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Social media influencers: effects of followers' behavior and response to influencers

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ABSTRAK

Against the backdrop of the growing prevalence of social media influencers shaping consumer behavior, this study aims to analyze the sequential influence of stimuli in the form of product posts and beauty influencers on social media influenced various organisms so that responses in the form of intentions to follow beauty influencer accounts, imitate the lifestyle of beauty influencers, and recommend beauty influencers. Researchers use quantitative method. The targeted respondents are Generation Z and millennial individuals in Indonesia who are over 18 years old and follow at least one influencer on Instagram. The minimum sample desired for this study was 260 respondents. Data analysis is carried out using the Partial Least Square-Structural Equation Model (PLS-SEM) method. The results showed that product-influencer compatibility has a positive influence on followers' perceptions of ad posts, followers' perceptions of the credibility of influencers, and influencers themselves. The perception of ad posts also has a positive influence on followers' perception of influencers' credibility and perceptions of follower behavior toward influencers. Likewise, the credibility of influencers has a positive influence on follower behavior towards influencers and followers' intentions to keep following accounts, imitating influencers, and recommending influencers to others. The behavior of followers towards influencers has a positive effect on the intention of followers to keep following accounts, imitating influencers, and recommending influencers to others.

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Introduction

The development of digital technology has increased the complexity of the environment of society in general and consumers or customers in particular. Marketing through social media allows for increasing marketing activities at a more efficient cost. Best practices by using digital marketing strategies and social media to replace traditional communication channels and operations physically in marketing thus maintaining and increasing market share. Companies need to consider marketing strategies and more value propositions for customers such as value, brand, and relationship equity (Kannan, 2020; Schultz, D. E., & Peltier, 2013). In Indonesia, the development of digital technology can be seen from the increasing number of internet users every year. Data for the last 5 years from We Are Social shows an increasing trend and development in the number of internet users in line with population growth. Based on the survey results of the Indonesian Internet Service Providers Association (APJII), internet users in Indonesia increased by 2.67% YoY in 2022, or 204.63 million people. The

penetration rate of internet usage in Indonesia increased by 1.17% YoY to 276.77 million people in 2022. The trend of internet penetration in Indonesia is predicted to continue to increase from year to year in the future.

The development of internet users is also linear with the development of social media users. Based on the We Are Social report, there are 167 million active social media users in Indonesia as of January 2023. When compared to the total population in Indonesia, the portion of active social media users is 60.40%. The presence of social media platforms as a door to the transformation of the digital era is marked by how an influencer can become an opinion leader and brand ambassador through posts shared on social media (Kotler et al., 2019; Masyita & Yuliati, 2017). Influencers are prominent social media users and are seen as role models by their followers. Followers (Johnstone & Lindh, 2022) gain a lot of followers, in particular, because they are seen as having special knowledge and skills (Belanche et al., 2021). Influencers create identities by communicating personal experiences that combine photos, videos and activities. In addition, followers actively participate in the construction and legitimacy of influencers' identities as they follow, interact, defend and support them (Tafesse & Wood, 2021).

According to the survey (Geyser, 2024; Social Publi, 2019), marketers use influencers by 93% to campaign for their products and plan to increase marketing spending on influencers by 66%. It was recorded that in 2018, brands in Indonesia allocated marketing spending for social media influencers around 20-30% higher than last year and continues to increase until now (Hermanda et al., 2019). In Indonesia, based on the survey, the most purchased products by respondents through social media fashion products became the majority at 61%, followed by cosmetic products at 43% (Hootsuit cited in Winata & Alvin, 2022). In 2023, based on a survey, Instagram is the social media with the second most users in Indonesia. However, surveys state that Instagram managed to become the first choice of Gen Z (We are social, 2022).

Influencer marketing has become a means of persuasion for customers. As many as 60% of companies make influencer marketing as a means of marketing on social media. This statistic is fundamental that influencer marketing is useful for companies in engaging consumers. The role of influencers who can provide psychological ties with long-term relationships, in accordance (Geyser, 2024; Tafesse & Wood, 2021) with the brand's goals with consumers, namely, forming a community that can develop the suitability, interest, and relevance of products to the content created. Influencers and brands collaborate because the content that influencers produce on social media gets a better response from users (Casaló et al., 2020). Influencers' recommendations are highly valued by their followers, who take their advice and tend to acquire and recommend products promoted through collaborations with brands. Given the effectiveness of these collaborations, in recent years brands have gradually increased the investment they make in the promotional actions they take with influencers (Belanche et al., 2021).

Social media features in interacting with others influence people to compare themselves with others based on research (Meier et al., 2020). Marketers and brands innovate on social media influencers with features on social media, especially Instagram platforms, and influencers from the field of beauty influencers. Recommended products from social media influencers gain a level of trust compared to recommended products from family or friends, with a total of 40% of consumer purchases by social media influencers (Sekhon et al., 2015). The importance of influencers' social media relationships with their followers is vital for the success of an influencer marketing campaign (Stubb et al., 2019). The level of popularity of beauty influencers in the world is increasing with the emergence of the beauty field on social media in Indonesia. Based on data from databoks.katadata.co.id the most popular beauty influencer in Indonesia based on the number of followers on Instagram is Tasya Farasya (@tasyafarasya), having 5.1 million followers on her Instagram account as of March 2022, followed by Jharna bhagwani 3.3 million, Nanda Arsyinta 2.4 million, Rachel Goddard 1.1 million, and Abel Cantika 1 million.

