

# The influence of attractiveness and expertise of influencers towards purchase intention mediated by brand image in the erigo clothing line brand in Indonesia

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## **The influence of attractiveness and expertise of influencers towards purchase intention mediated by brand image in the erigo clothing line brand in Indonesia**

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**Abstract.** The purpose of this study is to analyze the influence of attractiveness and expertise towards purchase intention mediated by brand image in the clothing line Erigo in Surabaya. This research is quantitative with a descriptive approach. The object of the study is the clothing line brand Erigo, and the criteria for the respondents are active social media users in Surabaya who are over 17 years old and who have seen the brand endorsement of Erigo. The sampling is done using non-probability sampling with the purposive sampling technique, and data is collected through direct questionnaire distribution. The analysis technique used in this research is Structural Equation Modeling-Linear Structural Relationships (SEM-LISREL) with the LISREL 8.80 application. The results showed that attractiveness and expertise have a positive and significant effect on brand image, and brand image has a positive and significant effect on purchase intention. In addition, the results also show that brand image is able to act as a mediating (intervening) variable for the influence of attractiveness and expertise on purchase intention. The suggestions for this research are to consider the direct relationship between the variables of attractiveness and expertise on purchase intention and to expand the respondent criteria.

**Keywords.** Attractiveness, Expertise, Brand Image, Purchase Intention

### **1. Introduction**

#### **1.1 Background of the Problem**

In this era, or especially in the scope of social media marketing, consumer behavior has changed a lot in making purchasing decisions (Jin et al., 2019). So consumers today are more critical and have many considerations in responding to advertising messages conveyed by marketers. This is because many consumers have used social media platforms (Lamberton and Andrew, 2016., Teng et al., 2014), followed social media influencers (Abdullah et al., 2020; Casalóa et al., 2020), reviewed feedback and other consumer experiences, to decide on their purchases (Hudson and Thal, 2013; Djafarova and Rushworth, 2017).

The role of influencers in influencing purchasing interest has become one of the most prominent aspects of modern marketing strategies. With the presence of social media platforms dominating online interactions, influencers have the unique ability to build emotional connections with their followers, through content that is authentic, relevant and inspiring to their followers. So as an influencer you can become a strong bridge in directing consumer

purchase intention towards a brand. In addition, influencers with personalities that match brand values have the potential to become effective brand ambassadors. By showing real use of products or services in everyday life, and illustrating how the brand can provide concrete benefits, as an effort to build a credible image of a brand (Brand Image). Thus, as an influencer who can influence other people's opinions, you need to have attractiveness and expertise in order to influence your followers.

In this context, the theory that will be tested and become the basis for formulating a deeper understanding is attractiveness, this refers to the ability of an influencer to attract the attention of and influence their followers. Apart from that, the expertise factor is also no less important for an influencer. The expertise demonstrated by an influencer refers to experience, knowledge, creativity and skills that can be easily associated with the endorsed brand (Rahmawati, 2021). Influencers can also improve brand image in the minds of consumers. This then influences consumers' intention to purchase.

Wiedmann and Mettenheim, (2020) explored the attractiveness, expertise and trustworthiness of relevant influencers for luxury fashion brand campaigns, as well as their impact on brand image, brand satisfaction and brand trust as well as purchase intention and price premium. This research also shows that the most important requirements for increasing purchase intention are the trustworthiness and attractiveness of the influencer, as well as the absence of any connection or influence with the influencer's expertise.

Masuda et al., (2022) explored three personal attributes (attitude homophily, physical attractiveness, and social attractiveness) and three characteristics (trustworthiness, perceived expertise, and parasocial relationship) as antecedents of purchase intention. This research shows that parasocial relationships have a significant positive impact on purchase intention, when compared with other characteristics, and parasocial relationships are significantly related to three personal attributes.

Apart from that, Fitriani et al., (2023) explored the attractiveness and expertise of influencers, as well as their influence on brand image and purchase intention. This research reveals that there is a significant positive influence of the influencer's attractiveness and expertise on brand image. Furthermore, the brand image variable itself also has a significant positive influence on purchase intention. However, their findings also show that the attractiveness variable does not have a significant influence on purchase intention. On the other hand, the expertise variable shows a significant positive influence on purchase intention.

The focus of this research is aimed at the Erigo brand, which is the main object of research. Erigo itself is a fashion business from Indonesia that focuses on clothing lines. In its marketing efforts, Erigo often utilizes the services of influencers and through this approach they are able to achieve significant sales results. It was recorded that in the August 2023 period, Erigo was able to sell 4,100,000 product items. And has 2,400,000 followers on Instagram and 1,900,000 followers on Tiktok. Therefore, this research is interesting for further investigation into how the use of influencers can influence consumers' purchasing intentions towards products from the Erigo brand.

## **1.2 Problem Formulation**

Based on the explanation above, the problem that is the focus of this research can be formulated, namely:

- Does Influencer Attractiveness influence the Brand Image of the Erigo clothing line

brand in Surabaya?

- Does Influencer Expertise influence the Brand Image of the Erigo clothing line brand in Surabaya?
- Does Brand Image influence Purchase Intention for the Erigo clothing line brand in Surabaya?
- Does Influencer Attractiveness influence Purchase Intention through Brand Image on the Erigo clothing line brand in Surabaya?
- Does Influencer Expertise influence Purchase Intention through Brand Image on the Erigo clothing line brand in Surabaya?

