



Do endorser credibility triggers young generations buying decisions?

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ABSTRACT

The development of social media has changed people's interaction patterns. This creates an opportunity for product marketing on social media platforms such as Instagram to increase the product's popularity. One of them is using social media endorsers with solid public influence. This quantitative research aims to determine the impact of endorser credibility on purchasing decisions for Ponds products among the younger generation of Instagram users in Indonesia, which is mediated by attitude toward the brand. This research involved 211 people from various regions in Indonesia who were collected online using Purposive Sampling Techniques through questionnaires. Criteria for samples collected include Ponds product users, Instagram users, and endorser Nanda Arsyinta's content using Ponds products. Data were analyzed using Structural Equation Modeling (SEM) using AMOS 24. The research results stated that endorser credibility positively and significantly affected buying decisions. Meanwhile, endorser credibility positively and significantly affects attitude toward the brand. Attitude toward the brand indirectly influences endorser credibility and purchasing decisions among younger Instagram users in Indonesia. These findings can help businesses determine the right endorser to represent their brand, convey the product message well to consumers, and create sales.

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INTRODUCTION

The digital era has a far-reaching impact on all aspects of life (Chopra et al., 2021). These changes also affect consumer habits and behavior (Zak & Hasprova, 2020). There are six reasons the Internet is prevalent. Namely, the internet has vast connections and coverage, cheaper transaction costs, lower collaboration costs, is interactive, easy to use, and can spread knowledge quickly (Gunawan et al., 2019). At the beginning of 2023, Indonesia have 276.4 million and 212.9 million internet users or almost 77% of the total population (Kemp, 2023). The growth of the internet and developing social trends allow advertisers to shift from conventional media to social media as an advertising tool (Masrura & Tanha, 2020). Social media has become a significant and vital need (Mir & Salo, 2023). Online user interaction becomes easier through social media, where someone can influence or influence others (Zak & Hasprova, 2020). Social media has become a marketing

and advertising medium (Nurhayati & Wolff, 2023). Instagram is one of Indonesia's most popular social media platforms (Howe, 2023). According to reports (Napoleon Cat, 2023), Indonesia has 116.16 million Instagram users. Instagram users tend to be the younger generation.

The ease of discovering new products through social media platforms is one of the most significant impacts of digitalization (Marcia, 2023). One of the methods marketers use to advertise their business on Instagram is endorsements (Mir & Salo, 2023). An endorser is a type of advertising that uses famous figures such as influencers. It has become commonplace for business people to use endorsers on social media to promote their products; endorsers convey messages about a brand and help improve people's attitudes towards it (Ozdemir et al., 2023). The use of influencers is based on consumer trust gained from opinion leaders. Some influencers are vloggers or people who share their experiences, opinions, and hobbies with a broader audience (Zak & Hasprova, 2020). Vloggers can recommend a product to their audience and vice versa (Afifah, 2019). Consumers prefer to seek an influencer's opinion when determining the best choice. Influencers now play an essential role in influencing consumers' attitudes and opinions regarding a product or brand (Chopra et al., 2021). The right endorser will have the right impact on a brand. Therefore, an endorser representing a brand must have credibility (Chin et al., 2020).

Influencers as endorsers must be distinct from their credibility, which can influence consumers. Using appropriate endorsers can increase the transfer of meaning, perceptions, and attitudes toward the brand (Sudradjat & Wahid, 2020). There is a view that strong credibility will influence customer attitudes towards the brand, which will majorly impact purchasing decisions (Prasetio & Indriani, 2022). Attitude relates to how individuals respond (positive or negative) to an action when asked to evaluate something (Zheng et al., 2021). Consumer Attitude is a long-term assessment of what they like or vice versa about a product and their emotional feelings and tendencies in taking action toward an object (Gunawan et al., 2019). With good credibility, an endorser can represent a brand whose truth can be trusted. Consumers are more likely to purchase later with a favorable view of a brand (Yulianti & Keni, 2022). Choosing the right endorser is very important because it will influence how consumers see a brand, indirectly influencing whether they purchase it. Consumer attitudes towards certain brands influence purchasing decisions (Sari et al., 2023).

