,771
	PI3	0,815
	PI4	0,792
Positive WOM Communication	PWC1	0,878
	PWC2	0,873
	PWC3	0,836
Intention to Purchase	ITP1	0,868
	ITP2	0,866
	ITP3	0,844
	ITP4	0,794
Brand Expected Value	BEV1	0,835
	BEV2	0,862
	BEV3	0,840
	BEV4	0,791

Based on **Table 12.** All indicators have results with an outer loading value of > 0.7, mean that this questionnaire is feasible to be used as a questionnaire instrument.

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Table 13. Average Variance Extracted

Variable	*Average Variance Extracted* (AVE)
Emotional Attachment	0,582
Perceived Information Value	0,589
Perceived Influence	0,606
Positive WOM Communication	0,744
Intention to Purchase	0,711
Brand Expected Value	0,693

Based on **Table 13,** all variables also have results with an Average Variance Extracted (AVE) value of > 0.5, which means that they have met the requirements of passing the convergent validity test. Discriminant validity testing was carried out by cross loading to show how much the correlation between constructs and indicators and indicators from other constructs is.

Table 14. Cross Loading

	EA	PIV	PI	PWC	ITP	BEV
EA1	**0,770**	0,534	0,541	0,444	0,463	0,481
EA2	**0,725**	0,543	0,513	0,504	0,524	0,501
EA3	**0,781**	0,423	0,473	0,509	0,576	0,418
EA4	**0,775**	0,551	0,522	0,508	0,472	0,472
EA5	**0,761**	0,480	0,493	0,446	0,451	0,429
PIV1	0,554	**0,802**	0,482	0,462	0,452	0,502
PIV2	0,476	**0,748**	0,480	0,341	0,430	0,491
PIV3	0,492	**0,789**	0,515	0,453	0,390	0,639
PIV4	0,505	**0,753**	0,424	0,456	0,434	0,552
PIV5	0,530	**0,743**	0,527	0,536	0,569	0,595
PI1	0,558	0,487	**0,732**	0,534	0,484	0,556
PI2	0,546	0,426	**0,771**	0,513	0,560	0,534
PI3	0,471	0,535	**0,815**	0,590	0,507	0,625
PI4	0,509	0,530	**0,792**	0,584	0,492	0,593
PWC1	0,547	0,553	0,671	**0,878**	0,654	0,618
PWC2	0,560	0,481	0,584	**0,873**	0,643	0,535
PWC3	0,528	0,484	0,589	**0,836**	0,620	0,586
ITP1	0,594	0,528	0,624	0,693	**0,868**	0,621
ITP2	0,501	0,502	0,562	0,625	**0,866**	0,637
ITP3	0,597	0,515	0,523	0,605	**0,844**	0,494
ITP4	0,500	0,460	0,491	0,567	**0,794**	0,471
BEV1	0,589	0,662	0,609	0,579	0,556	**0,835**
BEV2	0,575	0,634	0,639	0,562	0,582	**0,862**
BEV3	0,653	0,691	0,636	0,611	0,587	**0,840**
BEV4	0,604	0,672	0,587	0,482	0,482	**0,791**

Table 14. The cross-loading value of the overall test items contained in the variables in this study has a greater value when associated with the dependent variable than when associated with other variables. So, it mean that the discriminant validity test is valid.

The reliability test was carried out with Cronbach's alpha and composite reliability. The role of thumbs for Cronbach's alpha is greater than 0.6, and the composite reliability is greater than 0.7. This research is exploratory in nature, the value of Cronbach's alpha and composite reliability of 0.6 - 0.7 is still acceptable.

Table 15. Composite Reliability

Variable	Composite Reliability
Emotional Attachment	0,874
Perceived Information Value	0,877
Perceived Influence	0,860
Positive WOM Communication	0,897
Intention to Purchase	0,908
Brand Expected Value	0,900

Table 16. Cronbach's Alpha

Variable	Cronbach's Alpha
Emotional Attachment	0,820
Perceived Information Value	0,825
Perceived Influence	0,782
Positive WOM Communication	0,828
Intention to Purchase	0,864
Brand Expected Value	0,852