### **1.3 Research Objectives**

The aim of this research is to analyze the influence of:

- Attractiveness of Influencers on the Brand Image of the Erigo clothing line brand in Surabaya.
- Influencer Expertise on Brand Image for the Erigo clothing line brand in Surabaya.
- Brand Image on Purchase Intention for the Erigo clothing line brand in Surabaya.
- Influencer Attractiveness on Purchase Intention through Brand Image on the Erigo clothing line brand in Surabaya.
- Influencer Expertise on Purchase Intention through Brand Image on the Erigo clothing line brand in Surabaya.

### **1.4 Benefits of Research**

It is hoped that the results of this research can be an additional reference for future researchers, especially in understanding the effectiveness of advertising and making a contribution to companies that want to use influencer services in building brand image and increasing consumer purchasing intentions.

## **2. Review of theory**

### **2.1 Attractiveness**

According to Russell (2020:19), Attractiveness refers to the ability of an object or individual to attract the attention and interest of other people. In the context of influencer marketing, influencer appeal refers to the influencer's ability to influence and capture the attention of their audience. Many people mistakenly think that being an influential influencer means having to be famous or a celebrity. However, in reality, to be an effective influencer, the most important thing is to have trust, credibility, be liked, and be able to have an influence. Influencers have the power to influence the behavior, opinions and purchasing decisions of their followers. They have appeal because their followers trust them and see them as a reliable source of information (Russell, 2020:34).

Attractiveness or physical attractiveness is an important factor for influencers because followers can see it at any time (Masuda et al., 2022). Influencer attractiveness refers to how they present themselves as something worth paying attention to or seeing. Attractiveness refers to oneself who is considered attractive to look at compared to the concept of certain groups with physical attractiveness (Risidiana, 2020). This can have a persuasive effect on their audience, so that it can influence public opinion when assessing or evaluating products or services. In the opinion of Audia et al., (2019) attractiveness refers to someone who is considered attractive to look at compared to the concept of certain groups with physical attractiveness. In other words,

it can be concluded that the use of attractiveness influencers is able to create a significant persuasive effect in influencing public opinion about products or services, and can influence consumer purchasing behavior.

According to Yuan et al., (2016) there are five measurements of attractiveness, namely:

1. Gives a feeling of happiness
2. Provide an attractive description of the product being promoted
3. Attract attention
4. Have a pleasant personality
5. Be interesting

## **2.2 Expertise**

According to Russell (2020:23), expertise refers to the special abilities or skills possessed by a person in a particular field. Influencer expertise refers to the specific skills and knowledge an influencer has in building and managing content, building relationships with followers, and influencing their audience. Meanwhile, influencers benefit by monetizing their community and expertise without having to be burdened by the duties and responsibilities of managing a full business (Russell, 2020: 94). The abilities possessed by influencers enable them to create interesting and relevant material, such as positive experiences with using products or services and inspirational stories (Russell, 2020: 324), so that this is able to create strong relationships with followers, and influence actions. and purchasing decisions of their audience. According to Johne (2023:10), expertise or expertise refers to the special abilities or knowledge that a person has in a particular field, which is related to characteristics in the context of personal influence. In addition, the presence of expert sources and implied advertising objectives can help increase the perceived credibility of the information source, which in this case shows the influencer's ability to create a positive brand image for the company (Johne, 2023: 28).

An influencer's expertise is similar to qualifications which directly influence the level of trust required to persuade consumers to buy something endorsed (Masuda et al., 2022; Wang and Scheinbaum, 2017). In the opinion of Wiedmann and Mettenheim, (2020) expertise describes the level of knowledge of an influencer. Expertise can be defined based on the experience, knowledge and skills of an influencer in influencing the audience when conveying product or service information. In the opinion of Udayana, (2015) the expertise of an influencer who is associated with a brand must be relevant to the product being delivered, so that when choosing an influencer to become an endorser, there needs to be reflection, taking into account that advertising is one aspect that has been proven effective in improving the image. and product brand awareness.

According to Kim et al., (2018), there are four measurements of expertise, namely:

1. Expert
2. Influencers who are experienced
3. Well informed
4. Qualified

## **2.3 Brand Image**

Brand image refers to the perception and image formed in consumers' minds about a brand or company. It includes the associations, beliefs and emotions associated with the brand.

Brand image can be influenced by various factors, including product or service quality, customer experience, brand communications, and interactions with the brand through various

channels. Forming a strong brand image is very important for a brand, because a positive and consistent brand image can help a company increase brand awareness, build trust and credibility with consumers, differentiate itself from competitors, increase consumer loyalty, and increase brand value. According to Johnne (2023:59), brand image refers to the overall perception and impression that consumers have of a brand. This is the mental image or reputation that emerges when consumers think about a particular brand. Brand image is shaped by various factors, including the brand's visual identity, message, product quality, customer service, and overall brand experience. Brand image is influenced by consumers' interactions with the brand, as well as their perceptions of the brand's values, personality, and brand position in the market. A positive brand image can lead to increased brand loyalty, consumer trust, and competitive advantage in the market. Influencer support and promotion of a brand can shape consumer perceptions and attitudes towards that brand.

