

INFLUENCER'S TRUSTWORTHINESS AND ATTITUDE TO INCREASE PURCHASE INTENTION IN GENERATION Z BASED ON THEORY OF PLANNED BEHAVIOR

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Abstract

The aim of this study is to examine the correlation between the trustworthiness of influencers and the attitude of Generation Z in influencing their intention to make purchases, utilizing the theory of planned behavior. This study utilizes a quantitative approach and applies a purposive sampling procedure to collect a total of 218 samples. The analysis is performed using Structural Equation Modeling (SEM) and aided by AMOS 24 Graphics software. This study discovered a significant positive correlation between online customer reviews and attitude. Attitude has a significant positive correlation with brand loyalty, purchase intention, and electronic word of mouth. Brand loyalty also has a significant positive correlation with purchase intention. There are new findings, namely a significant positive correlation between influencer's trustworthiness and attitude, and electronic word of mouth has a significant negative correlation to purchase intention. This study has implications for companies regarding product quality and inconsistency of product ratings that cause eWOM to have a negative relationship with purchase intentions. This research has an update on the variable, namely the influencer's trustworthiness, to measure influencer trust.

Keywords: Influencer's trustworthiness, online customer reviews, attitude, brand loyalty, electronic word of mouth, purchase intention

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INTRODUCTION

According to the "World Sports Nutrition Food Market - Opportunities and Forecasts 2014-2020" Report, the total worldwide sales of sports food are expected to reach 33.6

billion dollars¹. The establishment of robust evidence is essential to inform and support the formulation of new product development strategies. This is necessary to facilitate the anticipated expansion in the sports nutrition industry and to effectively address the issue of product claim credibility within the industry². The sports nutrition sector has undergone adjustments due to shifting worldwide trends and consumer concerns. According to legal regulations, sports nutrition products are required to only consist of components that are deemed safe³. Consumers who use sports nutrition products are influenced by their exercise profile (frequency, context, reason, and product suggestions) and socio-demographics (gender, age, education, and employment status)⁴. This study uses the theory of planned behavior, where the theory can be defined as a theory that is very effective in predicting environmentally conscious behavior or behavioral intentions, one of the determining factors is attitude⁵.

The researcher determined the subject and object based on mini-research, the results show that respondents are dominated by 19-24 years old, in this case, the researcher chooses Generation Z to be used as the research subject. According to Thangavel et al⁶, Generation Z has a birth year range of 1996-2010, thus, Generation Z has an age range between 13-27 years old in 2023. As for the determination of the object, the author chose three products as the object of his research, namely L-Men, Evolene, and Muscle First. This is because many respondents choose these products as their purchase intention.

The element of novelty in this research is the influencer's trustworthiness. This variable is the influence of customer trust in influencers and affiliated companies for source credibility, comparable to attractiveness⁷. The addition of new variables in this study is intended to test whether trust in influencers will affect attitude, which in turn can increase

¹ Pengbo Cui and others, 'Advances in Sports Food: Sports Nutrition, Food Manufacture, Opportunities and Challenges', *Food Research International*, 157.April (2022), 111258 <<https://doi.org/10.1016/j.foodres.2022.111258>>.

² Conor C. Carey, Lorna Doyle, and Alice Lucey, 'Nutritional Priorities, Practices and Preferences of Athletes and Active Individuals in the Context of New Product Development in the Sports Nutrition Sector', *Frontiers in Sports and Active Living*, 5.February (2023), 1–13 <<https://doi.org/10.3389/fspor.2023.1088979>>.

³ Marta Arenas-Jal and others, 'Trends in the Food and Sports Nutrition Industry: A Review', *Critical Reviews in Food Science and Nutrition*, 60.14 (2020), 2405–21 <<https://doi.org/10.1080/10408398.2019.1643287>>.

⁴ Joshua Wesana and others, 'On Consumers' Use, Brand Preference and Equity of Sports Nutrition Products', *British Food Journal*, 122.2 (2020), 635–54 <<https://doi.org/10.1108/BFJ-08-2019-0589>>.

⁵ Kumar Shalender and Naman Sharma, 'Using Extended Theory of Planned Behaviour (TPB) to Predict Adoption Intention of Electric Vehicles in India', *Environment, Development and Sustainability*, 23.1 (2021), 665–81 <<https://doi.org/10.1007/s10668-020-00602-7>>.

⁶ Packiaraj Thangavel, Pramod Pathak, and Bibhas Chandra, 'Millennials and Generation Z: A Generational Cohort Analysis of Indian Consumers', *Benchmarking*, 28.7 (2021), 2157–77 <<https://doi.org/10.1108/BIJ-01-2020-0050>>.

⁷ Natalya Saldanha, Rajendra Mulye, and Arnold Japutra, 'How Do Consumers Interact with Social Media Influencers in Extraordinary Times?', *Journal of Research in Interactive Marketing*, 2023 <<https://doi.org/10.1108/JRIM-02-2023-0062>>.

purchase intention.

Research conducted by Tandon et al⁸ found that eWOM has a significant positive influence on purchase intention, while research conducted by Jalil et al⁹ shows that eWOM is not influenced by purchase intention. Research results Zeng et al¹⁰ show that online customer reviews are significantly influenced by attitude. Different results from research conducted by Yen & Hoang¹¹, namely that online customer reviews do not affect attitude. The existence of a research gap makes researchers conduct research again on the relationship between these variables using the theory of planned behavior.

Table 1: Research Gap

Relationship	Tandon et al.	Jalil et al	Zeng et al	Yen & Hoang
Electronic Word of Mouth – Purchase Intention	Significant			
Electronic Word of Mouth - Purchase Intention		Insignificant		
Online Customer Reviews - Attitude			Significant	
Online Customer Reviews - Attitude				Insignificant

This study aims to examine the effect of an influencer's trustworthiness, online customer reviews, attitude, brand loyalty, and electronic word-of-mouth on purchase intention. This relationship will be linked to Generation Z's intention to purchase fitness supplement products.