In this study, researchers chose two of the five most popular beauty influencers in Indonesia, namely Tasya Farasya and Abel Cantika. In line with research that selects influencers (Belanche et al., 2021) with characteristics in the form of well-known influencers. Both influencers in this study have followers who are Indonesian nationals so that they will have cultural differences under research that discusses differences (Matshoba-Ramuedzisi et al., 2022) in follower relationships on social media in various countries. Belanche et al. (2021) research is the main reference because it discusses how the influence of social media content on Instagram by influencers based on perceptions and behaviors formed with stimulus-organism-response (S-O-R) frameworks that influence the behavior of followers of influencers to follow, imitate and recommend influencers.

While prior research has explored how social media content shapes follower behavior, there's a notable gap in understanding the intricate dynamics of influencer-follower relationships within the Indonesian cultural context. Furthermore, there's a need to explore how the S-O-R framework can be applied to unravel the cognitive and emotional stages of follower response to influencer content on Instagram, especially in the realm of beauty influencers. This research seeks to fill these gaps, offering valuable insights into the complex interplay between

influencers and followers, thus aiding both industry practitioners in refining marketing strategies involving influencers and academics in advancing their understanding of these dynamics. This research is expected to be useful and help various parties, including practitioners in the industry in learning how to manage marketing tools in the form of influencers and maintain relationships between influencers, products, and followers, as well as academics in learning more about the relationship between the variables described in the study. The purpose of this study is to analyze the influence of a sequence of stimuli in the form of product posts and beauty influencers on social media-influenced various oganisms so that responses in the form of intentions to follow beauty influencer accounts, Imitate the lifestyle of beauty influencers, and recommend these beauty influencers.

Method

The framework used in marketing research projects is the basis for answering predetermined problem formulations. This study adopts a conclusive design to measure phenomena from specific hypotheses and examine relationships between specific variables. The data collection method was carried out through an online survey with questionnaires, with the research model as a development of previous research. The questionnaire consists of seven carefully arranged types of variables, including preamble, screening questions, core questions, and respondent profile questions. The targeted respondents are Generation Z and millennial individuals in Indonesia who are over 18 years old and follow at least one influencer on Instagram. The minimum sample desired for this study was 260 respondents.

Data analysis is carried out using the Partial Least Square-Structural Equation Model (PLS-SEM) method, with stages involving validity tests, reliability tests, and structural model analysis, all of which will be executed using SmartPLS software. In particular, researchers consider the impact of the relationship between influencers and followers so that in this study, the author will analyze based on the framework (S-O-R) all major agents (influencers, and followers) will be involved in cognitive and emotional stages which is followed by behavioral actions. The questionnaire is targeted at the followers of influencers in the field of beauty influencers. This research will use the S-O-R framework by using Instagram as a social media platform. After analyzing the questionnaire on respondents using stimuli in the form of posts from several beauty influencers.

Results and Discussion

Pre-test Validity and Reliability Test

Table 1. Pre-test Validity and Reliability Test Results

Construct/Variable	Item (Indicator)	loading factor	SME	Bartlett's Test
Product- Influencer Congruence (PIC)	PIC1	0.791	0,779	0,000
	PIC2	0.802		
	PIC3	0.787		
	PIC4	0.846		
Paid Communication (PC)	PC1	0.788	0,656	0,007
	PC2	0.796		
	PC3	0.742		
Influencer Credibility (IC)	IC1	0.805	0,512	0,000
	IC2	0.786		
	IC3	0.811		
	IC4	0.806		
Attitude Toward The Influencer (ATI)	ATI1	0.774	0,733	0,000
	ATI2	0.855		
	ATI3	0.759		
	ATI4	0.864		
Intention to Follow the Account (IFC)	IFC1	0.910	0,663	0,000
	IFC2	0.939		
	IFC3	0.809		
Intention to Follow the Advice (IFD)	IFD1	0.848	0,740	0,000
	IFD2	0.823		
	IFD3	0.898		
	IFD4	0.846		
	IR1	0.880	0,806	0,000

Construct/Variable	Item (Indicator)	loading factor	SME	Bartlett's Test
Intention to Recommend the Influencer (IR)	IR2	0.862		
	IR3	0.866		
	IR4	0.858		

Source: Research data processed with SPSS

The table above concludes all statements are valid because nilai korelasi (loading factor), Kaiser Mayer Olkin (KMO) > 0,50 dan nilai Bartlett's Test of Sphericity < 0,50. Therefore, the results of the instrument prove that the statement items on the questionnaire are said to be valid.