Brand image is a consumer's perception of a brand as a result of brand associations in consumer memory. Brand association can mean many things related to brand memory, as a result of the frequency of brand awareness (Susanti, 2019). Apart from that, according to Udayana et al., (2020) if the brand is strong and has been imprinted in the hearts of customers, it is very difficult for customers to switch to competing products. Basically, consumers choose brands based on their image. If consumers have no experience with a product, consumers tend to have a favorite brand or a well-known brand (Schiffman and Wisenblit., 2019: 53).

According to Fitriani et al., (2023) brand image can be measured using three measurements, namely:

1. Product Attributes
2. Consumer Benefits
3. Brand Personality

#### **2.4 Purchase Intention**

According to Russell (2020:4), purchase intention refers to a consumer's tendency or desire to purchase a product or service in the future. Purchase intention is an important concept in consumer behavior and marketing research because it helps businesses understand and predict consumer behavior and make informed decisions regarding product development, pricing, promotions, and distribution strategies.

According to Johnne (2023), purchase intention refers to a person's tendency or desire to buy a product or service. This reflects a person's level of motivation and interest in making a purchase transaction. Consumers experience various phases in their purchasing decisions, which do not always occur sequentially and often involve many interactions and repetitions. Although the process is not always linear, consumers ultimately go through several critical stages, namely becoming aware of and considering the product, developing a preference and willingness to buy, having the intention to purchase and make a purchase, and being actively involved and becoming a supporter of the product. By understanding consumer purchasing intentions, companies can direct their marketing efforts to influence and fulfill consumer needs and desires. Purchase intention can be influenced by various factors, including consumer preferences, perceived product value, social influence, promotions, and previous experiences. A brand needs to be able to create social interaction with customers, this is because high social interaction can produce a more positive brand attitude and higher purchase intentions (Johnne, 2023:27).

According to Setiawan, (2018) purchase intention can be measured using four measurements, namely:

1. Transactional interest
2. Reference interests
3. The preferential interest
4. Exploratory interest

## **2.2 Previous Research**

Previous research used as a reference in this research is research conducted by Wiedmann and Mettenheim, (2020) with the title "Attractiveness, Trustworthiness and Expertise - Social Influencers' Winning Formula?". The research was conducted at Leibniz University of Hannover, Germany. This research explores the requirements for attractiveness, expertise and trustworthiness of relevant influencers for luxury fashion brand campaigns, as well as their impact on brand image, brand satisfaction and brand trust as well as purchase intention and price premium. With a sample population of 288 participants who conducted an online survey. And the results of this research show that the most important requirements for increasing purchase intention are the trustworthiness and attractiveness of the influencer, as well as the absence of any connection or influence with the influencer's expertise. Trustworthiness has the strongest and most significant influence on brand image, brand trust, and brand satisfaction. Likewise, attractiveness has a significant influence on brand image and brand trust, but brand satisfaction has a low level of significance. Meanwhile, expertise only has a small effect on brand satisfaction, and has no effect on brand image or brand trust. Apart from that, price premium and purchase intention also influence and have an indirect effect on brand image and brand satisfaction. The suggestion from this research is that successful influencer marketing should not only focus on traditional advertising models and numerical requirements such as the number of followers. However, it is necessary to consider other requirements, namely how attractiveness and trustworthiness of influencers can influence each other in a marketing context. In an effort to maintain the validity and generalization of research results, it is recommended to consider the inclusion of products that are not directly related to the attractiveness aspect in this research. Thus, future research may provide more comprehensive insight into how these requirements apply in various marketing contexts and for various types of products.

Another previous research was research conducted by Masuda et al., (2022), with the title "Impacts of Influencer Attributes on Purchase Intentions in Social Media Influencer Marketing: Mediating Roles of Characterizations". The research was conducted in Japan and Seoul, Republic of Korea. In this research, three personal attributes (attitude homophily, physical attractiveness, and social attractiveness) and three characteristics (trustworthiness, perceived expertise, and parasocial relationship) were explored and considered as antecedents of purchase intention. By involving 313 participants as a population sample, namely those who have made purchases of products or services after watching YouTube advertisements created by influencers. The results of this research show that parasocial relationships have a significant positive impact on purchase intention, when compared with other characteristics, and parasocial relationships are significantly related to three personal attributes. So it can be interpreted that parasocial relationships have a more important role in influencing followers' behavioral intentions, such as purchase intention. Apart from that, influencer marketing is significantly influenced by social attractiveness and attitude homophily as factors in the formation of

parasocial relationships. However, physical attractiveness has no effect on parasocial relationships. Then, the antecedent that has the most influence on parasocial relationships is attitude homophily. Apart from that, attitude homophily, physical attractiveness, and social attractiveness significantly influence the formation of parasocial relationships in influencer marketing on YouTube for a wider range of products or services. And shows that social attractiveness has the strongest influence, and attitude homophily the weakest, in parasocial relationships. Thus suggesting that the antecedents that shape parasocial relationships may also be influenced by the influencer marketing context, but influencer attractiveness may play a more important role in the composition of parasocial relationships in general. The suggestion from this research is that it is necessary to create subcategories based on the product or service of each advertising target and compare the level of marketing effectiveness across these subcategories. In addition, it is necessary to expand the data collection, which would make it possible to verify the effects of social media influencer marketing, as well as compare the structure of the models in more detail. Such as classifying types of influencers, creating subcategories based on products or services related to influencers, and classifying data based on consumer demographic information. It is also necessary to test differences in marketing effects based on differences between the cultural backgrounds of influencers and consumers.

