



The Influence of Influencer Credibility and Online Promotion Regarding Purchase Intention

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Abstract. This study examines the impact of influencer credibility and online promotion on purchase intention. The research employs a descriptive verification approach, describing and explaining the variables under study before concluding. In this study, purchase intention serves as the dependent variable, while influencer credibility and online promotion function as independent variables. The study population consists of Blibli's Instagram followers, with a sample of 410 user accounts selected through simple random sampling using a probability sampling technique. Data analysis is conducted using Multiple Linear Regression with the assistance of SPSS 23.0 for Windows. The findings indicate that influencer credibility has a positive and significant effect on purchase intention, online promotion also has a positive and significant impact on purchase intention, and both influencer credibility and online promotion have a positive and significant influence on purchase intention.

Keywords: E-Commerce, Influencer Credibility, Online Promotion; Purchase Intention.

1 Introduction

The development of communication technology means that information can be obtained quickly and easily. Nowadays, mobile phones have facilities in the form of the Internet, which is a communication channel between individuals [1]. Technological developments in terms of communication have made business competition increasingly fierce, thus requiring companies to innovate in formulating online marketing strategies [2]. Every company competes to market its products, which are closely related to consumer behavior so that people can know about brand products [3, 4].

Consumer behavior is challenging for all companies to support products or services [5]. Consumer behavior uses research methods and procedures from psychology, sociology, economics, and anthropology to increase customer satisfaction, which leads to customer loyalty [6, 7]. Consumer desires are very diverse and can change at any time, which is influenced by many factors influencing consumers in purchasing. Therefore, marketers must master and understand consumer behavior so that their marketing

strategies can run effectively and efficiently and meet targets. determined that the company can achieve it [8, 9].

One aspect that companies need to pay close attention to is the process of forming purchasing intentions carried out by consumers when consumers think about the goods or services to be purchased, starting from the price, model, shape, packaging, quality, function, or use of the goods [10-12]. Purchase intention is a consumer's intention to purchase a product or service [13].

Purchase intention is an essential concept in business that has been discussed extensively by academics and practitioners for the last 40 years [14-16]. The concept of purchase intention was first studied in 1976 by Fishbein & Ajzen, who adopted the theory of reasoned action [17]. Purchase intention is a concept that reflects actual purchasing behavior [18]. Understanding what consumers want and creating purchase intention in consumers is an effective strategy for facing a dynamic business environment [19].

Purchase intention is still a problem that needs to be studied by academics and practitioners to develop appropriate marketing strategies, such as product updates to increase consumer interest in brands, thereby creating a highly competitive advantage [20, 21]. This occurs when other factors stimulate consumers to purchase based on their characteristics and decision-making processes [22]. The problem of purchase intention can be measured using several dimensions, including attention, interest, desire, and action [23].

E-commerce in technological development has a reasonably large share, with the average global e-commerce adoption being 78.6%. Indonesia also has a significant impact on the use of e-commerce services. Figure 1 shows that Indonesia is in first place with a percentage of e-commerce users of 88.1%, beating developed countries, namely England, which has a % of e-commerce users of 86.9%. The Philippines follows this with a % of e-commerce users of 86.2%, then Thailand, Malaysia, Germany, Ireland, South Korea, Italy, and Poland. The large percentage of e-commerce users has a huge impact, especially on business and marketing development, which creates an increasingly high level of competition and results in the closure of several industries that cannot compete.

Figure 2 shows the average traffic trend that Blibli has had in the last 5 years. It can be seen that Shopee is in first place with an average of 62, followed by Tokopedia with an average of 26, Lazada with 18, and Bukalapak with 9, while Blibli is ranked last with a trend average of 3.

Indications of purchase intention on Blibli can also be shown by total visits data based on search overview results conducted by Similarweb [24], which reflect consumers' strong desire to buy and try products. Blibli is ranked 4th out of the five most popular e-commerce sites in Indonesia. Figure 3 total visits show that Shopee is ranked first in e-commerce, which is most often searched for by people, while Blibli is ranked 4th with 81.23 million total visits, which is still relatively low if you look at the data on the percentage of e-commerce users in Indonesia which is so large.