Based on **Table 15 and Table 16,** all variables have high or reliable results because each of these variables shows a score above 0.7 on composite reliability and a score above 0.6 on Cronbach's Alpha. This shows that all the variables are valid and reliable

b. Inner Model Testing

Table 17. R Square

Variable	R Square
Perceived influence	0,513
Positive WOM Communication	0,510
Intention to Purchase	0,606
Brand Expected Value	0,552

The R-Square measurement is carried out to describe the strength of the influence of an independent variable on the dependent variable. The R^2 value criteria consists of three classifications, namely R^2 0.67 (Substantial), R^2 0.33 (Medium/Moderate), R2 0.19 (Weak) (Ghozali & Latan, 2015)

Based on **Table 17,** the results obtained stated that all variables fall into the medium category. It indicates that the variable perceived influence and positive WOM communication is explained by 51%, meaning that the remaining 49% is explained by other variables outside this study. Then the intention to purchase which is explained is 60% with the remaining 40% of other variables not examined in this study. As for the expected brand value, there is 55% which is explained in this study, the remaining 45% is explained outside of this study.

Predictive Relevance (Q Square) measurement is carried out to determine the value of the observation.

Table 18. Q Square

	SSO	SSE	Q² (=1-SSE/SSO)
BEV	640,000	400,094	0,375
EA	800,000	800,000	0
ITP	640,000	373,055	0,417
PIV	800,000	800,000	0
PI	640,000	447,002	0,302
PWC	480,000	301,712	0,371

Table 18. The measurement results obtained stated that all Q square values on variables > 0. By looking at these values, it can be concluded that this research has a good/good observation value because the Q square value is > 0 (zero).

4.3. Hypothesis Test
a.   Direct Effect

Table 19. Direct Effect

Variable	*Original Sample (O)*	*t-Statistics*	*P Value*	Conclusion
EA → PI	0,440	5,772	0,000	Sig.
PIV → PI	0,343	4,194	0,000	Sig.
PI →PWC	0,714	13,957	0,000	Sig.
PI → ITP	0,129	1,196	0,232	Not Sig.
PI → BEV	0,743	17,527	0,000	Sig.
PWC → ITP	0,487	4,374	0,000	Sig.
BEV → ITP	0,242	2,719	0,007	Sig.

Based on **Table 19**, the influence that occurs on the variables is known by using bootstrapping techniques through path coefficients. If the t-value > 1.96 or P-value < 0.05, it can be said that the relationship between variables is significant. While the positive influence can be seen from the original sample value obtained. Of the seven hypotheses, there is one hypothesis that is not significant, namely the relationship between PI → ITP. This is indicated by the P Value of 0.232.

b. Indirect Effect

This test will discuss PLS-SEM analysis with mediating effects, namely the relationship between exogenous and endogenous constructs through connecting variables. The results of the indirect effect are as follows:

Table 20. Indirect Effect

Variable	Original Sample	Sample Mean	Std. Deviation	T-Statistic	P Value
PI → PWC → ITP	0,348	0,349	0,078	4,447	0,000
PI → BEV → ITP	0,180	0,183	0,065	2,742	0,006

Based on **Table 20,** the results of the indirect effect, several mediation tests were carried out, such as:
1) The direct relationship PI → ITP is not significant, while the indirect relationship (PI → PWC → ITP) is significantly positive. This relationship indicates that there is a mediating effect but is included in the Indirect-Only Mediation category.
2) The direct relationship PI → ITP is not significant, while the indirect relationship (PI → BEV → ITP) is significantly positive. This relationship indicates that there is a mediating effect but is included in the Indirect-Only Mediation category.

5.   DİSCUSSİON

The emotional attachment variable has a positive and significant effect on the perceived influence variable. An influencer is someone who is able to influence or influence his followers, but emotional attachment is very important in the process of influencing followers. So that the stronger the emotional attachment between the influencer and the follower, the stronger the perceived influence will be from the influencer.

The perceived information value variable has a positive and significant effect on the perceived influence variable. Influencers provide interesting content regarding messages or important information or positive value related to the product as an attraction that followers hope

will find out information and advantages about the product. If followers already know information about a product, for example, the advantages of the product, it is hoped that followers will feel the influence of the value of product information and will influence purchasing decisions.