Another previous research was conducted by Fitriani et al., (2023), with the title "The Effect of Influencer Attractiveness and Expertise on Purchase Increasing Intention With Brand Image as an Intervening Variable". The research was conducted in Yogyakarta. This research explores the attractiveness and expertise of influencers, as well as their influence on brand image and purchase intention. With a sample population of 100 participants, who are at least 15 years old and are social media users, and have seen brand endorsement broadcasts of Scarlet Whitening. The results of this research found that there is a significant positive influence of the influencer's attractiveness and expertise on brand image. Furthermore, the brand image variable has a significant positive effect on purchase intention. However, their findings also show that the attractiveness variable does not have a significant influence on purchase intention. On the other hand, the expertise variable shows a significant positive influence on purchase intention. Apart from that, intervening attractiveness and expertise influence purchase intention through brand image as an intermediary variable. So it can be concluded that brand image is able to mediate attractiveness and expertise on purchase intention with a partial mediation effect. The suggestion from this research is that it is necessary to identify specific factors that cause influencers to have strong attractiveness and expertise. This may involve in-depth analysis of the content they produce, communication style, or personal attributes that attract the audience's attention. So it can help deepen understanding of how influencers influence brand image and purchase intention, and can provide valuable insight for more effective marketing strategies in the future.

### **2.3 Hypothesis Development**

#### **2.3.1 The Influence of Attractiveness on Brand Image**

In the opinion of Annisa and Yusran, (2022) attractiveness is one of the factors that influences brand image. According to Isna, (2022) states that choosing an influencer for a business is important for each party, this is because an influencer and brand image can influence each other, so an influencer needs to maintain their integrity and credibility so that the product being promoted has a good perception. positive in the eyes and minds of consumers. Apart from that, according to Wiedmann and Mettenheim, (2020), the attractiveness of an influencer can



increase brand perception and create a positive image in the minds of consumers. Therefore, attractiveness is an important factor that needs to be considered in building and managing a brand image. According to research by Kusnanto and Asep, (2019) shows that there is a strong relationship between attractiveness and brand image.

H1: Attractiveness influences Brand Image

### **2.3.2 The Influence of Expertise on Brand Image**

Each influencer has skills, uniqueness and characteristics that can differentiate them in delivering products, when compared to someone who does not have these skills. So the influencer's expertise in conveying product information is very important. Apart from that, in the opinion of Wiedmann and Mettenheim, (2020) stated that when an endorser or influencer shows high expertise and knowledge in a field, this can increase consumer perceptions of the credibility and superiority of the brand. Expert endorsers or influencers can build a strong relationship between themselves and the brand, which in turn can influence the resulting brand image in the minds of consumers. According to research by Wiedmann and Mettenheim, (2020) shows that expertise has a positive influence on brand image.

H2: Expertise influences Brand Image

### **2.3.3 The Influence of Brand Image on Purchase Intention**

According to Peronika et al., (2020) branding is a name, term, sign, symbol, design, or combination thereof, that identifies goods or services from a vendor or group of vendors that differentiates them from competitors' products. Brand image is a guide for consumers in making decisions. With a good and positive brand image, it can increase consumer trust and purchase interest in a product (purchase intention). According to Haitao's research, (2022) shows that brand image simultaneously influences consumer purchase intention. This is also supported by research by Peronika et al., (2020) whose research results show that there is a positive and significant influence of the Brand Image variable on Purchase Intention.

H3: Brand Image influences Purchase Intention

### **2.3.4 The Influence of Attractiveness on Purchase Intention Through Brand Image**

In Anindita's opinion, (2022) revealed that attractiveness is an aspect that an influencer must have, because it is a determining factor in the success of the brand image which can ultimately influence consumer purchasing interest. In addition, Wiedmann and Mettenheim, (2020) said that when an attractive influencer physically connects himself with a brand, this can increase consumers' positive perceptions of the brand. The attractiveness of an endorser or influencer can influence the brand image produced in consumers' minds, which in turn can influence their purchasing intentions. Also supported by research by Wiedmann and Mettenheim, (2020) which shows that attractiveness has a positive influence on purchase intention, which is mediated by brand image.

H4: Influencer Attractiveness influences Purchase Intention through Brand Image

### **2.3.5 The Influence of Expertise on Purchase Intention Through Brand Image**

In the opinion of Dwi and Ponirine, (2020) an influencer's expertise can influence the level of consumer trust in a product, so that it has a significant and positive impact on consumer purchase intentions towards products recommended by an influencer. Apart from that, in the

opinion of Wiedmann and Mettenheim, (2020) when an endorser or influencer shows high expertise and knowledge in a field, this can increase consumer perceptions of the credibility and superiority of the brand. Expert endorsers or influencers can build a strong relationship between themselves and the brand, which in turn can influence the resulting brand image in the minds of consumers. With the brand perception in consumers' minds, this will influence consumers' purchasing intentions. According to research by Wiedmann and Mettenheim, (2020) shows that expertise has a positive influence on purchase intention, which is mediated by brand image.