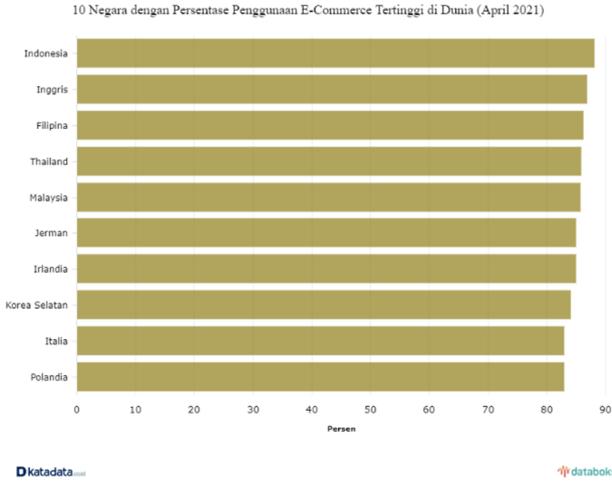


Fig. 1. 10 countries with the highest percentage of e-commerce use in the world (April 2021).

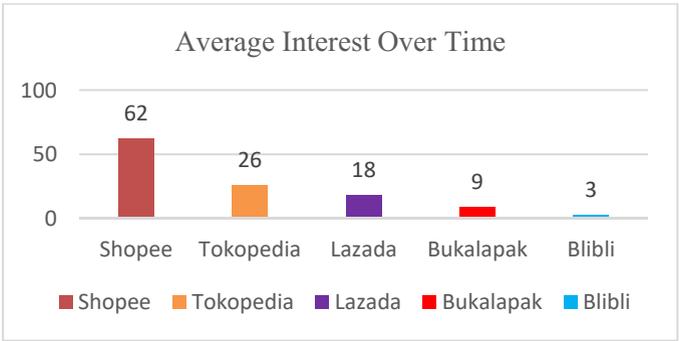


Fig. 2. Average e-commerce traffic trend in 5 years.



Fig. 3. Total visits.

Many companies use social media for their marketing strategies and apply it as a tool in promotional activities for goods or services [25]. Product marketing via social media can be done through influencers because this method is cheaper and more effective. An influencer is a person or figure on social media who has a large or significant number of followers, and what they convey can influence the behavior of their followers [26].

Several previous studies show that problems regarding purchase intention can be solved with influencer credibility and online promotion [27-29], which is a social and managerial process for individuals and groups to obtain their needs and desires by making, offering and buying and selling [30]. Influencer credibility is a characteristic possessed by a person who can give rise to other people's trust in what they have said and done [31]. Influencer credibility influences the psychological condition of the influencer's followers in receiving whatever information is provided [32]. With the encouragement of influencers who have good credibility, they can impact consumers by increasing an action that influences or even carries out a purchasing activity or purchase intention [33].

Online promotion can influence consumer perceptions, emotions, and experiences, such as patterns in influencing purchases [34]; consumers who agree with online promotion tend to have purchase intention, so a company must be able to provide good online promotion. The better a company promotes its products online, the more it is known and trusted by consumers. This shows a significant positive relationship between online promotion and purchase intention [35].

2 Methods

This research was conducted using a marketing management approach to analyze the influence of influencer credibility and online promotion on purchase intention among Blibli Instagram followers in Indonesia. There are research variables in this study, including the dependent (endogenous) variable, namely purchase intention, which includes transactional interest, referential interest, preferential interest, and exploratory interest [36]. Furthermore, the research object as an independent (exogenous) variable is influencer credibility which includes expertness, trustworthiness, and attractiveness [37] as well as online promotion including promotion frequency, promotion quality, promotion quantity, promotion time, and accuracy or suitability of promotional objectives [38]. The respondents in this research were Blibli Instagram followers in Indonesia. This research uses a cross-sectional study because data collection is only done once [39].