Nanda Arsyinta is a beauty vlogger known for her Barbie face. She has been active as a beauty vlogger who often uploads beauty content videos and make-up tutorials on social media since 2015. Her expertise in the beauty world cannot be doubted and has increased her popularity. This is proven by the number of Instagram followers, which has reached 3.2 million. Beauty content that is always unique and interesting makes her flooded with praise and positive comments from the public. This is also what attracts her to beauty brand companies.

Industry beauty products are experiencing growth in all categories; social media activity is one of the triggers for the increasingly widespread expansion of the beauty industry (Berg, 2023). Unsurprisingly, the beauty industry is proliferating (Adisty, 2022). This is because many beauty vloggers regularly make promotional videos, reviews, or other beauty videos. Therefore, Indonesian people, especially the younger generation, make purchases online. Based on ZAP Beauty Index 2023 research, Instagram is a platform that Indonesian women often use to access information related to beauty (ZAP Clinic & Markplus Inc, 2023).

Ponds is a skincare brand from the United States that was founded in 1846. Since the Second World War, Ponds products have been popular because of their history of innovative skincare discoveries that aim to help women maintain healthy skin from within (Ponds Indonesia). Ponds continues to use its expertise and experience to innovate and develop innovative skincare to meet the community's needs, one of which is Ponds Men. Many new beauty brand trends are emerging, but Ponds still has fans. According to a Kurious survey by (Annur 2023) Katadata Insight Center (KIC), Ponds is ranked first in the most popular and frequently used facial washing

soap. Endorsers are one of the actors in marketing and creating sales for Ponds products. So it can survive in the very varied Indonesian market.

Various analyses of endorser credibility have been carried out with varying results. Study by (Rungruangjit, 2022) found that the expertise possessed by an endorser is an essential factor in purchase intention. Besides that, (Ismagilova et al., 2020) also revealed that source expertise influences purchase intentions if the recipient perceives the information source as having a high level of expertise. Other research by (Atmosphere, 2019) reveals that an endorser's credibility influences a brand's equity. So, researchers are interested in conducting research with a similar theme. Research was conducted to provide information regarding the credibility of an advertiser, which can influence purchasing decisions among the younger generation of Instagram users. Which is marketers must be more selective in choosing Instagram endorsers to market their products to Instagram users, especially regarding content that endorsers often create, whether it gets a positive response or can influence the recipients of the advertisement. Also, the ability to convey information is a consideration before choosing an endorser. Therefore, this research aims to determine the influence of endorser credibility on purchasing decisions for Ponds products among Instagram users, which is mediated by attitude towards the brand.

RESEARCH METHOD

Endorser Credibility and Attitude Toward Brand

According to Arsita and Purnami (2015), an endorser is a person with a good reputation who advertises a product to attract people's attention and influence their decision to buy the promoted product (Dewi & Ekawati, 2021). According to (Lou & Yuan, 2019), "credibility" denotes an endorser's expertise and other characteristics influencing consumer acceptance of a message. The main point for an endorser when promoting a product is its credibility (Kurniawan, 2021). The public will be more easily persuaded to believe the message conveyed to them even if they cannot wholly remember it (Hassan et al., 2021).

According to (Sudradjat Wahid, 2020), three general characteristics are mentioned in many studies to measure an endorser's credibility: expertise, trustworthiness, and attractiveness. Ohanian (1990) developed a more robust measure of credibility by combining source attractiveness theory and the source credibility model; these fundamental theories provided the impetus for further credibility research (Halder et al., 2021). The ability to influence other people is a critical factor in choosing an endorser (Kurniawan, 2021).

Attitude toward a brand is an attitude formed from a person's response to a brand. According to Aaker in *The Power of Brand*, attitude is how they view the brand (Rosa & Lestari, 2019). An endorser can influence a person's attitude in assessing the marketed product if it has high credibility. An advertised product often has a good image because of its high credibility (Prasetio & Indriani, 2022). (Nafees et al., 2021) In his research found that the reliability of an endorser influences consumer attitudes towards the brand he advertises.