Table 2. Pre-test Reliability Test Results

Construct/Variable	Reliability (Cronbach's Alpha)
Product- Influencer Congruence (PIC)	0,819
Paid Communication (PC)	0,661
Influencer Credibility (IC)	0,809
Attitude Toward The Influencer (ATI)	0,822
Intention to Follow the Account (IFC)	0,860
Intention to Follow the Advice (IFD)	0,875
Intention to Recommend the Influencer (IR)	0,880

Source: Research data processed with SPSS

From Table 2 it can be explained that the value (Cronbach's Alpha) of all variables is greater than 0.6, much higher when compared to the value of stable. Therefore, the results of the instrument reliability test prove that all variables are reliable.

Descriptive Analysis

Table 3. Descriptive AnalysisIVariabel Product-Influencer Congruence

Indicator	N	Mean	Std. Deviation	Total Mean
PIC1	306	6.23	0.753	
PIC2	306	6.21	0.760	
PIC3	306	6.20	0.782	6.21
PIC4	306	6.17	0.802	
Valid N (listwise)	306			

Source: Processed by Researcher

Table 3 shows that the Product-Influencer Congruence variable has 4 indicators with a total mean value of 6.21 from a maximum scale of value 7 on a 7-point likert scale. The average value of each question item for PIC1 is above 6.21, while the average value of PIC3 and PIC4 items is below the total average value. As for the average value of PIC2 items, it is equal to the total average value.

Descriptive Analysis of Paid Communication (PC) Variables

Table 4. Descriptive AnalysisIVariabel Paid Communication

Indicator	N	Mean	Std. Deviation	Total Mean
PC1	306	6.01	0.879	
PC2	306	5.99	0.870	
PC3	306	5.79	1.050	5.93
Valid N (listwise)	306			

Source: Olahan Researcher

Table 4 shows that the Paid Communication variable has 3 indicators with a total mean value of 5.93. The average value of each question item for PC1 and PC2 was above 5.93, while the average value of PC3 items was below the total average value.

Table 5. Descriptive Analysis of Influencer Credibility

Indicator	N	Mean	Std. Deviation	Total Mean
IC1	306	6.14	0.908	
IC2	306	6.15	0.791	
IC3	306	6.22	0.710	6.18
IC4	306	6.24	0.743	

Valid N (listwise)	306

Source: Processed by Researcher

Table 5 shows that the Influencer Credibility variable has 4 indicators with a total mean value of 6.18. The average value of each question item for IC3 and IC4 was above 6.18, while the average value of IC1 and IC2 items was below the total average value.

Table 6. Descriptive Analysis of Attitude Toward The Influencer

Indicator	N	Mean	Std. Deviation	Total Mean
ATI1	306	6.24	0.721	
ATI2	306	6.14	0.716	
ATI3	306	6.24	0.717	6.19
ATI4	306	6.17	0.759	
Valid N (listwise)	306			

Source: Processed by Researcher

Table 6 shows that the Attitude Toward The Influencer variable has 4 indicators with a total mean value of 6.19. The average value of each question item for ATI1 and ATI3 was above 6.19, while the average value of ATI2 and ATI4 items was below the total average value.

Tabel 7. Analisis DeskriptifIVariabel Intention to Follow the Account

Indicator	N	Mean	Std. Deviation	Total Mean
IFC1	306	6.13	0.843	
IFC2	306	6.06	0.831	
IFC3	306	6.08	0.850	6.09
Valid N (listwise)	306			

Source: Processed by Researcher

Table 7 shows that the variable Intention to Follow the Account has 3 indicators with a total mean value of 6.09. The average value of each question item for IFC1 is above 6.09, while the average value of IFC2 and IFC3 items is below the total average value.

Ta**ble 8.** Descriptive Analysis of IVariabel's Intention to Imatate the Influencer

Indicator	N	Mean	Std. Deviation	Total Mean
IFD1	306	6.15	0.958	
IFD2	306	6.03	0.830	
IFD3	306	6.11	0.897	6.09
IFD4	306	6.09	0.812	
Valid N (listwise)	306			

Source: Processed by Researcher

Table 8 shows that the Intention to Imatate the Influencer variable has 4 indicators with a total mean value of 6.09. The average value of each question item for IFD1 and IFD3 is above 6.09 and IFD4 is equal to the total average value, while the average value of IFD2 items is below the total average value.

Tabel 9. Analisis DeskriptifIVariabel Intention to Recommend the Influencer

Indicator	N	Mean	Std. Deviation	Total Mean
IR1	306	6.24	0.831	
IR2	306	6.08	0.841	
IR3	306	6.18	0.850	6.12
IR4	306	5.98	0.974	
Valid N (listwise)	306			

Source: Processed by Researcher

Table 9 shows that the variable Intention to Recommend the Influencer has 4 indicators with a total mean value of 6.12. The average value of each question item for IR1 and IR3 was above 6.12, while the average value of IR2 and IR4 items was below the total average value.

Analysis Partial Least Square (PLS)

Evaluation of the Measurement Model (Outer Model) Main Test

Based on Table 10 from the outer loading test shows all indicator values are valid because the values are above 0.70. In the convergent validity test based on outerloading will be declared valid when the loading factor value

is above 0.70. In addition to convergent validity tests (Hair et al., 2022), discriminant validity tests are also carried out. The discriminant validity test in SEM-PLS aims to test to what extent the latent construct is completely different from other constructs.