An influencer's trustworthiness is a social media influencer who is considered

⁸ Abhishek Tandon, Aakash Aakash, and Anu G. Aggarwal, 'Impact of EWOM, Website Quality, and Product Satisfaction on Customer Satisfaction and Repurchase Intention: Moderating Role of Shipping and Handling', *International Journal of System Assurance Engineering and Management*, 11 (2020), 349–56 <<https://doi.org/10.1007/s13198-020-00954-3>>.

⁹ Mohamad Isa Abd Jalil and others, 'Halal Cosmetics Repurchase Intention: The Role of Marketing in Social Media', *Journal of Islamic Monetary Economics and Finance*, 7.4 (2021), 629–50 <<https://doi.org/10.21098/jimf.v7i4.1379>>.

¹⁰ Guojun Zeng and others, 'When Online Reviews Meet Virtual Reality: Effects on Consumer Hotel Booking', *Annals of Tourism Research*, 81.January (2020), 102860 <<https://doi.org/10.1016/j.annals.2020.102860>>.

¹¹ Nguyen Thi Hoang Yen and Dung Phuong Hoang, 'The Formation of Attitudes and Intention towards Green Purchase: An Analysis of Internal and External Mechanisms', *Cogent Business and Management*, 10.1 (2023) <<https://doi.org/10.1080/23311975.2023.2192844>>.

trustworthy, can inspire confidence and can be relied upon among their followers¹². Trustworthiness is as important in influencer marketing on social media¹³. The ongoing relationship between followers and influencers, as well as sales, and brands, is influenced by the level of trust that consumers and their influencers possess¹⁴. According to Gamage & Ashill¹⁵, trustworthiness is the extent to which an influencer is perceived as honest, reliable, and that trustworthiness can be seen. The trustworthiness of the influencer plays a very important role and influences the product being promoted. This is to maintain a sustainable relationship between the influencer and their followers.

Online customer reviews are one type of content generated by users¹⁶. Online customer reviews are important for consumers and can benefit a company as an evaluation material for its products¹⁷. Customers now share their product evaluations with their peers, thanks to electronic devices and information technology¹⁸. The study carried by Kim et al¹⁹ identified that customers engage in online reviews due to two primary incentives: self-beneficial motivations and motivations that help others. With easy access to the internet, consumers tend to rely on online reviews as a source of product information. Consumers also often choose to refer to reviews or comments from other users.

¹² Vasiliki Andonopoulos, Jenny (Jiyeon) Lee, and Christine Mathies, 'Authentic Isn't Always Best: When Inauthentic Social Media Influencers Induce Positive Consumer Purchase Intention through Inspiration', *Journal of Retailing and Consumer Services*, 75.July (2023), 103521 <<https://doi.org/10.1016/j.jretconser.2023.103521>>.

¹³ Hisashi Masuda, Spring H. Han, and Jungwoo Lee, 'Impacts of Influencer Attributes on Purchase Intentions in Social Media Influencer Marketing: Mediating Roles of Characterizations', *Technological Forecasting and Social Change*, 174.September 2021 (2022), 121246 <<https://doi.org/10.1016/j.techfore.2021.121246>>.

¹⁴ Omayma AlFarraj and others, 'Examining the Impact of Influencers' Credibility Dimensions: Attractiveness, Trustworthiness and Expertise on the Purchase Intention in the Aesthetic Dermatology Industry', *Review of International Business and Strategy*, 31.3 (2021), 355–74 <<https://doi.org/10.1108/RIBS-07-2020-0089>>.

¹⁵ Thilini Chathurika Gamage and Nicholas Jeremy Ashill, '# Sponsored-Influencer Marketing: Effects of the Commercial Orientation of Influencer-Created Content on Followers' Willingness to Search for Information', *Journal of Product and Brand Management*, 32.2 (2023), 316–29 <<https://doi.org/10.1108/JPBM-10-2021-3681>>.

¹⁶ Avinash Kumar, Shibashish Chakraborty, and Pradip Kumar Bala, 'Text Mining Approach to Explore Determinants of Grocery Mobile App Satisfaction Using Online Customer Reviews', *Journal of Retailing and Consumer Services*, 73.June 2022 (2023), 103363 <<https://doi.org/10.1016/j.jretconser.2023.103363>>.

¹⁷ Ali Abdallah Alalwan, 'Mobile Food Ordering Apps: An Empirical Study of the Factors Affecting Customer e-Satisfaction and Continued Intention to Reuse', *International Journal of Information Management*, 50.February 2019 (2020), 28–44 <<https://doi.org/10.1016/j.ijinfomgt.2019.04.008>>.

¹⁸ Musarrat Shaheen and others, 'Engaging Customers through Credible and Useful Reviews: The Role of Online Trust', *Young Consumers*, 21.2 (2020), 137–53 <<https://doi.org/10.1108/YC-01-2019-0943>>.

¹⁹ Jong Min Kim, Miyea Kim, and Sookyoung Key, 'When Profile Photos Matter: The Roles of Reviewer Profile Photos in the Online Review Generation and Consumption Processes', *Journal of Research in Interactive Marketing*, 14.4 (2020), 391–412 <<https://doi.org/10.1108/JRIM-10-2019-0163>>.

Attitude is described by habitual patterns in responding to an event, person, or object²⁰. Attitude can be described as a psychological response that arises from an individual's experience with an object²¹. According to Hsu²², when consumers encounter brands, they tend to evaluate and analyze the functionality of the products they are interested in. Consumer attitudes refer to an individual's perspective or evaluation of a particular brand or product. Consumer perceptions include how consumers perceive and understand a brand or product.

Brand loyalty is a positive attitude of consumers towards brands that can succeed and implement effective marketing²³. Brand loyalty is measured by how attached consumers are to the brand²⁴. Brand loyalty is synonymous with other operational definitions, such as preference, commitment, and trust²⁵. Brand loyalty occurs when customers commit to using the same brand and are not influenced by other brands²⁶. Brand loyalty is a condition where consumers have a strong and positive relationship with a brand. This is what consumers will buy often and have a strong preference for the product.