Based on the type of research, namely descriptive and verification research carried out through data collection in the field, the research method used is the explanatory method. Survey. The explanatory survey method was carried out through information-gathering activities using a questionnaire to determine the opinions of some of the population studied regarding the research.

The sampling technique used in this research is a probability sampling technique because each element of the research population has the same chance or probability of being selected as a sample. The simple random sampling method or simple random

sampling is the process of selecting sampling units so that each sampling unit in the population has an equal chance of being selected into the sample [40]. The sample from this research was 410 samples from the target population, namely Blibli Instagram followers, with the help of SPSS 23.0 for Windows to test the hypothesis using the multiple linear regression data analysis method.

3 Results and Discussion

Based on the results of data processing by researchers, the overall influencer credibility variable is based on three dimensions: expertness, trustworthiness, and attractiveness. The total expertness score is 6,261 with an ideal score of 8,610; the total score for the trustworthiness dimension is 5,979 with a perfect score of 8,610, and the total score for the attractiveness dimension is 5,725 with a total score of 8,610. So, the overall influencer credibility score is 17,965, and the ideal score is 25,830.

Based on the results of data processing carried out by researchers, the overall online promotion variable is based on five dimensions consisting of promotion frequency, promotion quality, promotion quantity, promotion time, and accuracy or suitability of promotional objectives. The total score for the promotion frequency dimension is 2,116 with an ideal score of 2,870, the total promotion quality score is 3,807 with a perfect score of 5,740, the total promotion quantity score is 2,178 with an ideal score of 2,870, the total promotion time score is 2,137 with a perfect score of 2,870, and the total accuracy or suitability of promotion objectives is 2,132 with an ideal score of 2,870. So, the total score for the online promotion variable is 12,370, with a perfect score of 17,220.

Based on the results of data processing by researchers, the overall purchase intention variable is based on four dimensions: transactional interest, referential interest, preferential interest, and exploratory interest. The total transactional interest score is 5,553 with an ideal score of 8,610, the total referential interest score is 6,386 with a perfect score of 8,610, the total preferential interest score is 6,189 with a perfect score of 8,610, and the total exploratory interest score is 4,174 with an ideal score of 5,740. So, the total score for the purchase intention variable is 22,302, with a perfect score of 31,570.

3.1 Normality Test

The normality test is carried out to determine whether the data obtained from distributing the questionnaire is normally distributed so that the data can be used in a multiple linear regression model. A statistical test was carried out using SPSS 23.0 for Windows to find out this. The normality test can be seen through the graphic plots in Figure 4. Based on Figure 4, it can be seen that the data is distributed diagonally and follows the diagonal direction. Then, the regression results are obtained, namely that the population fulfills the standard distribution assumption.

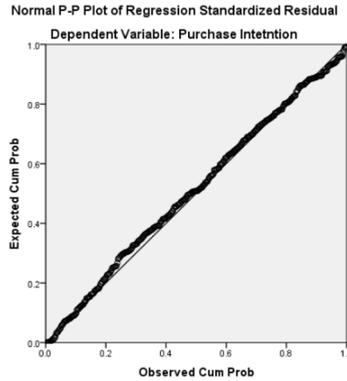


Fig. 4. Normality test of influencer credibility and online promotion on purchase intention.

Apart from that, to further strengthen the evidence that the research data is normally distributed, the researchers used the Kolmogorov-Smirnov test to carry out the normality test. The criteria that apply to the normality test are if the significance is <0.05 , it indicates a significant difference or is not normally distributed; if the significance is >0.05 , it suggests that there is no significant difference or is normally distributed. The results of the Kolmogorov-Smirnov test can be seen in Table 1.

Table 1. Kolmogorov Smirnov Test.