H5: Influencer Expertise on Purchase Intention through Brand Image

#### 2.4 Research Model

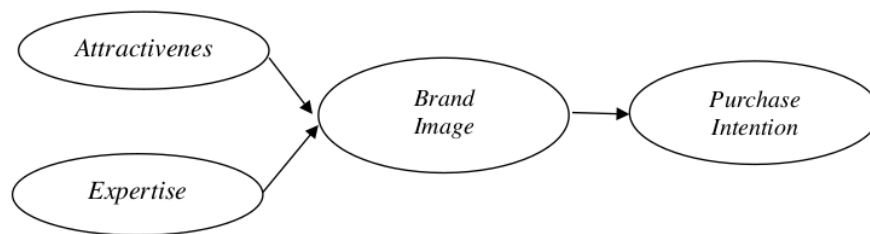


Figure 1. Research Model

Figure 1 shows the research model which illustrates that there is a simultaneous influence that occurs on the independent variables Attractiveness (X1) and Expertise (X2) on the dependent variable Purchase Intention (Y2), which is influenced by the role of the mediator variable Brand Image (Y1).

#### 2.5 Hypothesis

Based on this research model, the research hypothesis can be concluded as follows:

1. Influencer Attractiveness influences the Brand Image of the Erigo clothing line brand in Surabaya.
2. Expertise Influencers influence the Brand Image of the Erigo clothing line brand in Surabaya.
3. Brand Image influences Purchase Intention for the Erigo clothing line brand in Surabaya.
4. Influencer Attractiveness influences Purchase Intention through the Brand Image of the Erigo clothing line brand in Surabaya.
5. Expertise Influencers influence Purchase Intention through the Brand Image of the Erigo clothing line brand in Surabaya.

#### 3. Research methods

The method used in this research is quantitative research with a descriptive approach. Quantitative research is a research method that uses data in the form of numbers and is generally collected through structured questions (Sekaran and Bougie, 2016:2). Meanwhile, the descriptive approach is an approach to collecting data that describes the characteristics of objects (such as people, organizations, products, or brands), events, or situations as well as an approach to obtaining data that describes topics of interest (Sekaran and Bougie, 2016: 43).

In this research, there are four variables used to describe the influence between variables. These four variables consist of:

1. Exogenous Variables: Attractiveness (X1), Expertise (X2)
2. Mediating Variable: Brand Image (Y1)
3. Endogenous Variable: Purchase Intention (Y2)

The variables in this study were measured using a Likert scale.

In this research, the population used was active social media users in the city of Surabaya who had seen Erigo brand endorsement shows.

In this study there were 18 statement items, which were used to measure 4 variables. So the number of samples used was 180 respondents. The respondent criteria determined in this research are as follows:

1. Active social media users
2. Domicile in the city of Surabaya
3. Age 17 years and over
4. Have you ever seen Erigo's brand endorsement show?

In this research, the sampling technique used is Non Probability Sampling with Purposive Sampling sampling technique.

The technique used to analyze data in this research is Structural Equation Modeling (SEM) which is processed through the LISREL program.

#### 4. Analysis and discussion

Based on the results of data processing, it shows that the number of respondents with the specified characteristics was 180 respondents. So, data processing can be forwarded to the next process. Apart from that, it is also known that the average respondent answered in the affirmative to all statement items presented in the questionnaire

##### 4.1 Normality Test

Tabel 1. Multivariate Normality

Skewness			Kurtosis			Skewness and kurtosis	
Value	Z-Score	P-Value	Value	Z-Score	P-Value	Chi-Square	P-Value
42.895	2.966	0.003	344.849	-3.200	0.001	19.040	0.000

Source: Processed data (2023)

Table 1 shows the results of the multivariate normality test where the results of this test state that the p-value for skewness and kurtosis is less than 0.05, which is only 0.000, so it can be said that the data is not normally distributed. If it does not match the multivariate normal distribution, it is necessary to use the robust maximum likelihood method, namely by estimating the covariance matrix (.cov) and asymptotic covariance matrix (.acm) on the observation data, so that the research analysis can be continued (Yamin and Kurniawan, 2009: 128).

#### 4.2 Validity Test

The results of the validity test can be seen in Table 2.

Table 2. Validity Test

Research variable	Indicator	t- Values	Loading Factor	Description
Attractiveness	AT1	-	-	Reference
	AT2	7,75	> 1,96	Valid
	AT3	6,56	> 1,96	Valid
	AT4	9,48	> 1,96	Valid
	AT5	9,33	> 1,96	Valid
Expertise	EX1	-	-	Reference
	EX2	9,44	> 1,96	Valid
	EX3	9,19	> 1,96	Valid
	EX4	7,43	> 1,96	Valid
	EX5	7,28	> 1,96	Valid
Brand Image	BI1	-	-	Reference
	BI2	9,65	> 1,96	Valid
	BI3	7,94	> 1,96	Valid
Purchase Intention	PI1	-	-	Reference
	PI2	14,16	> 1,96	Valid
	PI3	9,57	> 1,96	Valid
	PI4	11,36	> 1,96	Valid
	PI5	9,44	> 1,96	Valid

Source: Processed data (2023)

Table 2 shows that the validity test results of each indicator for each variable have a t-value > 1.96, so that the measurements for each variable can be declared valid. And therefore, data analysis in this research can be continued.