Electronic word of mouth refers to the words made by past consumers regarding a product and used as a brand comparison²⁷. EWOM refers to traditional word-of-mouth behavior that has been transformed and adapted to electronic platforms, making it easy to transmit messages to multiple recipients²⁸. EWOM often occurs within social networks

²⁰ Naman Sreen and others, 'Behavioral Reasoning Perspectives to Brand Love toward Natural Products: Moderating Role of Environmental Concern and Household Size', *Journal of Retailing and Consumer Services*, 61.March (2021), 102549 <<https://doi.org/10.1016/j.jretconser.2021.102549>>.

²¹ Wen Hai Chih, Li Chun Hsu, and Jaime Ortiz, 'The Antecedents and Consequences of the Perceived Positive EWOM Review Credibility', *Industrial Management and Data Systems*, 120.6 (2020), 1217–43 <<https://doi.org/10.1108/IMDS-10-2019-0573>>.

²² Li Chun Hsu, 'Antecedents and Consequences of Attitude Contagion Processes: The Example of Apparel Brand Fan Pages', *Journal of Product and Brand Management*, 29.1 (2020), 31–51 <<https://doi.org/10.1108/JPBM-07-2018-1930>>.

²³ Ming Way Li, Hsiu Yu Teng, and Chien Yu Chen, 'Unlocking the Customer Engagement-Brand Loyalty Relationship in Tourism Social Media: The Roles of Brand Attachment and Customer Trust', *Journal of Hospitality and Tourism Management*, 44.July (2020), 184–92 <<https://doi.org/10.1016/j.jhtm.2020.06.015>>.

²⁴ Tapan Kumar Panda and others, 'Social and Environmental Sustainability Model on Consumers' Altruism, Green Purchase Intention, Green Brand Loyalty and Evangelism', *Journal of Cleaner Production*, 243 (2020), 118575 <<https://doi.org/10.1016/j.jclepro.2019.118575>>.

²⁵ June Hyuk Kwon and others, 'Antecedent Factors That Affect Restaurant Brand Trust and Brand Loyalty: Focusing on US and Korean Consumers', *Journal of Product and Brand Management*, 30.7 (2020), 990–1015 <<https://doi.org/10.1108/JPBM-02-2020-2763>>.

²⁶ Achmad Aflah Aufa and Endy Gunanto Marsasi, 'The Influence of Perceived Risk and Loyalty on Purchase Intention of Fashion Products Based on the Theory of Perceived Risk', *Jurnal Ekonomi Akuntansi Dan Manajemen*, 22.1 (2023), 67 <<https://doi.org/10.19184/jeam.v22i1.37468>>.

²⁷ Kichan Nam and others, 'Determinants of Writing Positive and Negative Electronic Word-of-Mouth: Empirical Evidence for Two Types of Expectation Confirmation', *Decision Support Systems*, 129.October 2019 (2020), 113168 <<https://doi.org/10.1016/j.dss.2019.113168>>.

²⁸ Gina A. Tran and David Strutton, 'Comparing Email and SNS Users: Investigating e-Servicescape, Customer Reviews, Trust, Loyalty and E-WOM', *Journal of Retailing and Consumer Services*,

consisting of individuals who do not know each other²⁹. This type of eWOM consists of reviews, forums, and product feedback sites that specifically focus on product performance³⁰. EWOM is an important way in which consumers share information, opinions, testimonials, and recommendations about a product over the Internet. eWOM activities are carried out to share information by creating content or posting about products.

Purchase intention is someone who exerts effort to get a brand with the aim of making a purchase action³¹. Purchase intention refers to the tendency or readiness of consumers to purchase a product³². Mehta et al³³ stated that purchase intention considers consumers' desire to get a certain product in a certain situation. Purchase intention is an important concept in consumer behavior research, especially in the context of products and is influenced by various factors³⁴. Purchase intention refers to a person's intention or plan to make a purchase. In addition, it also reflects the extent to which consumers want to buy by considering situational factors that influence purchasing decisions.

Influencer's trustworthiness can assist brands in cultivating favorable brand attitudes and increasing product adoption³⁵. Negative comments can be reduced if highly trusted influencers actively reply to negative comments to improve consumer attitude³⁶. One of the influencer's characteristics (trustworthiness) influences attitudes³⁷.

53.March 2019 (2020), 101782 <<https://doi.org/10.1016/j.jretconser.2019.03.009>>.

²⁹ Rosa M. Hernández-Maestro, 'Management Response to EWOM in Rural Lodging Establishments', *Spanish Journal of Marketing - ESIC*, 24.2 (2020), 263–78 <<https://doi.org/10.1108/SJME-11-2019-0093>>.

³⁰ Ahmad Daowd and others, 'Factors Affecting EWOM Credibility, Information Adoption and Purchase Intention on Generation Y: A Case from Thailand', *Journal of Enterprise Information Management*, 34.3 (2020), 838–59 <<https://doi.org/10.1108/JEIM-04-2019-0118>>.

³¹ Jason Weismueller and others, 'Influencer Endorsements: How Advertising Disclosure and Source Credibility Affect Consumer Purchase Intention on Social Media', *Australasian Marketing Journal*, 28.4 (2020), 160–70 <<https://doi.org/10.1016/j.ausmj.2020.03.002>>.

³² Talat Islam and Mawra Hussain, 'How Consumer Uncertainty Intervene Country of Origin Image and Consumer Purchase Intention? The Moderating Role of Brand Image', *International Journal of Emerging Markets*, 2022 <<https://doi.org/10.1108/IJOEM-08-2021-1194>>.

³³ Pooja Mehta and others, "'Sustainable Attitude" – a Modest Notion Creating a Tremendous Difference in the Glamorous Fast Fashion World: Investigating Moderating Effects', *Society and Business Review*, 2022 <<https://doi.org/10.1108/SBR-10-2021-0205>>.