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		410
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	5.66232475
Most Extreme Differences	Absolute	.043
	Positive	.026
	Negative	-.043
Test Statistic		.043
Asymp. Sig. (2-tailed)		.065 ^c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Based on Table 1, it can be seen that the significance value of the research data normality test is 0.065, where this value is greater than 0.05, so it can be concluded that the research variable data is stated to have a normal distribution of data.

3.2 Linearity Test

The linearity test is carried out to determine the relationship between influencer credibility variable and online promotion variable with purchase intention variable. If the

value of Sig. Deviation linearity > 0.05, there is a linear relationship between influencer credibility and online promotion variable with purchase intention variable. Meanwhile, if the value of Sig. Deviation from linearity < 0.05, there is no linear relationship between influencer credibility and online promotion variable with purchase intention variable. The results of data processing can be seen in Table 2 and Table 3.

Table 2. Linearity test of influencer credibility variable against purchase intention variable.

			ANOVA Table				
			Sum of Squares	df	Mean Square	F	Sig.
Purchase Intention * Influencer Credibility	Be-tween Groups	(Combined) Linearity	8164.871	28	291.603	6.778	.000
		Deviation from Linearity	6740.136	1	6740.136	156.667	.000
	Within Groups		1424.735	27	52.768	1.227	.204
			16391.386	381	43.022		
	Total		24556.256	409			

Table 2 shows the results of the linearity test, the Sig. Deviation from linearity is 0.204 or greater than 0.05, so it can be concluded that there is a linear relationship between influencer credibility and purchase intention.

Table 3. Linearity test of online promotion variable against purchase intention variable.

			ANOVA Table				
			Sum of Squares	df	Mean Square	F	Sig.
Purchase Intention * Online Promotion	Be-tween Groups	(Combined) Linearity	11705.392	23	508.930	15.287	.000
		Deviation from Linearity	11197.713	1	11197.71	336.344	.000
	Within Groups		507.679	22	23.076	.693	.847
			12850.864	386	33.292		
	Total		24556.256	409			

Table 3 shows the results of the linearity test, the Sig. Deviation from linearity is 0.847 or greater than 0.05, so it can be concluded that there is a linear relationship between online promotion and purchase intention.

3.3 Heteroscedasticity Test

The heteroscedasticity test aims to test whether there is inequality in the residuals from one observation to another in the regression model. If the variance of the residuals is constant, it is called homoscedasticity; if it is different, it is called heteroscedasticity. The basis for decision-making from the heteroscedasticity test is that if the Sig value is > 0.05, then it can be concluded that there is no heteroscedasticity problem. Still,

conversely, if the Sig value is <0.05 , then it can be concluded that there is a heteroscedasticity problem, a good regression model shows homoscedasticity or not. Heteroscedasticity occurs [41]. The results of the heteroscedasticity test are shown in Figure 5.

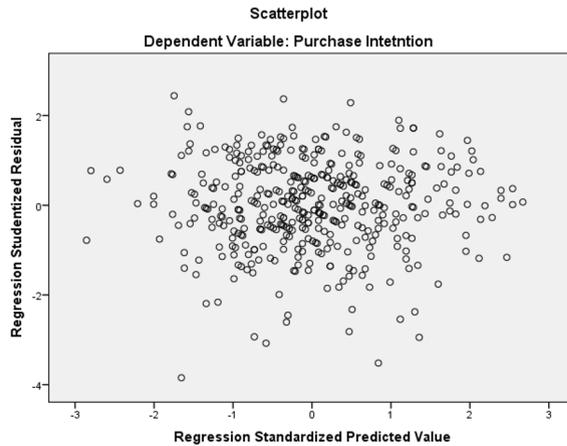


Fig. 5. Heteroscedasticity Test *Scatterplot*.

The test result data in Figure 5 shows that the points are quite spread out both above and below the number 0 on the Y-axis. This means that the variables tested do not contain heteroscedasticity. To support this conclusion, it is necessary to carry out a heteroscedasticity statistical test, as in Table 4.