Table 10. Convergent Validity Test Results based on Outer Loading

Indicator	Attitude toward the Influencer	Influencer Credibility	Intention to Imitate	Intention to Recommend	Intention to follow the Account	Paid Communication	Product-Influencer Congruence
ATI1	0,798						
ATI2	0,742						
ATI3	0,728						
ATI4	0,811						
IC1		0,775					
IC2		0,749					
IC3		0,727					
IC4		0,714					
IFC1					0,820		
IFC2					0,779		
IFC3					0,773		
IFD1			0,798				
IFD2			0,765				
IFD3			0,786				
IFD4			0,790				
IR1				0,753			
IR2				0,722			
IR3				0,758			
IR4				0,712			
PC1						0,840	
PC2						0,840	
PC3						0,812	
PIC1							0,832
PIC2							0,740
PIC3							0,797
PIC4							0,821

Source: Research results (SmartPLS output), 2023

Testing the validity of this discriminant using the Heterotrait-Monotrait Ratio (HTMT). This is an evaluation of the degree of correlation between two perfectly measured constructs. According to (Henseler et al., 2015) the reference value produced by HTMT inference is -1 < HTMT <1, which can be interpreted as the HTMT value at the Upper Level of 95% cannot be lower than -1 and cannot be higher than 1. If it is more or less than the reference value, then the item has a higher correlation to other constructs. Here are the results of the HTMT test in this study:

Table 11. Discriminant Validity Analysis

	Attitude toward the Influencer	Influencer Credibility	Intention to Imitate	Intention to Recommend	Intention to follow the Account	Paid Communication	Product-Influencer Congruence
Attitude toward the Influencer	0,771						
Influencer Credibility	0,499	0,742					
Intention to Imitate	0,443	0,557	0,785				
Intention to Recommend	0,527	0,526	0,613	0,737			

	Attitude toward the Influencer	Influencer Credibility	Intention to Imitate	Intention to Recommend	Intention to follow the Account	Paid Communication	Product-Influencer Congruence
Intention to follow the Account	0,459	0,485	0,542	0,585	0,791		
Paid Communication	0,304	0,330	0,374	0,399	0,295	0,831	
Product-Influencer Congruence	0,381	0,454	0,290	0,392	0,346	0,221	0,798

Source: Research results (SmartPLS output), 2023

Based on Table 11 above, it can be seen that all variables in this study have HTMT values in the range of -1 < HTMT <1. The conclusion from the HTMT value in the table is that the items in the study did not have a higher correlation to other constructs. The next test is the measurement of the internal consistency of the measuring instrument. The construct is said to be reliable when it has a composite reliability value and a Cronbach alpha of > 0.60 based on Nunnaly's 1978 research. Average variance extracted (AVE) is used to evaluate discriminant validity with criteria > 0.50 (Fornell & Lacker cited in Ab Hamid et al., 2017). The results of construct reliability testing for this study are presented in Table 12.

Table 12. Construct Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Attitude toward the Influencer	0,772	0,854	0,594
Influencer Credibility	0,731	0,830	0,550
Intention to Imitate	0,792	0,865	0,616
Intention to Recommend	0,719	0,826	0,543
Intention to follow the Account	0,705	0,833	0,625
Paid Communication	0,777	0,870	0,690
Product-Influencer Congruence	0,809	0,875	0,637

Source: Research results (SmartPLS output), 2023

Table 12 shows that composite reliability and Cronbach's alpha have met the variable reliability of > 0.60 and AVE value > 0.50. The conclusion is that the variables in this study are declared reliable so that the results of the measurement model (outer model) variables have been qualified. Before conducting structural model analysis, model fit testing is carried out to see whether the model is suitable for testing at the next stage or not. In PLS-SEM, the category that can be seen to assess the fit model is the Standardized Root Mean Square Residue (SRMR) with a reference value of <0.08. (Hu & Bentler cited in Cheung et al., 2023), say that if the SRMR value <0.08 then the model can be said to be a good fit. Based on Table 13, it can be seen that the SRMR value in this study is <0.08 so the model in this study can be said to be a good fit. (Hair et al., 2022).

Table 13. Model Fit

Category	Acceptance Parameter	Source	Result
Standardized Root Mean Square Residue (SRMR)	SRMR < 0,08	(Cheung et al., 2023; Hair et al., 2022)	0.065

Source: Processed by Researchers

Figure 3 below shows the results of modeling in this study and the outer loading value in each indicator on the latent variable construct in this study.