³⁴ Endy Gunanto Marsasi and Asih Dewi Yuanita, 'Investigating the Causes and Consequences of Brand Attachment of Luxury Fashion Brand: The Role of Gender, Age, and Income', *Media Ekonomi Dan Manajemen*, 38.1 (2023), 71 <<https://doi.org/10.56444/mem.v38i1.3268>>.

³⁵ Lubna Nafees and others, 'Can Social Media Influencer (SMI) Power Influence Consumer Brand Attitudes? The Mediating Role of Perceived SMI Credibility', *Digital Business*, 1.2 (2021), 100008 <<https://doi.org/10.1016/j.digbus.2021.100008>>.

³⁶ Min Xiao, 'Engaging in Dialogues: The Impact of Comment Valence and Influencer-Viewer Interaction on the Effectiveness of YouTube Influencer Marketing', *Journal of Interactive Advertising*, 23.2 (2023), 166–86 <<https://doi.org/10.1080/15252019.2023.2167501>>.

³⁷ Lu' Ay Al-Mu'ani and others, 'The Effect of Social Media Influencers on Purchase Intention: Examining the Mediating Role of Brand Attitude', *International Journal of Data and*

H1: There is a positive influence on influencer's trustworthiness on Attitude

Review consistency can influence attitudes by looking at its primary impact on how consumers feel after they read a review³⁸. Online reviews can reduce the perceived risk associated with the experience which encourages positive attitudes³⁹. Online reviews aim to compare the effects of reviews on attitudes⁴⁰.

H2: There is a positive influence of online customer reviews on attitude

Taken from Smith⁴¹, the characteristics of customer satisfaction to test the relationship between satisfaction and loyalty, which is mediated by attitude. Customer satisfaction, attitude, and trust directly impact customer loyalty⁴². Product quality as a predictor of customer attitude towards the product, which in turn increases customer loyalty⁴³. Managers in the industry should concentrate on creating positive brand attitudes so that consumers become more loyal and want to buy products⁴⁴.

H3: There is a positive influence on attitude towards brand loyalty

Eco-labeling has an impact on attitudes, which ultimately consumers have the desire to buy environmentally friendly products⁴⁵. When the attitude possessed by consumers is positive, then indirectly the purchase intention will also increase⁴⁶. Companies and social

Network Science, 7.3 (2023), 1217–26 <<https://doi.org/10.5267/j.ijdns.2023.5.003>>.

³⁸ Heng Hui Wu and others, 'The Mechanism of Positive Emotions Linking Consumer Review Consistency to Brand Attitudes: A Moderated Mediation Analysis', *Asia Pacific Journal of Marketing and Logistics*, 32.2 (2020), 575–88 <<https://doi.org/10.1108/APJML-03-2019-0224>>.

³⁹ Neha Yadav, Sanjeev Verma, and Rekha Chikhalkar, 'Online Reviews towards Reducing Risk', *Journal of Tourism Futures*, 2023, 1–18 <<https://doi.org/10.1108/JTF-01-2022-0016>>.

⁴⁰ Vaibhav S. Diwanji and Juliann Cortese, 'Comparing the Impact of Presentation Format of Consumer Generated Reviews on Shoppers' Decisions in an Online Social Commerce Environment', *Journal of Electronic Commerce Research*, 22.1 (2021), 22–45.

⁴¹ Trevor Alexander Smith, 'The Role of Customer Personality in Satisfaction, Attitude-to-Brand and Loyalty in Mobile Services', *Spanish Journal of Marketing - ESIC*, 24.2 (2020), 155–75 <<https://doi.org/10.1108/SJME-06-2019-0036>>.

⁴² Mohamed Albaity and Mahfuzur Rahman, 'Customer Loyalty towards Islamic Banks: The Mediating Role of Trust and Attitude', *Sustainability (Switzerland)*, 13.19 (2021), 1–19 <<https://doi.org/10.3390/su131910758>>.

⁴³ Khalil Hussain and others, 'Attitude, Repurchase Intention and Brand Loyalty toward Halal Cosmetics', *Journal of Islamic Marketing*, 2023 <<https://doi.org/10.1108/JIMA-08-2022-0210>>.

⁴⁴ Muhammad Taufikur Rahman Afandi and Endy Gunanto Marsasi, 'Fast Food Industry Investigation: The Role of Brand Attitude and Brand Loyalty on Purchase Intentions in Generation Z Based on Theory of Reasoned Action', *BASKARA : Journal of Business and Entrepreneurship*, 5.2 (2023), 206 <<https://doi.org/10.54268/baskara.5.2.206-220>>.

⁴⁵ Anil Kumar and Rituparna Basu, 'Do Eco-Labels Trigger Green Product Purchase Intention among Emerging Market Consumers?', *Journal of Indian Business Research*, 15.3 (2023), 466–92 <<https://doi.org/10.1108/JIBR-09-2022-0248>>.

⁴⁶ Rajesh Iyer and Mitch Griffin, 'Modeling Word-of-Mouth Usage: A Replication', *Journal of Business Research*, 126. December 2018 (2021), 512–23

media influencers can increase customer engagement to form positive attitudes, which in turn increase purchase intentions⁴⁷.

H4: There is a positive influence on attitude towards purchase intention

Consumers who have a positive attitude will spread eWOM to recommend to others⁴⁸. Digital social media content marketing can increase attitudes to share electronic information (eWOM)⁴⁹. Attitudes are important in driving purchase intentions and word-of-mouth product recommendations⁵⁰.

H5: There is a positive influence on attitude towards electronic word-of-mouth

The company's strategy influences consumer loyalty which in turn increases sales⁵¹. Aspects of Consumer-Based Brand Equity, including perceived quality and brand loyalty have a positive influence on purchase intention⁵². Consumers prioritize brand product quality assurance and loyalty before buying halal products⁵³.