The perceived influence variable has a positive and significant effect on the positive WOM communication variable. In the social media environment, e-WOM is inseparable. E-WOM can be said to be statements generated by social media users, these statements can be either positive or negative statements. The presence of influencers in promotional or digital marketing activities is useful for forming positive statements about the products offered which are expected to be influenced by the influencer's followers and in the end the followers will respond or give positive statements to the product being promoted by these influencers. Therefore, positive statements about the products offered by influencers will indirectly influence followers to spread positive statements about these products as well.

The perceived influence variable has a positive but not significant effect on the intention to purchase recommended brands variable. In digital marketing life, it is not always what influencers offer through promotional content about a product that can make followers buy the product. Influencers can be said to be able to influence followers, but that does not necessarily influence followers to buy the recommended product. For example, an influencer promotes a clothing product from a certain brand, but followers don't necessarily buy the clothing product, because followers have several considerations, one of which is the clothing model and the type of clothing material and the price offered for the product. So, it can be said that not all followers buy the recommended products.

The perceived influence variable has a positive and significant effect on brand expected value variable. In digital marketing activities, promotional content for a product presented by influencers for followers contains information about the value of a product. This content or information is expected to form an expectation regarding the information and value of the product. So that the existence of this influencer is able to provide a perceived influence or perceived influence to his followers in terms of forming expectations of the value of a product or brand expected value. Therefore, it can be said that the higher the influence felt by the followers, the stronger the expectation of the value of the product.

Positive WOM communication variable has a positive and significant effect on the intention to purchase recommended brands variable. From the content presented by influencers regarding a product, it will then bring up the opinions of followers. This opinion will later become one of the elements that make followers have the intention to buy a product. The decision-making process in the intention to buy a product is indirectly influenced by the influencer's opinion, but sometimes there are some people who do not directly trust the influencer's opinion because it is considered that one opinion does not necessarily represent the product so that followers who have purchased the product will produce reviews or opinions about the product. Therefore, it can be concluded that the better the e-WOM of a product, the higher the intention to buy the product.

The brand expected value variable has a positive and significant effect on the intention to purchase recommended brands variable. A product, of course, must have advantages and more selling points that are expected to attract potential customers. In this case the influencer is expected to be able to provide informative content about a product in which the content explains the advantages, benefits and what is offered from the product which will later influence followers' expectations of the value of the product so that it will lead to purchase intentions for the product. Therefore, it can be said that the higher the expected value of a product, the higher the intention to buy the product.

Positive WOM communication variables mediate the relationship between perceived influence variables and intention to purchase recommended brands variables. In the promotion process carried out by influencers using informative content about a product that is spread through Instagram social media, it will influence followers which is then expected to generate positive opinions and intentions to buy. Followers who have experience with the product will also provide positive opinions and reviews of the product so that from the reviews of followers who have tried or tasted the product will help influence the purchase intention of other potential consumers. Therefore, it can be said that followers who have not used the product will feel the influence of influencers and followers who spread positive reviews of the product so that it will generate an intention to buy the product.

The brand expected value variable mediates the relationship between the perceived influence variable and the intention to purchase recommended brand variable. The marketing promotion of a product must certainly highlight the advantages of the product. Influencers have the role of spreading content which contains the value of a product which is expected to form expectations for the value of the product. Therefore, it can be said that the higher the expected value of a product or brand expected value, the higher the perceived influence and then the higher the intention to buy the product.

6.   CONCLUSİON

This study aims to analyze the effect of the influencer's role on purchase intention, as well as add to the theoretical contribution by increasing the number of studies related to the impact or role of influencers in purchase intention. Based on the research results described in the previous chapter, it can be concluded that:

a.   Emotional attachment has a positive and significant impact on the perceived influence of followers from Instagram influencers.

b.   Perceived information value has a positive and significant effect on the perceived influence of followers of Instagram influencers.

c.   Perceived influence has a positive and significant effect on positive WOM communication for followers of Instagram influencers.

d. Perceived influence has a positive but not significant effect on the intention to purchase recommended brands of followers from Instagram influencers.

e. Perceived influence has a positive and significant effect on the brand expected value of followers from Instagram influencers.

f. Positive WOM communication has a positive and significant effect on intention to purchase recommended brands for followers of Instagram influencers.

g. Brand expected value has a positive and significant effect on intention to purchase recommended brands for followers of Instagram influencers.

h. Positive WOM communication mediates the relationship between perceived influence and intention to purchase recommended brands.

i. Brand expected value mediates the relationship between perceived influence and intention to purchase recommended brand.

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