#### 4.3 Reliability Test

Yamin and Kurniawan (2009:7) state that reliability testing aims to prove that the data used in research is data that can be trusted, and has been proven to be reliable, or consistent. According to Yamin and Kurniawan (2009:36), data can be declared reliable and good if it has a construct reliability value of more than 0.7. The results of the reliability test can be seen in Table 3.

Table 3. Reliability Test

Variable	Construct Reliability	Cut Off	Description
Attractiveness (AT)	0,78	> 0,7	Reliabel
Expertise (EX)	0,80	> 0,7	Reliabel
Brand Image (BI)	0,72	> 0,7	Reliabel
Purchase Intention (PI)	0,80	> 0,7	Reliabel

Source: Processed data (2023)

Table 3 shows that each variable has a construct reliability (CR) value > 0.7. So every variable used in this research is declared reliable, so that data analysis in this research can be continued.

#### 4.4 Model Goodness of Fit test

Table 4. Goodness of Fit Model Fit Test

<i>Goodness of Fit</i>	<i>Cut Off</i>	Hasil	Description
GFI	≥ 0,9	0,90	<i>Good Fit</i>
AGFI	≥ 0,9	0,87	<i>Marginal Fit</i>
NFI	≥ 0,9	0,97	<i>Good Fit</i>
IFI	≥ 0,9	0,99	<i>Good Fit</i>
CFI	≥ 0,9	0,99	<i>Good Fit</i>
RFI	≥ 0,9	0,97	<i>Good Fit</i>
RMSEA	< 0,08	0,042	<i>Good Fit</i>

Source: Processed data (2023)

Table 4 shows that of the total of 7 Goodness of Fit requirements, there is only 1 requirement that does not meet the cut off, namely AGFI which is declared marginal fit. Meanwhile, the other 6 requirements have values that meet the cut off and can be declared good fit, so that overall the proposed research model can be declared good and accepted.

#### 4.5 Structural Model Fit Test

The structural model suitability test is used to determine whether the relationship between variables has a significant effect. The structural equation of the data processing results is as follows:

$$BI = 0.71 * A T + 0.53 * EX, \text{ Errorvar} = 0.024 \quad R^2 = 1.09$$

(0.16) (0.13) (0.0076)  
4.54 4.063.15

$$PI = 0.95 * BI, \text{ Errorvar} = 0.014, R^2 = 1.06$$

(0.10) (0.0060)  
9.182.38

Figure 2. Structural Equation  
Source: Processed data (2023)

Based on the results of the structural equation above, it can be explained as follows:

1. Influencer Attractiveness (AT) has a positive effect on Brand Image (BI) with a coefficient value of 0.71. This shows that if the Influencer's Attractiveness increases, the Brand Image will also increase. R2 is a coefficient of determination of 1.09, which means that Influencer Attractiveness and Influencer Expertise simultaneously influence Brand Image by 1.09.
2. Expertise Influencer (EX) has a positive effect on Brand Image (BI) by showing a coefficient value of 0.53. This shows that if the Influencer's Expertise increases, the Brand Image will also increase. R2 is a coefficient of determination of 1.09, which means that Influencer Expertise and Influencer Attractiveness simultaneously influence Brand Image by 1.09.

3. Brand Image (BI) has a positive relationship with Purchase Intention (PI) with a coefficient value of 0.95. This shows that if Brand Image increases, Purchase Intention also increases. R2 is a coefficient of determination of 1.06, which means that Brand Image has an influence on Purchase Intention of 1.06.

#### 4.6 Hypothesis Testing

Table 5. Hypothesis Testing

Hypothesis	Relationship Between Variables	Loading Factor	t-Value	Cut Off	Description
H1	Attractiveness Influencer → Brand Image	0,71	4,54	> 1,96	Accepted
H2	Expertise Influencer → Brand Image	0,53	4,06	> 1,96	Accepted
H3	Brand Image → Purchase Intention	0,95	9,18	> 1,96	Accepted
H4	Attractiveness Influencer → Brand Image → Purchase Intention	0,68	4,78	> 1,96	Accepted
H5	Expertise Influencer → Brand Image → Purchase Intention	0,50	4,29	> 1,96	Accepted

Source: Processed data (2023)

Based on Table 5, the results of the hypothesis test can be explained as follows:

1. Influencer Attractiveness (AT) has a positive and significant effect on Brand Image (BI). This is proven by the loading factor value of 0.71 and the t-value of 4.54 (cut off > 1.96).
2. Expertise Influencer (EX) has a positive and significant effect on Brand Image (BI). This is proven by the loading factor value of 0.53 and the t-value of 4.06 (cut off > 1.96).
3. Brand Image (BI) has a positive and significant effect on Purchase Intention (PI). This is proven by the loading factor value of 0.95 and the t-value of 9.18 (cut off > 1.96).
4. Influencer Attractiveness (AT) has a positive and significant effect on Purchase Intention (PI) through Brand Image (BI). This is proven by the loading factor value of 0.68 and the t-value of 4.78 (cut off > 1.96).
5. Expertise Influencer (EX) has a positive and significant effect on Purchase Intention (PI) through Brand Image (BI). This is proven by the loading factor value of 0.50 and the t-value of 4.29 (cut off > 1.96).