H6: Brand loyalty has positive effect on purchase intention

EWOM on online shopping platforms and social networks influence consumers' desire to buy smartphones⁵⁴. Branded apparel consumers in India influence purchase intention and brand equity based on information from eWOM⁵⁵. Aspects such as quality and

<<https://doi.org/10.1016/j.jbusres.2019.12.027>>.

⁴⁷ Hazar Hmoud and others, 'The Effects of Social Media Attributes on Customer Purchase Intention: The Mediation Role of Brand Attitude', *International Journal of Data and Network Science*, 6.4 (2022), 1543–56 <<https://doi.org/10.5267/j.ijdns.2022.4.022>>.

⁴⁸ Daniel Belanche, Marta Flavián, and Alfredo Pérez-Rueda, 'Mobile Apps Use and WOM in the Food Delivery Sector: The Role of Planned Behavior, Perceived Security and Customer Lifestyle Compatibility', *Sustainability (Switzerland)*, 12.10 (2020) <<https://doi.org/10.3390/su12104275>>.

⁴⁹ Ernest Emeka Izogo and Mercy Mpinganjira, 'Somewhat Pushy but Effective: The Role of Value-Laden Social Media Digital Content Marketing (VSM-DCM) for Search and Experience Products', *Journal of Research in Interactive Marketing*, 16.3 (2022), 365–83 <<https://doi.org/10.1108/JRIM-05-2021-0146>>.

⁵⁰ Cassidy Lia Shaw and others, 'Exploring the Barriers and Triggers towards the Adoption of Low- and No-Alcohol (NOLO) Wines', *Food Quality and Preference*, 110.July (2023), 104932 <<https://doi.org/10.1016/j.foodqual.2023.104932>>.

⁵¹ Mohammad Fahmi Al-Zyoud, 'The Impact of Gamification on Consumer Loyalty, Electronic Word-of Mouth Sharing and Purchase Behavior', *Journal of Public Affairs*, 21.3 (2021) <<https://doi.org/10.1002/pa.2263>>.

⁵² Vitor Azzari and Anderson Pelissari, 'Does Brand Awareness Influences Purchase Intention? The Mediation Role of Brand Equity Dimensions', *Brazilian Business Review*, 17.6 (2020), 669–85 <<https://doi.org/10.15728/BBR.2020.17.6.4>>.

⁵³ Afzaal Ali and others, 'Investigating the Antecedents of Halal Brand Product Purchase Intention: An Empirical Investigation', *Journal of Islamic Marketing*, 12.7 (2020), 1339–62 <<https://doi.org/10.1108/JIMA-03-2019-0063>>.

⁵⁴ Asif Iqbal and others, 'E-WOM Effect through Social Media and Shopping Websites on Purchase Intention of Smartphones in India', *Innovative Marketing*, 18.2 (2022), 13–25 <[https://doi.org/10.21511/im.18\(2\).2022.02](https://doi.org/10.21511/im.18(2).2022.02)>.

⁵⁵ Zebran Khan and others, 'The Effect of EWOM on Consumer Purchase Intention and

ease of eWOM information have a significant role in shaping consumer purchase intentions on social media platforms⁵⁶.

H7: There is a positive influence of eWOM on Purchase Intention.

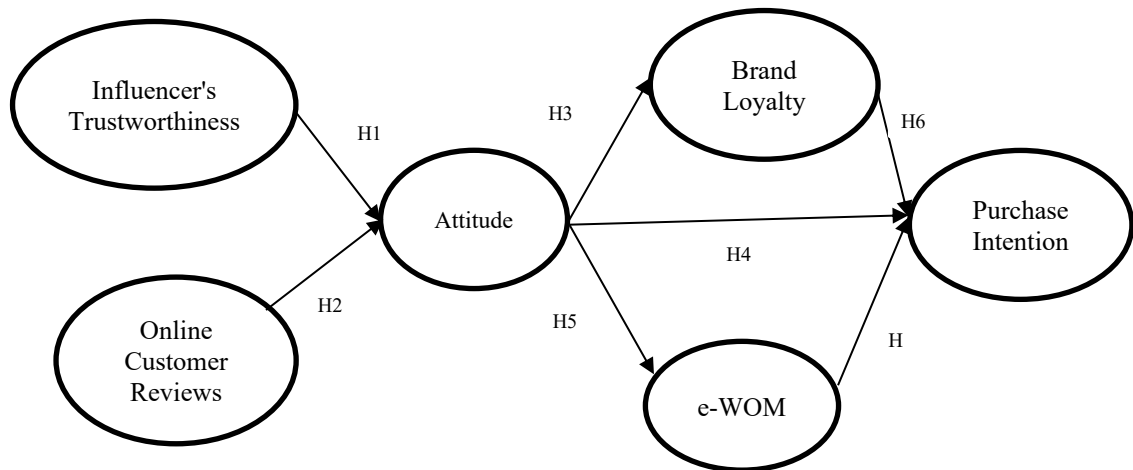


Figure 1. Research Framework

RESEARCH METHODS

The research methodology employed in this research involves a quantitative method, utilizing primary data collection through distributing questionnaires using Google Forms. Quantitative research collects numerical data and statistical analysis to understand phenomena, identify patterns, establish relationships, and make predictions⁵⁷. The research subject group was 13-27 years old, who consumed fitness supplements and lived in Surabaya, East Jakarta, Bekasi, Brebes, Bandung, and Sleman. This study used a purposive sampling method because the sampling technique is based on the relevance of predetermined data⁵⁷, where individuals who buy these products either in e-commerce or on the product's official website are individuals who consume these products.

The appropriate analysis method used in this research is Structural Equation Modeling (SEM) as an analysis method. This technique allows researchers to measure the relationship between observed and latent variables simultaneously by combining elements of regression and factor analysis⁵⁸. This research uses the help of AMOS 24 Graphics with SEM technique testing, and uses IBM SPSS Statistic 27 software in its testing. Before conducting the SEM test, several stages must be carried out. First, validity and reliability tests, measurement tests, structural model tests, and hypothesis

Mediating Role of Brand Equity: A Study of Apparel Brands', *Research Journal of Textile and Apparel*, July, 2023 <<https://doi.org/10.1108/RJTA-11-2022-0133>>.