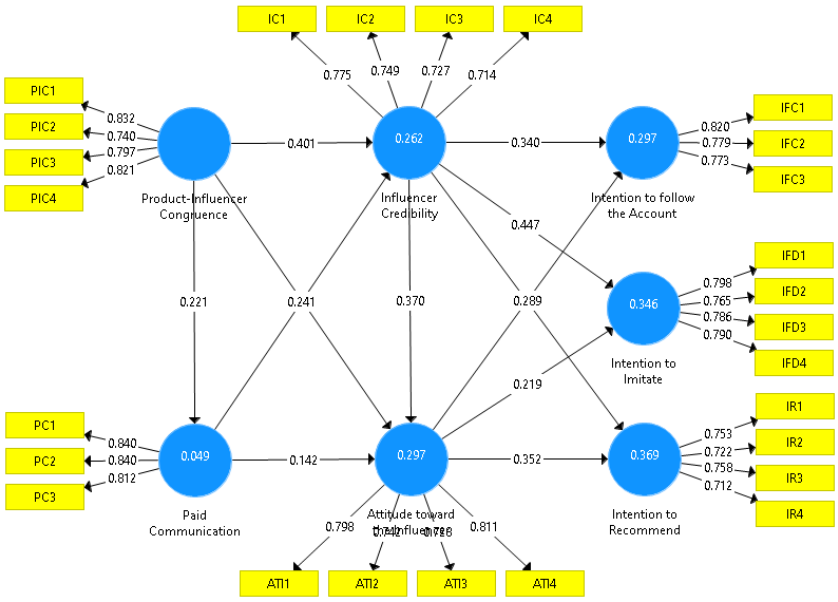

Figure 3. Measurement Model
Source: Research results (SmartPLS output), 2023

Based on Figure 3 above, it can be seen that all outer loading values of each indicator on the latent variable construct are above 0.70. Based on (Hair et al., 2022), it is said that convergent validity has good validity if it has an outer loading value of >0.70. Therefore, the analysis in this study can be continued.

Structural Model Evaluation (Inner Model)
After analyzing the measurement model, the next stage is to test the structural model consisting of R^2, F^2, Q^2, and path coefficient (Hair et al., 2022).

R Square (R^2) Testing
R^2 testing is carried out to find out how much variability of endogenous variables can be explained by exogenous variables according to research . If the R^2 value touches the value of 1, then the prediction accuracy level is declared perfect and vice versa. Table 14 describes the results of the R^2 and R^2 adjusted tests in this study: (Hair et al., 2022).

Table 14. R^2 Test Results

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

Source: Research results (SmartPLS output), 2023

The R^2 value is used to determine how much influence the exogenous variable has on the endogenous variable. Based on Table 4.5.5, it can be seen that the intention to recommed can be explained by influencer credibility and attitude toward the influencer by 36.9%, while the rest is explained by 63.1% by other variables outside the studied. Likewise, the intention to imitate can be explained by influencer credibility and attitude toward the influencer by 34.6%, while the rest is explained by 65.4% by other variables outside the studied. Then the intention to follow the account can be explained by influencer credibility and attitude toward the influencer by 29.7%, while the rest is explained by 70.3% by other variables outside the studied. Attitude toward the influencer can be explained by product-influencer congruence, paid communication and influencer credibility at 29.7%. While influencer credibility can be explained by product-influencer congruence and paid communication by 26.2%. Then paid communication can be explained by product-influencer congruence of 4.9%.

Pengujian Effect Size (F^2)

Effect size (f^2) analysis is performed to see how much change there is an exogenous variable with a substantive construct to the endogenous variable. Effect size f^2 with a value of >0.02 means that it has a weak influence; >0.15 means it has a moderate influence, and>0.35 means that it has a strong structural influence. The following are the results of effect size (f^2) testing in the study according to Table 15 (Hair et al., 2022).

Table 15. F^2 Test Results

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

Source: Research results (SmartPLS output), 2023

Based on Table 15, we can see the results of the exogenous contribution test with the value of f^2. The variable that has a moderate influence is the Intention to Imitate variable, the highest value is obtained from the Influencer Credibility variable with a value of 0.230 and in the Influencer Credibility variable, the highest value is obtained from Product-Influencer Congruence variable with a value of 0.207. In addition, other variables have a weak influence.

Stone-Geisser Testing (Q^2)

Stone-geyser analysis is performed to understand the predictive ability of a model by analyzing the Q^2 value. In this stone-gasser test, the condition that must be met is that the ability relevance value is more than zero. A Q^2 value of >0.002 indicates that the model is weak, Q^2 >0.15 indicates that the model is moderate, and a Q^2 value of >0.35 indicates that the model is strong. According to, it is said that a Q^2 value of >0 indicates that the model has predictive (Ghozali, 2015) relevance, and a Q^2 value of <0 indicates that the model lacks predictive relevance. Here are the results of the stone-geyser (Q^2) test in this study:

Table 16. Stone-Geisser Test Results (Q^2)

	SSO	SSE	Q^2 (=1-SSE/SSO)
Attitude toward the Influencer	1224,000	1037,743	0,152
Influencer Credibility	1224,000	1070,392	0,125
Intention to Imitate	1224,000	977,841	0,201
Intention to Recommend	1224,000	993,356	0,188
Intention to follow the Account	918,000	758,863	0,173
Paid Communication	918,000	897,706	0,022
Product-Influencer Congruence	1224,000	1224,000	

Source: Research results (SmartPLS output), 2023

Based on Table 16 it can be seen that the Q^2 value of all variables has a value of more than 0. So it can be said that the model in this study has predictive relevance for endogenous or dependent constructs. It can be said that exogenous latent variables can predict their endogenous variables well.