Attitude Toward Brand and Buying Decision

Attitude toward a brand is a consumer's attitude towards a brand that can influence their buying choice. Attitude towards a brand is the company's ability to fulfill its promises through endorsers who will increase brand credibility and give a good impression to customers (Yulianti & Keni, 2022). Consumers' overall attitude towards a brand is inferred from their likes or dislikes (Foroudi, 2019). Attitudes have been proven to have a positive and robust relationship with consumer behavior. Because attitudes play an essential role in determining a product, brand, or service, consumer attitudes are a critical psychological aspect that must be understood (Kusuma et al., 2021). According to (Vera-Martínez et al., 2022), Attitude towards a brand can be measured through good, positive, friendly, and favorable indicators.

A person's attitude influences his decision to move towards or away from something, liking or disliking something (Indriany & Indrisetno PV, 2022). No less important is an attitude, which shows whether a product is liked or vice versa (Nusraningrum et al., 2021). According to Kutresnaningdian & Albari (2012) and (Pebrianti & Rosalin, 2021), Attitudes influence consumer behavior in purchasing. A positive attitude is needed when making decisions and purchasing (Melovic et al., 2019). Further research shows that positive brand attitudes among consumers increase their willingness to purchase (Sitorus et al., 2022). People will rely on their pre-formed views when looking at a brand; this is formed due to their periodic assessment of the brand and influences their choices (Elliot & Percy, 2007:91) and (Rosa & Lestari, 2019). (Eshra & Beshir, 2019) explains that having a positive influence on consumer attitudes and purchasing behavior is the primary goal of every advertiser. (Thomas et al., 2020) and (Koklic et al., 2019) in his research found that consumer attitudes, significantly more positive attitudes, have a higher impact on purchases.

Endorser Credibility and Buying Decision

People who recommend advertised products are called endorsers (Darmawan et al., 2019). The main goal of advertising is to persuade consumers to become aware of a brand through attractive and reliable advertising (Kurniawan, 2021). Trustworthiness, expertise, and attractiveness are essential characteristics of effective communication sources, according to the theories of source credibility and source attractiveness (Windya Giri & Alfaruqi, 2023). They are well-known individuals, and endorsers help the message of an advertisement or promotion to be remembered and get more attention (Sucisanjiwani & Yudhistira, 2023). According to Goldsmith et al (2019), the endorser's credibility is significant in convincing consumers to buy the brand (Manideep, 2020).

Decision Purchasing is a stage consumers take after deciding what to buy by researching and obtaining information (Dewi & Ekawati, 2021). Consumers will buy the brand or product given the highest rating in the evaluation stage (Qazzafi, 2019). Hanaysha (2018) explains several things related to purchasing decisions: feeling happy with the decision to buy, recommending to others, willingness to buy again, and feeling satisfied after buying (Maziriri et al., 2021). Choosing the wrong endorser will negatively impact purchasing decisions, so the criteria for selecting endorsers must be considered (Sp & Hendayana, 2021). (Masrura & Tanha, 2020) emphasized that although not all advertising recipients trust the endorser, they are aware of the recommendations given during the information search stage and browse more sources after the recommendation; the endorser helps consumers make purchasing decisions. (Fitri & Sulaeman 2021) and (Zak & Hasprova, 2020) in his research, he found that the credibility of an endorser is one of the components that consumers consider before making a purchase.

Based on the description above, the following research framework can be built:

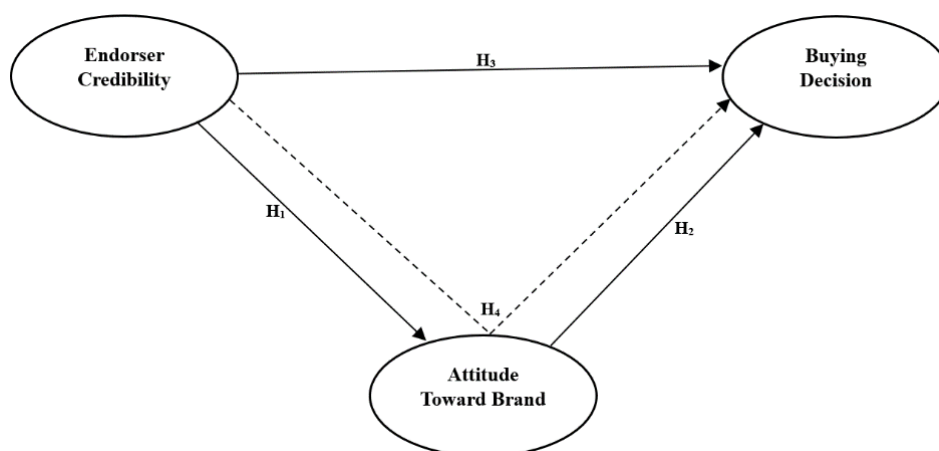


Figure 1. Research Framework

The research hypothesis proposed by the researcher is as follows:

H1: Endorser credibility influences attitude toward brand

H2: Attitude toward brand influences buying decisions

H3: Endorser credibility influences buying decisions

H4: Endorser credibility influences buying decisions through attitude toward brand

Samples were taken using the purposive sampling method to collect data using criteria determined by the researcher. According to (Arikunto, 2013), Purposive sampling is a nonrandom technique where samples are taken using certain informants who meet the criteria and research objectives. This research uses primary data sources through questionnaires. The questionnaire was structured using a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree). The criteria for respondents are consumers who have purchased Ponds products at least twice and have seen Nanda Arsyinta's content using Ponds products on Instagram. This research uses structural equation modeling (SEM) with the AMOS 24 statistical tool to analyze and evaluate the measurement and structural models of the research construction being built. The model fit test will be assessed based on fit index parameters such as CMIN/DF, Root Mean Square Error of Approximation (RMSEA), Root Mean Squared Residual (RMR), Goodness of Fit Index (GFI), Tucker Lewis Index (TLI), Incremental Fit Index (IFI), Comparative Fit Index (CFI), Normal Fit Index (NFI).

The number of samples collected and examined in this research was 211 respondents. The samples used were consumers who use Ponds and Instagram users who live in Indonesia, with an age range of 17-32 years, and have purchased Ponds products at least twice and have seen Nanda Arsyinta's content using Ponds products. Sampling locations were spread across various large islands in Indonesia, such as Kalimantan, Java, Sumatra, Nusa Tenggara, and various other regions of Indonesia, via online questionnaires. Validity evaluation is guided by the Standardized Loading Factor (SLF) value, which is ≥ 0.50 (Hair et al., 2016). Construction will rely on the results of the Construct Reliability (CR) and Average Extracted (AVE) tabulations. Furthermore, SEM analysis is a structural model analysis to assess research hypotheses that have been built and are accepted or rejected. SEM analysis displays the t-value for each coefficient. The hypothesis can be said to have a causal relationship if the calculated t value \geq t table (1.96) with a significant level of α , namely 0.05, the Sobel test will determine the indirect effect of the mediating variable.

RESULTS AND DISCUSSIONS

Result

Respondent Characteristics

Respondent characteristics data is presented in Table 1, totaling 211 respondents. The data is dominated by women (86.3%), domiciled on Kalimantan Island (41.7%), age range 17-24 years (79.1%), working as students (55%), high school education (56.9%), and income < IDR 1,000. 000 (33.6%).