⁵⁶ Md Atikur Rahaman and others, 'The Interplay between EWOM Information and Purchase Intention on Social Media: Through the Lens of IAM and TAM Theory', *PLoS ONE*, 17.9 September (2022), 1–19 <<https://doi.org/10.1371/journal.pone.0272926>>.

⁵⁷ John W. Creswell and J. David Creswell, *Mixed Methods Procedures, Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*, 2022.

⁵⁸ Joseph F. Hair and others, *Multivariate Data Analysis, Pearson New International Edition*, 2019.

testing.

RESULT AND DISCUSSION

The researcher used IBM SPSS 27 software to test validity and reliability. The validity test focuses on pearson's correlation. If the pearson correlation value ≥ 0.5 , then the questionnaire can be said to be valid.

Table 2: Validity Test Result

Variables	Statement	Correlation	Status
Influencer Trus- worthi- ness	IT1: I consider sports influencers to be trustworthy when providing information on this fitness supplement product.	.762**	Valid
	IT3: I am confident that this fitness supplement product is promoted by a sports influencer.	.688**	Valid
	IT4: I feel that there is nothing negative about this fitness supplement information provided by sports influencers	.701**	Valid
	IT5: I believe sports influencers are honest in providing this fitness supplement information	.750**	Valid
	IT7: I consider sports influencers reliable in providing information on this fitness supplement.	.697**	Valid
Online Customer Reviews	OCR1: I got the product description of this fitness supplement from consumer reviews	.658**	Valid
	OCR2: I consider consumer reviews to contribute to the assessment of the quality of this fitness supplement product.	.743**	Valid
	OCR4: I believe this fitness supplement product is worth buying	.755**	Valid
	OCR6: I realize this fitness supplement product has trustworthy reviews	.721**	Valid
	OCR7: I judge that this fitness supplement product review has been confirmed by customers	.743**	Valid
Attitude	ATT2: I get many benefits from this fitness supplement product.	.670**	Valid
	ATT3: I consider this fitness supplement product to have passed laboratory tests	.608**	Valid
	ATT4: I see this fitness supplement product as safe and healthy.	.683**	Valid

	ATT5: I believe this fitness supplement product has a good image	.665**	Valid
	ATT6: I believe this fitness supplement product has good quality	.734**	Valid
	BL1: I like to buy this fitness supplement even though other brands have the same ingredients and benefits.	.683**	Valid
	BL3: I would recommend this fitness supplement to others	.613**	Valid
Brand Loyalty	BL4: I would praise this fitness supplement product to others.	.647**	Valid
	BL5: I will take this fitness supplement because I know the product.	.618**	Valid
	BL7: I feel loyal to this fitness supplement product because of its quality.	.580**	Valid
	EWOM1: I read the recommendation of the online platform before buying this fitness supplement product	.724**	Valid
	EWOM2: I am confident in purchasing this fitness supplement product because of online recommendations and reviews.	.662**	Valid
Electronic Word of Mouth	EWOM4: I bought this fitness supplement product because the information is quality	.670**	Valid
	EWOM6: I use consumer posts to convince myself to buy this fitness supplement product.	.727**	Valid
	EWOM7: I would recommend this fitness supplement product to others	.679**	Valid
	PI2: I want to buy this fitness supplement product after seeing a sports influencer post	.777**	Valid
	PI4: I am considering buying this fitness supplement product in the near future because the reviews are positive	.710**	Valid
Purchase Intention	PI5: I am willing to buy this fitness supplement promoted by sports influencers in the future	.757**	Valid
	PI6: I want to invite the people closest to me to buy this fitness supplement promoted by sports influencers.	.704**	Valid

Source: The conclusions drawn from the analysis of the primary data source

Table 3 shows the remaining indicators at this stage are 29 valid indicators. The next test is reliability. A variable is deemed reliable if cronbach's alpha value obtained during testing is ≥ 0.70 . The subsequent findings pertain to the primary examination of research data, encompassing a total of 218 samples.

Table 3: Reliability Test Results

No.	Variables	Cronbach's Alpha	Description
1.	Influencer's Trustworthiness (IT)	.804	Reliable
2.	Online Customer Reviews (OCR)	.771	Reliable
3.	Attitude (ATT)	.805	Reliable
4.	Brand Loyalty (BL)	.706	Reliable
5.	Electronic Word of Mouth (EWOM)	.765	Reliable
6.	Purchase Intention (PI)	.746	Reliable

Source: Data processing, 2023

Measurement model test

This is measured using AMOS Graphic 24 by connecting between variables in the figure using a two-way curved arrow⁵⁸.

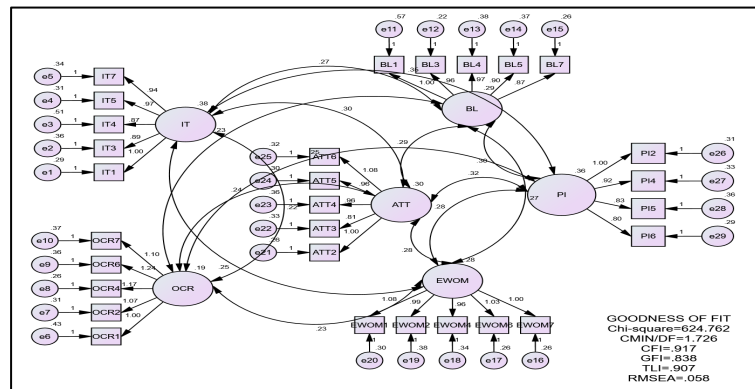


Figure 2. Measurement Model Test Results

Source: Data processing, 2023

Figure 2 shows the results of testing the measurement model. The result is that value is above 0.5, and in this test, there are no indicators that show a values below 0.5, so all indicators are said to be valid. As for the CMIN / DF, RMSEA, TLI, and CFI values, they have good fit results, and the GFI value is a marginal fit.