Path Coefficient Analysis

The structural model becomes a link between latent variables/constructs whose entire indicators have been tested for the validity of the indicators forming latent variables. With conformity tests and statistical tests, you will get the results of full PLS model data processing. The results of the data processing are shown in Figure 4.

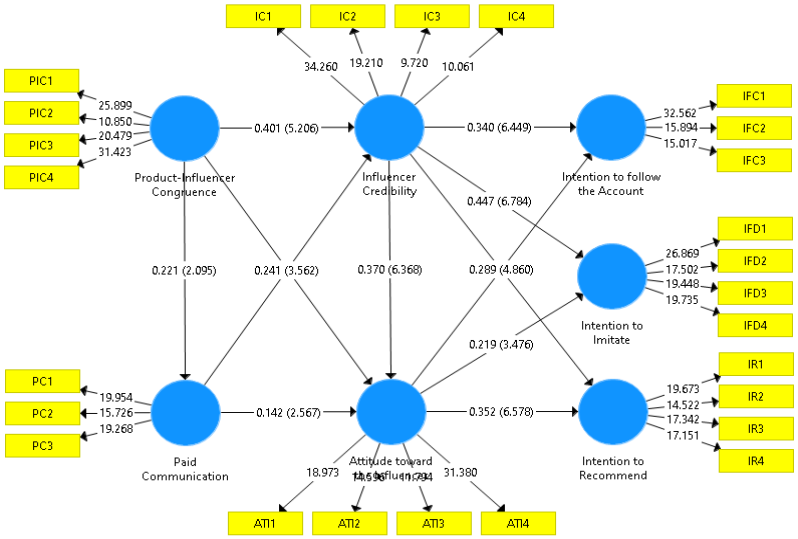

Figure 4. Structural Model
Source: Research results (SmartPLS output), 2023

The structural model shows the influence of latent variables on each other by paying attention to t-values (t-statistics) and p-values (p-values). A significant effect of the latent variable is when the t-statistic $\geq$ 1.96 and the p-value $\leq$ 0.05. The amount of influence of each variable is seen from the value of the coefficient. For more details, the t-values and coefficients of structural models are attached to Table 17.

Table 17. The value of the coefficient in the structural model

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

Source: Research results (SmartPLS output), 2023

Based on the table above, the t-value in the structural model, it can be identified that the entire trajectory has a positive and significant influence because it has a t-statistic > 1.96/p value < 0.05 and no trajectory that does not have a significant effect or has a t-statistic < 1.96/p value > 0.05. Based on the results of the analysis above, it can be seen from the results of this research hypothesis test that from 12 hypotheses all hypotheses are accepted.

Table 18. Hypothesis Test Results

Hipotesis	Hypothesis Statement	T-Values	P-Values	Result
H1	Perceived Product-influencer congruence negatively affects followers' perception of Perception of Paid Communication.	2,095	0,018	Accepted
H2	Perceived Product-influencer congruence positively affects followers' perception of Influencer Credibility	5,206	0,000	Accepted
H3	Perceived influencer-product congruence positive influence on Followers' Attitudes Toward the Influencer	2,443	0,007	Accepted
H4	Perception of Paid Communication berpengaruh negatif terhadap persepsi followers pada Influencer Credibility.	3,562	0,000	Accepted
H5	Perception of Paid Communication Influential Negative to Followers' Attitudes Toward the Influencer	2,567	0,005	Accepted
H6	Influencer Credibility positive influence on Followers' Attitudes Toward the Influencer.	6,368	0,000	Accepted
H7a	Influencer Credibility Positively affects followers' intentions to continue Influential follow the account	6,449	0,000	Accepted
H7b	Influencer Credibility positively influences followers' intentions to imitate the influencer	6,784	0,000	Accepted
H7c	Influencer Credibility positively affects followers' intentions to recommend the influencers	7,622	0,000	Accepted
H8A	Followers' Attitudes Toward the Influencer Positively affect the intention of followers to continue following the account	4,860	0,000	Accepted
H8b	Followers' Attitudes Toward the Influencer Positively affect followers' intentions to imitate the influencer	3,476	0,000	Accepted
H8c	Followers' Attitudes Toward the Influencer Positively affect followers' intentions to recommend the influencers	6,578	0,000	Accepted

Source: Processed by Researcher

Based on Table 18 above, it can be seen that H1 has a t-value of 2.095 and a p-value of 0.018. This means that brand and influencer compatibility have a negative influence on followers' perception of ad posts. The fit between influencers and the products they promote is very important to increase the effectiveness of influencer-based marketing campaigns in line with research in journals (Kim & Kim, 2021). Conversely, when influencers deviate from the topics they're used to covering on their accounts, and feature products that don't match their regular content, it's more likely that their followers will be surprised to find the material they didn't expect, which in turn, can lead to feelings of confusion (Phua et al., 2018; Stubb et al., 2019).