Table 1. Characteristics of Respondents

Category	Items	F	%
Gender	Man	29	13.7%
	Woman	182	86.3%
	Total	211	100%
Domicile	Kalimantan	88	41.7%
	Java	75	35.5%
	Sumatra	15	7.1%
	Sulawesi	9	4.3%
	Bali	12	5.7%
	Nusa Tenggara	8	3.8%
	Papua	4	1.9%
	Total	211	100%
Age	17-24 years old	167	79.1%
	25-32 years old	44	20.9%
	Total	211	100%
Last education	Senior High School	120	56.9%
	Diploma	26	12.4%
	Bachelor	62	29.4%
	Masters	3	1.3%
	Total	211	100%
Work	Student	4	1.95%
	Colleger	116	55%
	Government employees	6	2.8%
	Private employees	36	17.1%
	Self-employed	17	8.1%
	BUMN	8	3.8%
	Housewife	9	4.2%
	Teacher	2	0.9%
	Honorary Employees	2	0.9%
	Freelancers	4	1.9%
	Air hostess	1	0.5%
	Job Seeker	1	0.5%
	Fresh Graduate	3	1.4%
	Nurse	2	1%
	Total	211	100%
Income	< Rp. 1,000,000	71	33.6%
	Rp. 1,000,000 - Rp. 1,999,999	58	27.5%
	Rp. 2,000,000 - Rp. 2,999,999	40	19%
	Rp. 3,000,000 - Rp. 3,999,999	13	6.2%
	>Rp. 4,000,000	29	13.7%
	Total	211	100%

Measurement and Structural Models

Validity and Reliability Test Results for research indicators were obtained from the AMOS 24 data processing output results.

Table 2. Goodness of Fit Index

Goodness of Fit Index	Cut off Value		Results
CMIN/DF	≤ 3.00	1,457	Good fit
RMSEA	≤ 0.08	0.047	Good fit
RMR	≤ 0.05	0.022	Good fit
GFI	≥ 0.90	0.916	Good fit
TLI	≥ 0.90	0.971	Good fit
IFI	≥ 0.90	0.975	Good fit
CFI	≥ 0.90	0.975	Good fit
NFI	≥ 0.90	0.925	Good fit

Table 2 shows the results of the model fit test. The fit test results show that the model suitability requirements are acceptable. Eight measurements indicate the degree of conformity. (Hair et al., 2016) states that a research model construct can be declared fit and accepted if three to four measurements obtain a good fit or are above the cut-off value.

Table 3. Value of Standardized Loading Factor, Construct Reliability (CR), and Average Variance Extracted (AVE) in Overall Model Fit

	Items	SLF	CR	AVE
<i>Endorser Credibility (EC)</i>	I feel that Nanda Arsyinta is honest in providing reviews of Ponds beauty products on Instagram	0.77	0.957	0.569
	I consider Nanda Arsyinta trustworthy in providing Ponds product reviews on Instagram	0.774		
	I think Nanda Arsyinta is serious about providing reviews of Ponds beauty products on Instagram	0.737		
	I found Nanda Arsyinta very interesting when reviewing Ponds beauty products on Instagram	0.738		
	I think Nanda Arsyinta is very stylish in presenting Pond beauty product reviews on Instagram	0.751		
	I feel that Nanda Arsyinta knows about the Ponds beauty products that she reviews on Instagram	0.753		
	I feel Nanda Arsyinta is competent to provide reviews regarding Ponds beauty products on Instagram	0.77		
	I consider Nanda Arsyinta, an expert in reviewing Ponds beauty products on Instagram	0.742		
	I think Nanda Arsyinta is experienced enough to review Ponds beauty products on Instagram	0.754		
	<i>Attitude Toward Brand (ATB)</i>	The Ponds beauty product brand, supported by Nanda Arsyinta on Instagram, is good		
The Ponds beauty product brand, supported by Nanda Arsyinta, is trendy on Instagram		0.733		
The Ponds beauty product brand supported by Nanda Arsyinta on Instagram is exciting		0.765		
The Ponds beauty product brand, supported by Nanda Arsyinta on Instagram, is fun		0.798		
<i>Buying Decision (BD)</i>	I feel happy with my decision to buy Ponds beauty products advertised by Nanda Arsyinta on Instagram	0.866	0.924	0.665
	I would positively recommend these Ponds beauty products to others	0.767		
	I will purchase these Ponds beauty products in the future	0.807		
	Overall, I am satisfied with my purchase of Ponds beauty products advertised by Nanda Arsyinta on Instagram	0.821		

Table 3 is the result of testing the validity and reliability of the model as a whole. The Standardized Loading Factor (SLF) value for all indicator variables in the full model is above 0.50. This means that all indicators are declared valid and are believed to be able to measure the overall

construction of the model being built. The reliability test results present relevant results. All instruments are declared reliable and can consistently measure all models' construction. This is shown by the Variance Extracted (AVE) value for all indicators getting a value of ≥ 0.50 and the Construct Reliability (CR) value getting a value of ≥ 0.70 .