Structural Model Test (Modification Indice)

Researchers adjusted the AMOS 24 software using the modification indices method to improve GoF, which was accompanied by improved hypothesis results. The relationship between these variables is represented by two-way arrows in the AMOS Graphic 24 software. According to Hair et al⁵⁸, the modification indices test is carried out to free

parameter estimates that can harm some of the proposed theories.

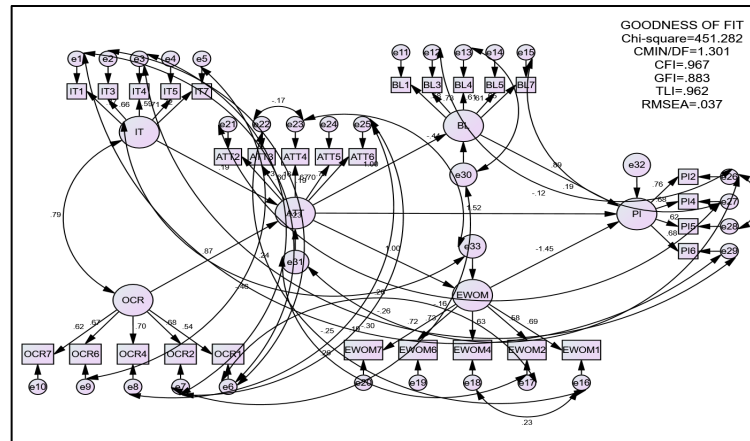


Figure 3. Modification Indices Test Results

Source: Data processing, 2023

Figure 3 shows the results of the structural model after modification by connecting the errors in the modification indices suggestion. The next stage looks at the suitability of the structural model as measured by goodness of fit.

Table 4: Structural Framework Modification Test Findings Goodness of Fit

No.	Index	Criteria	Results	Description
1.	CMIN/DF	$CMIN/DF \leq 3$	1,301	Good Fit
2.	RMSEA	$RMSEA \leq 0.08$	0,037	Good Fit
3.	GFI	GFI 0.8 - 0.9	0,883	Marginal Fit
4.	TLI	TLI 0.8 - 0.9	0,962	Good fit
5.	CFI	CFI 0.8 - 0.9	0,967	Good fit

Source: Data processing, 2023

Table 4 displays the outcomes indicating that the research model exhibits four good fits and one marginal fit. This demonstrates that the outcomes have satisfied the criteria, hence validating the acceptance of the model.

Hypothesis Testing (Modification Indice)

Researchers conducted hypothesis testing using Amos Graphics 24 software. Hypothesis testing is carried out to ascertain the effect of the relationship between variables and other variables. At this stage, the standard probability value assessment is used to evaluate the significance and support of a hypothesis, with the probability value assessed with a P value below 0.05. In addition, the CR value is also evaluated, with the CR criterion reaching 1.960.

Table 5: Hypothesis Test (Modification Indice)

Hypothesis	Path	Std. Estimate	C.R.	P	Std. Reg. Weights	Description
H1	IT-ATT	0,163	2,186	0,029	0,187	Supported
H2	OCR-ATT	1,127	6,333	***	0,869	Supported
H3	ATT-BL	0,981	8,620	***	1,001	Supported
H4	ATT-PI	1,713	2,082	0,037	1,524	Supported
H5	ATT-EWOM	0,984	10,152	***	1,001	Supported
H6	BL-PI	1,016	2,630	0,009	0,886	Supported
H7	EWOM-PI	-1,661	-2.215	0,027	-1,454	Supported

Source: Data processing, 2023

Table 5 is the result of hypothesis testing, which has results including H1, H2, H3, H4, H5, and H6, having a significant positive relationship. However, hypothesis H7 has a negative and significant relationship. All hypotheses are significant and supported.

The Effect of Influencer’s Trustworthiness on Attitude

The test results obtained an estimated value of 0.163, a CR value of 2.186, and a P value of 0.029, so that influencer trustworthiness has a significant positive relationship with attitude. Researchers Nafees et al³⁵ state that influencer's trustworthiness can help build positive attitudes and increase product acceptance. The trustworthiness of the influencer is very important to build consumer trust in a product recommended by the influencer³⁶. Whereas according to Al-Mu’ani et al³⁷, influencers' trustworthiness, expertise, and quality of information are critical components that drive the success of social media influencers in marketing as they influence consumer attitudes. The relationship between influencer trustworthiness and attitude can be illustrated by a sports influencer who conveys information about a product honestly and reliably, which makes consumers feel interested in the product because of the information obtained from someone consumers trust and can be accounted for honesty.

The Effect of Online Customer Reviews on Attitude

The test results obtained an estimated value of 1.127, a CR value of 6.333, and a P value of 0.000, so the relationship between online customer reviews and attitude is positively significant. When the reviews given by consumers are positive, it will certainly make consumers' attitudes feel confident about buying the product³⁸. This is because reviews provided to customers via the internet contribute to reducing the perceived risk associated with an experience³⁹. It is important for a brand to always provide high-quality products to get better reviews so that the attitude generated by consumer also good⁴⁰. Online reviews in e-commerce on fitness supplement products can influence attitudes such as when consumers find positive reviews on the product, the resulting attitude towards the product will be good, this is because consumers see online reviews to avoid

risk when buying a product, so consumers tend to feel confident and comfortable buying the product.

The Effect of Attitude on Brand Loyalty

Based on the results estimated value is 0.981, the CR value is 8.620, and the P value is 0.000, so the relationship between attitude and brand loyalty is positively significant. The level of client loyalty is significantly influenced by customer attitudes and satisfaction⁴². According to Hussain et al⁴³, a brand needs to know what components to pay attention to including product quality which is a predictor of customer attitudes that can increase customer loyalty. Smith⁴¹ said that a brand needs to prioritize customer satisfaction and their attitude to achieve loyalty. The relationship between attitude and consumer loyalty to brands can be described as positive attitudes often related to product quality perceptions. This shows that consumers believe that the fitness supplement product is of high-grade quality, the ingredients offered are safe and healthy, and provide claims according to what consumers feel, which can build a positive attitude towards the product, which results in consumers being loyal.