Table 4. Heteroscedasticity Test (Glejser).

		Coefficients ^a				Sig.
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	
1	(Constant)	5.699	1.517		3.756	.000
	Influencer Credibility	-.006	.044	-.009	-.141	.888
	Online Promotion	-.033	.055	-.040	-.598	.550

a. Dependent Variable: ABS_RES

From Table 4, it can be concluded that there is no heteroscedasticity in the variables, based on the significance value of influencer credibility variable of 0.888 or greater than 0.05 and online promotion variable of 0.550 or greater than 0.05.

3.4 Multicollinearity Test

The multicollinearity test aims to test whether, in the regression model, a correlation is found between the independent variables [42]. The results of this research's multicollinearity test can be seen in Table 5.

Based on Table 5, it can be seen that the tolerance value for influencer credibility variable and online promotion variable is 0.557 or greater than 0.10. Meanwhile, the VIF values for influencer credibility variable and online promotion variable are 1.794 or less than 10.00. So, it can be concluded that the influencer credibility variable and online promotion variable do not have symptoms of multicollinearity in the regression model.

Table 5. Multicollinearity Test.

		Coefficients ^a	
		Collinearity Statistics	
Model		Tolerance	VIF
1	Influencer Credibility	.557	1.794
	Online Promotion	.557	1.794

a. Dependent Variable: Purchase Intention

3.5 Multiple Linear Regression Analysis

Multiple linear regression testing aims to measure how much influence the variables influencer credibility and online promotion have on purchase intention. The multiple linear regression equation model that will be formed in this research is shown in Table 6.

Table 6. Regression Coefficients.

		Coefficients ^a		t	Sig.	
		Unstandardized Coefficients	Standardized Coefficients			
Model		B	Std. Error			
1	(Constant)	13.368	2.438	5.484	.000	
	Influencer Credibility	.196	.071	.134	2.759	.006
	Online Promotion	1.075	.089	.586	12.081	.000

a. Dependent Variable: Purchase Intention

Based on Table 6 Regression Coefficients, the coefficient values in the multiple linear regression equation can be seen. The equation values used are those in column B (coefficient). The standard multiple linear regression equation can produce the results:

$$\text{Purchase Intention} = 13.368 + 0.196 \text{ Influencer Credibility} + 1.075 \text{ Online Promotion} \quad (1)$$

Equation (1) can be interpreted as follows:

- a. The constant of 13.368 states that without the influence variable credibility, online promotion, purchase intention will still be formed at 13.368.
- b. The regression value is 0.196.
- c. The regression value is 1.075 (positive), meaning that if the online promotion variable increases by one unit, assuming the influencer credibility variable is in a constant state, then purchase intention will increase by 1.075.

3.6 Correlation Coefficient

Correlation explains the level of closeness of the relationship between an independent and dependent variable in a multiple correlation system after controlling or controlling other independent variables. If the sig. If the f change value is <0.05, it is correlated, and if the sig. If the f value is >0.05, then it is not correlated. Table 7 shown a correlation coefficient interpretation.

Table 7. Interpretation of Correlation Coefficient.

Coefficient Interval	Relationship Level
0.00 – 0.199	Very Low
0.20 – 0.399	Low
0.40 – 0.599	Medium (Fairly Strong)
0.60 – 0.799	Strong
0.80 – 1,000	Very strong

Based on the results of data processing with SPSS 23.0 for Windows, the results were obtained in Table 8.

Table 8. Correlation Coefficient.

Model Summary									
Model	R	R Square	Ad-justed R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.683 ^a	.466	.463	5.676	.466	177.578	2	407	.000

a. Predictors: (Constant), Online Promotion, Influencer Credibility

Table 8 shows that the sig. F change has a value of $0.000 < 0.05$, which means that the influencer credibility and online promotion variables are simultaneously related to the purchase intention variable. To see the level of closeness of the relationship, look at the R-value or correlation coefficient value, which is 0.683, which means that the degree of relationship between the influencer credibility and online promotion variables and purchase intention has a strong correlation.