The results of the analysis in this study are different from previous studies that showed that (Blanche et al., 2021)followers reacted negatively to unexpected inconsistent stimuli. In contrast to the findings in this study product-influencer matches have a negative influence on followers' perceptions of ad posts. This means that in empirical conditions there are differences in the characteristics of followers in Indonesia, causing the perception of content suitability not to affect the perception of followers that they are looking at ads. So followers do not feel consistency in the content of ad posts, because they tend to develop positive ratings of their influencers. Rather, these findings fit with research in (Gao & Wu, 2019; Matshoba-Ramuedzisi et al., 2022) that there are clear differences between Eastern and Western countries in terms of how implicit they understand followers. Cultural differences as a contributing factor to these differences. Therefore, it can be said that H1 is accepted.

H1: Perceived Product-influencer congruence Negatively affects followers' perception of Perception of Paid Communication.

Table 18 shows that H2 has a t-value of 5.206 and a p-value of 0.000. This means that product-influencer compatibility has a positive effect on followers' perception of influencer credibility. Previous research has found a significant relationship between the matching hypothesis and the source credibility model in the context of celebrity endorsements. The high fit between the endorser and the product being promoted makes the source considered more credible based on research statements in journals. Thus, it is expected that (Kim & Kim, 2021; Mishra et al., 2015; Phua et al., 2018) followers will perceive congruent influencer product content as something natural, and under content that is published regularly on influencer accounts. This will result in followers developing a higher perception of credibility towards influencers. Therefore, it can be said that H2 is accepted.

H2: Perceived Product-influencer congruence Positively affects the perception of followers on Influencer Credibility.

Table 18 shows that H3 has a t-value of 2.443 and a p-value of 0.007 so the value states the accepted hypothesis. Compatibility between products and influencers can influence followers to follow the content uploaded by influencers (Djafarova & Rushworth, 2017). Followers then have a deep understanding of the type of content typically published by influencers. So, if an influencer starts advising their posts about a product that doesn't fit their usual theme, chances are that followers' evaluation of the influencer will deteriorate. Since one of the main cornerstones of influencer-follower relationships is the presence of shared interests, values, and lifestyles, when influencers collaborate with brands, it is important for them to maintain content consistency usually based on research (Schouten & Janssen, 2019). Therefore, it can be said that H3 is accepted. (Belanche et al., 2020; Casaló et al., 2020; Stubb et al., 2019)

H3: Perceived influencer-product congruence positive effect on Followers' Attitudes Toward the Influencer.

Based on Table 18 above, it can be seen that H4 has a t-value of 3.562 and a p-value of 0.000. This means that the perception of ad posts negatively affects followers' perception of the influencer's credibility. When collaborating with brands, influencers create and post messages recommending their products, and receive financial compensation in return (Stubb et al., 2019). In this case, if influencers specifically highlight the positive aspects of a product, without giving a sufficiently objective assessment, their followers may react by assuming that they are being faced with paid communication (De Veirman & Hudders, 2020). Followers may then begin to believe that the information usually provided by influencers is not as genuine as they previously thought.

In contrast to findings in previous studies that show that posts that are advertising will reduce the credibility of influencers. In the results of this study, (Belanche et al., 2021) followers believe that any post submitted by an influencer does not change their attitude towards the post, even though the influencer's post is an advertisement. Followers believe that influencers' posts are biased for commercial purposes (Stubb et al., 2019). When influencers collaborate with brands to promote their products, this affects the follower's subsequent attitude towards the message and the brand being promoted, so followers give greater credibility to an influencer because he or she is considered a valuable source of information. Therefore, it can be said that H4 is accepted.

H4: Perception of Paid Communication negatively affects the perception of followers on Influencer Credibility.

Table 18 shows that H5 has a t-value of 2.567 and a p-value of 0.005. This means that the perception of ad posts negatively affects the perception of followers to influencers. When consumers become aware that they are receiving an advertisement, they may activate defensive coping mechanisms in line with research (Friestad & Wright cited in Evans et al., 2017). As a result, followers can be triggered to experience feelings of confusion, skepticism, and irritation, which can adversely affect their attitude towards the source in research (De Veirman & Hudders, 2020; Stubb et al., 2019). When followers realize that influencers are compensated for promoting a product, they become increasingly critical of influencers, thus weakening their attitude evaluations (Dhanesh & Duthler, 2019).

The results of this study are different from the conclusions of previous studies that showed that when influencers are perceived as non-objective sources of advertisements posted by influencers in the (Belanche et al., 2021) form of paid communication, followers tend to develop negative attitudes towards them. However, the findings of the study show that the perception of ad posts negatively affects the perception of follower behavior to influencers. This shows that advertising posts from influencers are packaged in the form of content that has a visual design and content function so that it does not affect the perception of follower behavior to influencers. This finding is in line with research showing that both native ads and paid content combined with visual design will result in (Leonard et al., 2017) followers no matter whether the native ad is sponsored content and the source of the content. Therefore, it can be said that H5 is accepted.

H5: Perception of Paid Communication negatively affects Followers' Attitudes Toward the Influencer.