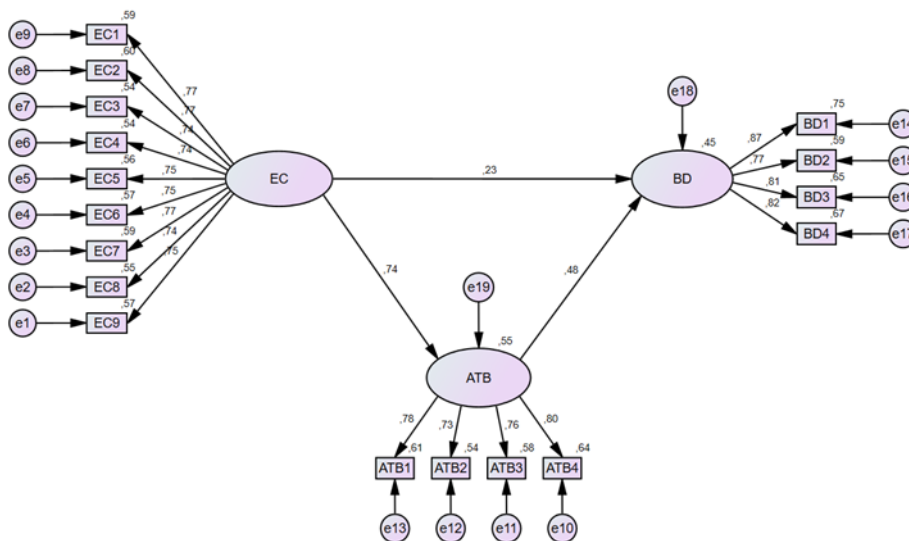


Figure 2. Full Model Structural Test

The results of testing the influence of the relationship between variables on the research constructs built in this research are as follows.

Table 4. Hypothesis Testing

			Estimate	S.E	CR	P	Label
Endorser Credibility	-->	Attitude Toward Brand	0.764	0.085	9,031	***	Significant Positive
Attitude Toward Brand	-->	Buying Decision	0.573	0.133	4,303	***	Significant Positive
Endorser Credibility	-->	Buying Decision	0.292	0.130	2,256	0.024	Significant Positive

Based on Table 4, the calculated t-value for the endorser credibility variable toward brand attitude was obtained at 9.031, which shows that the value obtained is greater than the t-table value of 1.96. Likewise, the p-value is less than 0.001, meaning that the first hypothesis regarding endorser credibility positively and significantly affects attitude toward the brand. The second hypothesis, the t-value for the attitude toward brand variable towards buying decisions, also obtained a value of 4.303 and a p-value of less than 0.001, which proves that attitude toward brand has a positive and significant effect on buying decisions. The third hypothesis is that the t-calculated value of the endorser credibility variable on buying decisions is 2.256, p-value 0.024 is smaller than 0.05 ($\alpha = 0.05$). This means that endorser credibility positively and significantly affects purchasing decisions. The indirect influence on the constructed mediating variable will be presented in Table 5, obtained from the results of the Sobel test.

Table 5. sobel test-significance of mediation

	Sobel test statistics	Two-tailed probability
<i>Endorser Credibility --> Attitude Toward Brand --> Buying Decision</i>	3,885	0.0001

Based on the Sobel test results above, the Sobel test statistic is 3.885, and the p-value is 0.0001. These results show that the Sobel test statistic value is greater than the t-table value of 1.96. Likewise, the p-value obtained shows a value of less than 0.05 ($\alpha = 0.05$). These results indicate a significant indirect influence of endorser credibility on purchasing decisions through attitude toward the brand.