3.7 Significance Test of Partial Influence (T-Test)

The partial test (t test) is used to test whether or not there is an influence between the indicators of influencer credibility and online promotion on the purchase intention variable. The guideline used is if the probability of significance is > 0.05 , then there is no significant effect, or H_0 is accepted and H_a is rejected. Suppose the probability of significance is < 0.05 . In that case, there is a significant effect, or H_0 is rejected and H_a is accepted, and this is also done using a comparison of t_{count} with t_{table} ; if $t_{count} > t_{table}$, then there is a significant effect, or H_0 is rejected, and H_a is accepted, and if $t_{count} \leq t_{table}$ then there is no significant effect, or H_0 is accepted, and H_a is rejected. Simultaneous test results can be presented in Table 9.

Table 9. Correlation Coefficient.

Model		Coefficients ^a		t	Sig.	
		Unstandardized				Standardized
		B	Std. Error			Beta
1	(Constant)	13.368	2.438	5.484	.000	
	Influencer Credibility	.196	.071	.134	2.759	.006
	Online Promotion	1.075	.089	.586	12.081	.000

a. Dependent Variable: Purchase Intention

The results of the partial test (t-test) in Table 9 can be explained as follows:

- a. t Test on Influencer Credibility
It is known that the Sig value. for the influence of
- b. t test on Online Promotion
It is known that the Sig value. for the influence of

3.8 Simultaneous Significance Test (F Test)

The simultaneous test (F test) is used to test simultaneously (together) whether or not there is an influence of the independent variable on the dependent variable. The guidelines are that if the significance probability is > 0.05, there is no significant effect, or H₀ is accepted and H_a is rejected. If the significance probability is <0.05, there is a significant effect, or H₀ is rejected and H_a is accepted. Simultaneous test results can be seen in Table 10.

Table 10. Simultaneous Significance Test Results (F Test).

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11442.930	2	5721.465	177.578	.000 ^b
	Residual	13113.326	407	32.219		
	Total	24556.256	409			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Online Promotion, Influencer Credibility

The result data in Table 10 shows that the significance results for the influence of influencer credibility and online promotion simultaneously on purchase intention is 0.000 < 0.05, and the calculated F_{value} is 177.578 > F_{table} 2.315. So, it can be concluded that H₃ is accepted, which means that there is a simultaneous influence of influencer credibility and online promotion on purchase intention.

3.9 Testing the Total Coefficient of Determination

The coefficient of determination determines how much influence the independent variables have on the dependent variable. The Adjusted R square value determines the

coefficient of determination value [41]. To find out what percentage influence influencer credibility and online promotion have on purchase intention among followers of the Blibli Instagram account, see Table 11.

Table 11. Coefficient of Determination Test.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.683 ^a	.466	.463	5.676

a. Predictors: (Constant), Online Promotion, Influencer Credibility

Table 11 of the Coefficient of Determination Test shows that the adjusted R square value is 0.463 ($0.463 \times 100\% = 46.3\%$). The research results show that influencer credibility and online promotion influence purchase intention by 0.463 or 46.3%. Meanwhile, the external influence that was not examined was $(0.537) = 0.537 \times 100\% = 53.7\%$, meaning that purchase intention was influenced by other variables not examined in this study by 0.537 or 53.7%.

4 Conclusions

The description of customer purchase intention can be seen from transactional interest, referential interest, preferential interest and exploratory interest which are in the quite good category. This shows that followers assess that Blibli has quite good purchase intention and influencer credibility and online promotion influence the purchase intention of Blibli Instagram followers. The referential interest dimension shows the highest percentage of assessments and the exploratory interest dimension shows the lowest percentage.

The image of influencer credibility can be seen from its dimensions consisting of expertness, trustworthiness and attractiveness which are in the quite good category. This shows that Blibli's influencer credibility has received a fairly good assessment regarding the influencer's expertise in experience, knowledge and ability to provide accurate information so that it can generate trust in consumers. The expertness dimension shows the highest percentage of assessments and the attractiveness dimension shows the lowest percentage of assessments.