#### **4.7 Discussion**

##### **4.7.1 The Influence of Attractiveness on Brand Image**

The results of descriptive statistical analysis on the Attractiveness Influencer variable show an average value of 4.2876, which means that the majority of respondents agree with the measurement of the Attractiveness Influencer variable. Meanwhile, the results of descriptive statistical analysis on the Brand Image variable show an average value of 4.186, which also means that the majority of respondents agree with the measurement of the Brand Image variable. Based on the results of the structural equation, it can be seen that the influence of Influencer Attractiveness on Brand Image is positive with a value of 0.71. From the hypothesis test, it can be stated that the influence of Influencer Attractiveness on Brand Image is significant because the t-value is greater than 1.96, namely 4.54. In other words, the role of attractiveness influencers in promoting Erigo products has the potential to have an impact on forming the brand image of the Erigo brand itself. If an influencer is able to attract the attention of the audience with a certain charm, then this can create a positive brand image for the audience.

This supports the research findings of Wiedmann and Mettenheim (2020), which state that the attractiveness of influencers has special relevance in creating brand image. The statement emphasized that positive messages conveyed by influencers who are considered interesting by the audience will be more effective. If an influencer is considered attractive or has credibility, then their trust can be transferred to the brand they are promoting. In this case, the influencer's appeal can help shape the brand's image as something that is valued and worthy of trust. Research conducted by Fitriani et al., (2023) states that the attractiveness of influencers has a positive effect on brand image, and there is a strong relationship between these two variables. If an attractive influencer can create a positive impression of the brand, it will tend to be more accepted and remembered by the audience, which in turn can strengthen the positive image of the brand.

##### **4.7.2 The Influence of Expertise on Brand Image**

The results of descriptive statistical analysis on the Expertise Influencer variable show an average value of 4.2055, which means that most respondents agree with the measurement of the Expertise Influencer variable. Meanwhile, the results of descriptive statistical analysis on the Brand Image variable show an average value of 4.186, which also means that the majority of respondents agree with the measurement of the Brand Image variable. Based on the results of the structural equation, it can be seen that the influence of Influencer Expertise on Brand Image is positive with a value of 0.53. From the hypothesis test, it can be stated that the influence of Influencer Expertise on Brand Image is significant because the t-value is greater than 1.96, namely 4.06. In other words, the role of Erigo's influencer expertise in the fashion sector can increase credibility and trust in the brand, which is then able to create Erigo's brand image as a competent and trustworthy brand. <sup>5</sup>

This supports the research findings of Wiedmann and Mettenheim (2020), which stated that the expertise of an influencer is very helpful in communicating and building bonds with the product being supported. The statement also emphasized that the expertise of an influencer can play a role in assessing trust. And this trust can influence how the audience views the brand, so that an influencer has the capability to create a positive brand image. Research conducted by Fitriani et al., (2023) states that influencer expertise can form positive brand associations. This means that an influencer who is an expert and competent in a particular field can help consumers

understand the product or service in more depth. This can create the perception that the brand is a smart and meaningful choice.

#### 4.7.3 Influence of Brand Image on Purchase Intention

The results of descriptive statistical analysis on the Brand Image variable show an average value of 4.186, which means that the majority of respondents agree with the measurement of the Brand Image variable. Meanwhile, the results of descriptive statistical analysis on the Purchase Intention variable show an average value of 4.28725, which also means that the majority of respondents agree with the measurement of the Purchase Intention variable. Based on the results of the structural equation, it can be seen that the influence of Brand Image on Purchase Intention is positive with a value of 0.95. From the hypothesis test, it can be stated that the influence of Brand Image on Purchase Intention is significant because the t-value is greater than 1.96, namely 9.18. In other words, the positive role of Erigo's Brand Image can influence consumers' purchase intention, because consumers tend to be more interested in making purchases from brands that they consider to have positive credibility and reputation.

This supports the research findings of Wiedmann and Mettenheim (2020), which state that a positive brand image can direct consumers to ultimately purchase the product or service being advertised. This statement emphasizes consumer trust, where trust can be the main driver of purchasing intentions, and this trust can be influenced by the positive brand image perception that is formed. Research conducted by Fitriani et al., (2023) states that a positive brand image can have a significant influence on purchasing decisions. Consumers tend to prefer brands that are identified with positive values.

#### 4.7.4 The Influence of Attractiveness on Purchase Intention Through Brand Image

Based on the results of the hypothesis test, the Attractiveness Influencer variable on Purchase Intention through Brand Image can be proven through hypothesis testing with a t-value of 4.78 ( $> 1.96$ ) and a loading factor of 0.68, which means it has a positive influence. These results prove that Attractiveness Influencers in the Erigo brand can create positive brand associations or brand images, and this can increase consumer purchase interest in products. This can be seen from the ability of Erigo influencers to attract the attention of many people and influence the brand image, so that it can fulfill consumer perceptions as a positive and credible brand, and is able to create consumer interest in purchasing Erigo products.

This supports the research findings of Wiedmann and Mettenheim (2020), which state that the attractiveness of influencers can positively influence brand image, while brand image itself is positively related to purchase intention. This statement emphasizes that the things mentioned above are an interconnected unity and contribute to creating the perceptions and actions that will be taken by consumers. Apart from that, research conducted by Anindita, (2022) revealed that attractiveness is an aspect that an influencer must have, because it is a determining factor in the success of brand image which can ultimately influence consumer purchasing interest.