Discussions

This research aims to test the conceptual model of endorser credibility on purchasing decisions for Ponds products among Instagram application users in Indonesia, which is mediated by attitude toward the brand. Based on the data processing results, the first hypothesis is accepted, which shows that endorser credibility influences attitude toward the brand. This aligns with previous research stating that credibility can influence consumers' attitudes towards a brand (Nafees et al., 2021). The use of beauty vloggers as endorsers of Ponds products has been proven to influence people's attitudes or responses to the brand, especially beauty vloggers who are well-known in the community and can be trusted for their truth. Furthermore, the second hypothesis is accepted, which shows that attitude toward brand influences purchasing decisions. The results of this research were also obtained from previous research, which stated that an attitude toward the brand will influence consumers' buying decisions (Yulianti & Keni, 2022). This proves that attitude is one of the factors that influence purchasing decisions; the formation of attitudes, exceptionally positive attitudes towards the Ponds brand, can increase purchasing decisions by consumers. Attitude relates to how individuals respond (positive or negative) to an action when evaluating (Zheng et al., 2021). Then, the third hypothesis is accepted, which shows that endorser credibility influences buying decisions. These results also align with previous research, which shows that attractive endorser credibility is essential in influencing consumers' buying decisions (Kurniawan, 2021). In addition, attitude toward brand mediates the relationship between endorser credibility and purchasing decisions. The results of this hypothesis are also supported by research (Prasetyo & Indriani, 2022), which states that the higher credibility of an endorser will increase consumer attitudes towards the brand, with increasing brand attitude significantly impacting purchasing decisions.

The research results show that in improving purchasing decisions, business people are expected to use appropriate endorsers to represent their products to the market to increase consumer attitudes, especially positive attitudes towards brands, and create purchasing decisions.

CONCLUSION

Based on this research, researchers tested and analyzed the role of endorser credibility in influencing purchasing decisions through the indirect influence of attitude toward the brand. All research hypotheses are accepted. Using credible endorsers to advertise a brand is essential for business people. A credible endorser can present the product they advertise well and convey its message to consumers. The use of endorsers in promoting Ponds products is considered effective in helping decisions to purchase these products, which is in line with the results of this research. Competent endorsers can create exciting content to watch and convince consumers that the product is right to buy. Consumers will also be more interested and respond favorably to a product when they see an advertisement from a competent and trustworthy endorser. Through positive responses, consumers will make purchasing decisions more quickly. This also aligns with research results, which show that brand attitudes significantly indirectly influence endorser credibility in

purchasing decisions. The role of a credible endorser is considered capable of increasing consumer confidence during the decision-making process because it is considered that a credible source conveys the information.

Beauty vloggers as endorsers play an essential role in influencing people through their social media content, influencing the audience's attitude towards a brand and their decision to purchase a product. The results of this research are helpful for companies for future marketing strategies by considering credibility before choosing an endorser to advertise their products and create sales for their products.

The development of social media means that business people can reach a broader market easily. This causes competition to increase with this convenience. Marketing media has also changed and created new opportunities for product marketing on social media. The use of endorsers has now become commonplace for business people. Instagram is a social media platform that is a forum for endorsers to advertise products. However, with so many endorsers nowadays, companies must be able to find the right endorsers to carry and represent their products on the market. With these considerations, content produced by endorsers can build a person's attitude toward a brand and influence consumers' subsequent decisions regarding a product. This research shows that credibility is essential for an endorser, so Ponds or other beauty products can conduct surveys and be more stringent in selecting endorsers. This research shows that endorser credibility has a positive and significant influence on purchasing decisions, and attitudes toward the brand have a more substantial indirect influence, which is formed because of the endorser's credibility in conveying a product.

This research is not free from various limitations in terms of time, conditions, and other factors during the research, first when collecting respondents, which was carried out online. The audience is very diverse, so not everyone will fill out the questionnaire, and it may not necessarily be filled in according to the actual situation. This research uses a broad sample, namely Indonesia, so some areas cannot be represented due to limited access that cannot be reached. Then, for further research, it is recommended to use variables other than those used in the research; researchers can also add independent variables or change other mediating variables to develop the research further and obtain more varied results for further developments in the marketing world. Furthermore, for future research, it is recommended to use larger samples from various regions to obtain broader information and represent every region in Indonesia.

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