The description of online promotion can be seen from its dimensions which consist of promotion frequency, promotion quality, promotion quantity, promotion time and fairly good accuracy or suitability of promotional objectives. This shows that Blibli's online promotion has received a fairly good assessment regarding how well the advertising promotion attracts consumers' attention and desire to buy. The promotion quality dimension shows the highest percentage of assessments and the promotion frequency dimension shows the lowest percentage of assessments.

Based on the results of multiple linear regression analysis carried out in research on the Influence of Influencer Credibility and Online Promotion on Purchase Intention among Blibli Instagram Followers, the finding was that the Multiple Linear Regression

equation was that if there were no influencer credibility, online promotion variables, the value of purchase intention would remain the same, if the influencer credibility variable increases by one unit assuming the online promotion variable is in a constant state then purchase intention will increase, and if the online promotion variable increases by one unit assuming the influencer credibility variable is in a constant state then purchase intention will increase.

Based on the results of research regarding the Influence of Influencer Credibility and Online Promotion on Purchase Intention among Blibli E-Commerce Followers, the findings were:

- a. Partially, influencer credibility which consists of the dimensions of expertness, trustworthiness and attractiveness on Blibli Instagram followers has a positive effect on purchase intention with the expertness dimension having the highest influence among the other dimensions.
- b. Partially, online promotion which consists of the dimension's promotion frequency, promotion quality, promotion quantity, promotion time and accuracy or suitability of promotional objectives for Instagram Blibli followers has a positive effect on purchase intention with the promotion quality dimension having the highest influence among the other dimensions.

Simultaneously, based on the research results, it shows that together expertness, trustworthiness and attractiveness which are dimensions of influencer credibility and promotion frequency, promotion quality, promotion quantity, promotion time and accuracy or suitability of promotional objectives which are dimensions of online promotion have an influence on the purchase intention of Blibli Instagram followers.

4.1 Suggestions

Purchase intention on Blibli Instagram Followers is categorized as quite good, but there are still several aspects that need to be improved based on the lowest response assessment. The following are recommendations that the author can give regarding things that need to be improved to get better purchase intention. The exploratory interest dimension received the lowest response value. Explorative interest is a description of consumer behavior who always looks for information about the product they are interested in and looks for information to support the positive properties of the product. Blibli managers must be able to involve customers' interest, so that customers have a high curiosity about Blibli so that customers can choose Blibli as e-commerce when shopping.

- a. Blibli's sense of liking needs to be further improved and has a strong emotional bond with customers so that when customers like a good or service they can immediately buy it.
- b. Factors other than just well-known brands, Blibli needs to increase factors other than just well-known brands so that customers can buy goods or services not only from well-known brands.
- c. Interest in products, Blibli must be increased so that consumers feel interested in a product.

- d. Recommending products to other people, Blibli must provide good service and products so that customers can give good testimonials to other people so as to increase purchasing interest among other people.
- e. High motivation to recommend, Blibli customers already have high motivation to recommend products to others and this needs to be maintained in order to continue to increase new customers.
- f. Sacrifice to buy products, Blibli must be able to provide all conveniences to customers so that customers only need to make minimal sacrifices.
- g. Searching for information is very important, Blibli has been good at making customers feel that searching for information about a product is very important in determining buying interest.
- h. Interest in the brand, Blibli must be able to increase other factors besides the brand so that customers have an interest in using Blibli as a place to shop.
- i. Feeling satisfied with the product, Blibli needs to provide good service and ease of shopping so that customers feel satisfied with Blibli.
- j. Buying a product when the advertisement is attractive, Blibli needs to use evaluation material to pay more attention to respondents' interest in an advertisement provided by Blibli in order to increase customer interest.
- k. Blibli needs to pay attention to and improve their interest in seeking information so that respondents feel they are looking for information about a product when they need it because looking for information about a product is something that needs to be done to support purchasing interest.