The Effect of Attitude on Purchase Intention

The results obtained an estimated value of 1.713, a CR value of 2.082, and a P value of 0.037, so attitude has a significant positive correlation with purchase intention. Kumar & Basu⁴⁵ state that those who have an environmentally conscious attitude are more likely to purchase ecologically friendly things. When consumers' positive attitudes are positive, then indirectly, the purchase intention will also increase⁴⁶. Therefore, a brand needs to provide important components that shape customer attitudes and how companies and social media influencers can use them to increase customer purchase intention⁴⁷. This relationship can be illustrated that someone conscious about health can encourage someone to buy fitness supplement products by paying attention to everything in the product, especially regarding the ingredients used and their quality. As for these products that are considered in accordance with the fitness and health goals of consumers, they will be more attractive to consumers.

The Effect of Attitude on Electronic Word of Mouth

Based on testing the estimated value is 0.984, the CR value is 10.152, and the P value is 0.000, so attitude has a significant positive relationship to electronic word of mouth. Belanche et al⁴⁸ states that if consumer attitudes are positive, then consumers will spread eWOM to recommend to others positively. A brand needs to pay attention to a better understanding of customer perceptions of a product so that word-of-mouth recommendations submitted by consumers are also positive⁵⁰. This is because digital social media content can influence brand attitudes and intentions to share information electronically⁴⁹. Consumers who have a positive attitude towards products tend to leave positive reviews. These reviews can be a major source of eWOM and motivate other consumers to share their positive experiences. Consumers who are satisfied with fitness supplement products will narrate their incidents on social networks.

The Effect of Brand Loyalty on Purchase Intention

The acquired results from estimated value of 1.016, a CR value of 2.630, and a P value of 0.009, so brand loyalty has a significant positive relationship with purchase

intention. Ali et al⁵³ stated that consumers prioritize product quality assurance and loyalty before buying a product. Companies can also use gamified experiences to increase customer loyalty and increase sales⁵¹. In order for consumers to be loyal to a product, it is necessary to provide good quality because this loyalty will increase consumers' purchase intentions⁵². Consumers who feel emotionally connected or have identification with a product and have a desire to maintain that relationship, this can encourage them to continue buying the product, so if the product is in line with the consumer's values and lifestyle, and provides a quality product, this can create a deeper relationship and increase choosing the product.

The Effect of Electronic Word of Mouth on Purchase Intention

Based on the estimated value is -1.661, the CR value is -2.215, and the P value is 0.027, so electronic word of mouth has a significant negative relationship to purchase intention. The high dispersion of eWOM reflects the diversity of opinions and ratings among consumers, which can lead to uncertainty and inconsistencies in the information received, thereby reducing purchasing decision⁵⁹. This also happened in research Matute et al⁶⁰, when there is an increase in the amount of eWOM, the customer's chances of purchase intention decrease. Some of the factors that cause this are the amount of information or the emergence of conflicting opinions between reviews that make consumers confused. This can be illustrated that when consumers are going to buy a fitness supplement product, they feel unsure of the eWOM on the product because it is very diverse in its assessment, some consumers say that the product is safe in packaging, but there are eWOM that provide the opposite information, making consumers hesitate to buy it.

CONCLUSION

The research conclusion is based on the findings that in seven hypotheses, H2, H3, H4, H5, and H6 have a positive and significant relationship. There are new findings in H1, namely a significant positive relationship between influencer's trustworthiness on attitude and H7, namely eWOM has a significant negative relationship with purchase intention. The results of the study can help companies maintain products so that reviews made by consumers have a significant impact on consumer attitudes, which in turn can affect their purchase intentions. It also helps companies identify key elements that need to be considered in developing more effective marketing strategies and tactics. The theory of planned behavior contributes to the research because it suggests that attitudes can predict a person's intention to take action. In addition, the research is expected to be able to assist students in providing additional references and insights based on empirical evidence and theory regarding consumer attitudes towards product purchase intentions.

Researchers provide suggestions for updating the research objects used to be able to raise similar topics, which can be technology and gadget products by considering the

⁵⁹ Mengmeng Song, Rob Law, and Yucong Duan, 'What Are the Obstacles in the Way to "Avoid Landmines"? Influence of Electronic Word-of-Mouth Dispersion on Order Decision from the Self-Constructual Perspective', *International Journal of Hospitality Management*, 107.August (2022), 103334 <<https://doi.org/10.1016/j.ijhm.2022.103334>>.

⁶⁰ Jorge Matute, Yolanda Polo-Redondo, and Ana Utrillas, 'The Influence of EWOM Characteristics on Online Repurchase Intention: Mediating Roles of Trust and Perceived Usefulness', *Online Information Review*, 40.7 (2016), 1090–1110 <<https://doi.org/10.1108/OIR-11-2015-0373>>.

honesty aspect of influencers. Furthermore, to increase the coverage of generations used in the study, researchers suggest adding Generation Millennials to the research subjects so that the sample coverage is wider. This is because researchers have limitations on the coverage of generations that are less broad. Researchers also suggest that future research can use the theory of consumption values. One of the variable components in the theory of consumption values is product quality, where this variable can be influenced by attitude. In addition, researchers provide advice to company officials to see what factors influence consumers to buy products, which can then be used as evaluation material for the company's future progress. Regarding what needs to be considered in this study by the company, especially in the eWOM factor, the company can evaluate product delivery by adding bubble wrap as a product protector so that the product is safe until it reaches consumers. The manager can carry out a marketing strategy by spreading advertisements on Instagram social media using influencers who have abilities in sports and are widely recognized by the public such as Denny Sumargo by highlighting information and reviewing products positively so that there is no spread of negative product information in the future and the consistency of product assessments is maintained, so as to increase purchases.

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