From Table 18 it can be seen that H6 has a t-value of 6.368 and a p-value of 0.000. This means that the credibility of the influencer has a positive effect on the behavior of followers towards the influencer. To maintain a successful community on social media, influencers must build their followers' perceptions of their credibility as per statements (Tafesse & Wood, 2021) research (Sokolova & Perez, 2021). Therefore, when influencers collaborate with brands to promote their products, they need to maintain followers' perceptions regarding their credibility, as this positively influences subsequent followers' attitudes towards the message and brand promoted as per research (Breves et al., 2019; Schouten & Janssen, 2019). Moreover, when followers give greater credibility to an influencer, it also increases their attitude toward him as he is considered a valuable source of information. The underlying reason for this is that when followers feel that an influencer is trustworthy, they will feel closer and develop a better opinion of the influencer (Djafarova & Rushworth, 2017). Therefore, it can be said that H6 is accepted.

H6: Influencer Credibility positive effect on Followers' Attitudes Toward the Influencer.

Table 18 shows that H7a has a t-value of 6.449 and a p-value of 0.000. While H7b has a t-value of 6.784 and a p-value of 0.016, and H7c has a t-value of 7.622 and a p-value of 0.000. This means that influencer credibility positively affects followers' intentions to keep following accounts, imitating influencers, and recommending influencers to others. Previous research (Sokolova & Perez, 2021) showed that the credibility of influencers significantly influenced the behavioral intentions of their followers to buy the products they promoted. The perceived credibility of endorsers has also been shown to be a precursor to their followers' behavioral intentions to follow their updates and act on the information they post on their blogs (Cosenza et al., 2015). In addition, followers tend to recommend sources (such as influencer accounts) because they are considered to have a good understanding of a particular topic and provide trustworthy opinions (Thakur et al., 2016). Therefore, it can be said that H7a, H7b, and H7c are accepted.

H7a: Influencer Credibility Positively affects the intention of followers to Continue to Follow the Account.
H7b: Influencer Credibility Positively affects the intention of followers to Imitate the Influencer.
H7c: Influencer Credibility Positively affects the intention of followers to Recommend the Influencer.

Table 4.6.1 shows that H8a has a t-value of 4.860 and a p-value of 0.016. While H8b has a t-value of 3,476 and a p-value of 0.000, and H8c has a t-value of 6,578 and a p-value of 0.000. This means that follower behavior towards influencers positively affects the intention of followers to keep following accounts, imitating influencers, and recommending influencers to others. The theory of planned behavior posits that attitudes are antecedents of behavioral intentions. Influencers are naturally interested in promoting this behavior on their profiles to increase the spread and popularity of their accounts. If followers find the influencer attractive, they are likely to continue to follow the influencer's account (Hsieh et al., 2023). Furthermore, when followers develop a favorable opinion of an influencer, they tend to follow the influencer's advice and recommend the influencer's account to others around the follower (Kim & Kim, 2021). Therefore, it is stated that H8a, H8b, and H8c are accepted.

H8A: Followers' Attitudes Toward the Influencer Positively affect the intention of followers to Follow the Account.
H8b: Followers' Attitudes Toward the Influencer Positively affect the intention of followers to Imitate the Influencer.
H8c: Followers' Attitudes Toward the Influencer Positively affect the intention of followers to Recommend the Influencer.

Conclusion

Based on the results of the analysis and discussion, the conclusions of this study can be described as follows. First, followers' behavior towards influencers, including intentions to stay on account, imitate influencers, and recommend to others, is positively influenced by followers' attitudes towards beauty influencers, showing a close relationship between followers' attitudes and responses to influencers. Second, influencer credibility has a positive impact on followers' intentions to stay on accounts, imitate influencers, and recommend to others, confirming that beauty influencer credibility plays an important role in shaping follower response. Third, the credibility of influencers also has a positive influence on follower behavior towards influencers, confirming the close relationship between credibility and followers' attitudes towards beauty influencers. Fourth, the perception of ad posts harms followers' perceptions of influencers' credibility and followers' behavior towards influencers, indicating that advertising posts on social media affect followers' perceptions and responses to beauty influencers. Fifth, the match between product and influencer has a negative influence on followers' perception of ad posts, while having a positive impact on follower behavior towards influencers and influencer credibility, showing that product-influencer congruence has a significant role in paid advertising, credibility, and follower response to beauty influencers.

Theoretical contributions from this research include the development of an S–O-R (Stimulus-Organism-Response) model for influencer marketing campaigns, by exploring follower responses to influencer messages and brand collaborations on social media. The research also contributes to understanding product and influencer fit, broadening the perspective from one influencer to two. In addition, this study validates the relationship between the congruence hypothesis and the credibility model in the context of a new phenomenon, namely influencer marketing. The managerial implications that can be taken from this study involve the choice of influencer marketing strategies by cosmetic brands in Indonesia, emphasizing the importance of influencer credibility, product-influencer compatibility, and ad post-management to influence follower perception and response positively. The study also identifies several limitations, including replication of models from previous studies, and proposes suggestions for future research, such as the addition of brand and influencer match effect variables, research in other sectors, and different social media use.

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