#### 4.7.5 The Influence of Expertise on Purchase Intention Through Brand Image

Based on the results of the hypothesis test, the Expertise variable on Purchase Intention through Brand Image can be proven through hypothesis testing with a t-value of 4.29 ( $> 1.96$ ) and a loading factor of 0.50, which means it has a positive effect. These results prove that the



skills possessed by Erigo influencers, such as explaining the product well and having extensive knowledge of the product being promoted, are able to create good confidence and trust in consumers in viewing the brand image of Erigo products, so that with this confidence and trust they create consumers tend to have higher purchase intentions.

This supports the research findings of Dwi and Ponirine (2020), stating that an influencer's expertise can influence the level of consumer trust in a product, so that this will have an impact on consumer purchase intentions for products recommended by an influencer. Apart from that, according to Wiedmann and Mettenheim (2020), when an influencer shows high expertise in a field, this can increase consumer perceptions of the brand's credibility and superiority. Expertise influencers can build a strong relationship between themselves and the brand, which in turn can influence the resulting brand image in the minds of consumers. With the brand perception in consumers' minds, this will influence consumers' purchasing intentions.

## **5. Conclusions, limitations and recommendations**

### **5.1 Conclusion**

7 This research examines and analyzes the attractiveness and expertise of influencers on purchase intention which is mediated by the brand image of the Erigo brand in Surabaya. Based on the results of the research that has been carried out, the following conclusions can be drawn:

1. Influencer attractiveness has a positive and significant effect on the brand image of the Erigo brand in Surabaya, so the first hypothesis can be accepted. It can be concluded that if an influencer has the appeal of attracting the attention of many people and providing an interesting picture regarding the product being promoted, this will create a positive brand image, and shape the brand image as something that is respected and worthy of trust. Apart from that, by delivering it in an interesting way, it will tend to be more accepted and remembered by consumers.

2. Influencer expertise has a positive and significant effect on the brand image of the Erigo brand in Surabaya, so the second hypothesis can be accepted. It can be concluded that if an influencer has the skills and expertise when promoting a product, this will encourage the creation of consumer perceptions or views regarding the impression, quality and value of a brand.

3. Brand image has a positive and significant effect on purchase intention for the Erigo brand in Surabaya, so the third hypothesis can be accepted. It can be concluded that with the consumer's perception of a positive brand image of a brand, it can increase consumer expectations for that brand and this can give rise to their considerations and purchasing intentions.

4. Influencer attractiveness has a positive effect on purchase intention through the brand image of the Erigo brand in Surabaya, so the fourth hypothesis can be accepted. It can be concluded that the attractiveness of influencers is able to influence the formation of consumer perceptions, which can create a brand image that is positive and credible. And, ultimately it can influence consumer purchasing interest.

5. Influencer expertise has a positive and significant effect on purchase intention through the brand image of the Erigo brand in Surabaya, so that the fifth hypothesis can be accepted. It can be concluded that the skills and experience possessed by influencers in promoting a product brand can strengthen a positive brand image in the minds of consumers, so that consumers tend to have strong purchasing intentions.

## **5.2 Limitations**

From the research that has been carried out, a limitation was found, namely that this research used a questionnaire which was delivered directly to respondents, so that the data collected from respondents took quite a long time, because this research involved a fairly large sample.

## **5.3 Suggestions**

### **5.3.1 Theoretical suggestions**

Suggestions for further research are to consider the relationship between the attractiveness influencer variable on purchase intention and the expertise variable on purchase intention without the role of brand image as a mediator. And the researcher hopes that in future research the criteria for respondents can be expanded starting from gender, specific age range, occupation, highest level of education, and income. Apart from that, for further research that also uses a fairly large sample size, it is best to use an online questionnaire in the form of Google Forms.

### **5.3.2 Practical Suggestions**

#### **1. Application of the influencer attractiveness variable**

It is recommended that Erigo review the way it conveys product messages to ensure that it does not appear negative, is friendly, and capable of positive interaction. Apart from that, Erigo influencers also need to be open to feedback from followers, so they can give a positive and pleasant impression.

#### **2. Application of influencer expertise**

It is recommended that Erigo review the selection of influencers used in product promotions. It is necessary to ensure whether the type of product you want to promote is in accordance with the personality, interests and values represented by the influencer. This suitability can provide a more convincing impression to followers. Apart from that, Erigo can also use influencers who are experts in their fields, such as famous designers or fashion models who have had experience for a long period of time (years).

#### **3. Implementation of brand image**

It is recommended that Erigo re-evaluate whether the brand values, goals and personality it promotes are still relevant to consumer preferences or existing trends. Apart from that, Erigo can increase brand interactions with consumers to get direct feedback and understand changes in preferences, so that they can readjust to Erigo's brand personality.

#### **4. Implementation of purchase intention**

It is recommended that Erigo be able to build trust through transparency, positive feedback from consumers, and quality assurance. As well as carrying out marketing campaigns that emphasize brand values and integrity, so that consumers will feel more confident in recommending Erigo products to their families. Apart from that, during the research process, it was found that those who knew about Erigo products were mostly generation Z, so it was necessary for Erigo to expand and add segmentation to their products that could reach all family members (including generations above generation Z).

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