Influencer credibility among Blibli Instagram followers is categorized as quite good, but there are several aspects that need to be improved based on the lowest response assessment. The following are recommendations that the author can give regarding things that must be improved in order to obtain better influencer credibility performance. The attractiveness dimension received the lowest response value, attractiveness is something that pleases and attracts the audience in terms of an influencer's physical appearance. Blibli managers must make the right strategy regarding attractiveness which is generally depicted in a person's appearance to be looked at so that it will have an impact on the success of influencer credibility on Blibli.

- a. Expertise, Blibli influencers need to increase trust in their followers so that they can be trusted more by their followers.
- b. Experience, Blibli influencers need to continue to increase their experience to be better at providing advertising promotions to their followers.
- c. Astuteness, Blibli influencers are quite skilled at providing advertising promotions and Blibli influencers need to look after them so that they get a good assessment from their followers.
- d. Trust, Blibli influencers need to increase and maintain trust so that their followers continue to have trust in Blibli influencers.
- e. Honesty in providing assessments, Blibli influencers must provide more objective assessments of things in order to increase trust in their followers.
- f. Reliability in providing advertising, Blibli influencers need to maintain and improve so that their followers feel that Blibli influencers can be relied on in providing promotions.

- g. Interest in influencers, Blibli influencers need to use this as evaluation material to increase their followers' interest in Blibli influencers.
- h. Classes that influencers have, Blibli influencers need to improve and maintain their class in order to increase their followers' assessment of Blibli influencers.
- i. Appearance, Blibli influencers need to improve their appearance because the influencer's attractiveness has a positive impact on the behavior of their followers.

Online promotion for Blibli Instagram followers is categorized as quite good, but there are several aspects that need to be improved based on the lowest response assessment. The following are recommendations that the author can give regarding things that must be improved in order to obtain better online promotion performance. The promotion frequency dimension obtained the lowest response value. Promotion frequency is a sales promotion carried out within a certain period of time through sales promotion media. Blibli managers must create the right strategy regarding consistency in using promotions so that it will have an impact on the success of online promotion at Blibli.

- a. Blibli's consistency in providing promotions, Blibli must be able to provide, develop and maintain promotions to customers so that customers receive information related to Blibli promotions consistently.
- b. Satisfaction with the promotions provided by Blibli, Blibli needs to pay attention to its customers' desires when shopping so that they can provide the right promotions so that customers feel satisfied with the promotions provided by Blibli.
- c. To create long-term memory, Blibli needs to provide promotions that are light and have characteristics that are not found in other e-commerce so that customers can more easily remember the promotions given by Blibli, for example by providing slogans such as "Because you are No. 1".
- d. Ability to provide promotions, Blibli has good capabilities in providing promotions and must continue to be developed and maintained so that Blibli has good capabilities in providing promotions to specific followers with more focus.
- e. Responsibility in carrying out promotions, Blibli needs to increase its responsibility in carrying out promotions and needs to be maintained in order to change the attitudes and behavior of buyers who previously did not know them so that they become buyers and still remember the product.
- f. With a high level of understanding in providing promotions, Blibli needs to improve further in communicating product benefits and as a tool to influence consumers in purchasing activities or using services according to their needs.

The results of the research state that influencer credibility and online promotion have a positive influence on purchase intention, thus the author recommends that Blibli Company continue to maintain and make efforts to increase influencer credibility and online promotion again by paying attention to the experience, knowledge and ability of influencers in providing relevant information. accurate and increase promotions related to product excellence to customers.

In the research carried out this time there are still weaknesses, namely that the research was carried out at one time (cross sectional) so that it allows for changes in

individual behavior from time to time, the variables used in this research do not represent all the factors that influence purchase intention. Therefore, in further research it is recommended to update theories regarding influencer credibility, online promotion, and purchase intention.

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