

# **Examining the Relationship Between Social Media Influencer Impact on Purchase Intention Towards Fashion Industry**

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## **Abstract**

The development of fashion industry in several countries has experienced rapid development. However, the growth of the fashion industry causes fierce competition among brands that leads them to intensify their marketing. In an age of digitalized interactions, some of the classic aspects of marketing have evolved including the usage of social media and influencer marketing. This study aims to determine factors that affect consumers' attitudes toward social media influencers and that impact on brand attitudes and purchase intentions toward the fashion industry using the conceptual model of Theory of Planned Behavior (TPB). A quantitative approach is employed, with the data collection method using an online survey from 159 respondents and continued to be researched. The data obtained has been tested using Smart PLS3 software. The results of the study indicate that consumers' attitudes toward the influencer have a positive and significant influence on brand attitude and purchase intentions. This study also indicated that perceived behavioral control and perceived expertise are also found to be positively impacts while perceived credibility and trust negatively impact the consumers' attitude towards the influencer.

## **Keywords**

Social Media Influencer, Attitude Towards the Influencer, Brand Attitude, Purchase Intention, Fashion Industry

## **1. Introduction**

The development of the fashion industry in several countries has experienced rapid development (Winto, 2021). There is a phenomenon and great market potential for Muslim fashion industry in Indonesia (Winto, 2021). In Indonesia, 86,9% of the population is Muslim. As a country whose population most Muslims, then the development of fashion cannot be separated from the background condition of Indonesian society. The positive contribution to the increase in gross domestic product (GDP) is a sign that the country's fashion industry has experienced significant development. Muslim Community Indonesia really cares about fashion so that Indonesia can become a fashion center Muslims in

the world, and the target to become the mecca of world Muslim fashion is not something that is excessive (Saidah, 2012). But the Muslim fashion industry in Indonesia of course find its own obstacles, the growing Muslim fashion industry in Indonesia is considered to have caused increased competition among business actors in Indonesia this industry (Nuraini, 2015). To win the competition, fashion industry players are required to better direct sales by digitizing. According to (Mahdi, 2022), the number of active users on social media continues to increase, in 2019 active users reached 150 million users, in 2020 active users reach 160 million users, in 2021 active users will reach 170 million users, until 2022 reach 191 million active users, both from social media, websites web, and so on. From the data shown above, the existence of the internet has changed some traditional elements in the marketing (Dianawati, 2022). According to (Kurtz & Boone, 2012), e-marketing is one component in e-commerce with the specifically, namely the strategy of the process of making, distributing, promoting, and determining prices of goods and services to the internet through digital media. According to (Burrow et al., 2008), online marketing is done through a computer system that connects customers to sellers electronically. The use of social media as a promotional medium is used to attract consumers in various forms (images, text, etc.) awareness, corporate image, and to increase sales, make influencer as one that influences current purchase intention. The increasingly popular use of influencer marketing is considered effective in encourage consumers to buy the product. 49% of consumers depend on influencer recommendations in purchasing decisions and google searches have percentage up to 1500% in the last three years for keyword influencers marketing. Influencer marketing is considered effective in encourage consumers to buy the product. The use of influencers for marketing on social media is considered effective, because: Internet users in Indonesia always increase every year and the use of social media such as YouTube, Instagram, Facebook, and others is very high (Kemp, 2020). A consumer who starts to have an interest in buying will be encouraged to know the quality of the store, then the consumer will build confidence in the results of the information obtained and consider risks that can be cause (Reksoprajitno, 1993). Reputation can be indicators of the extent to which consumers trust a brand professionally competent or honest and good (Dzaki & Zuliestiana, 2022). The method to be used is a quantitative method with survey collection with a target of 150 respondents, with questions about perceived credibility, trust, perceived behavioral, perceived expertise, attitude toward the influencer, brand attention, and purchase intention influence the interest consumer buy.

### **1.1 Objectives**

The research is to examine the relationship between social media influencer impact on purchase intention towards fashion industry.

## **2. Literature Review**

According to Deiss (2018), digital marketing is the act of promoting and selling a product or service by means of online marketing tactics. In addition, in continuing the digital revolution, changes and business development are brought about by digitalization, but digital can also take this problem to a further stage for Charlesworth (2018). Digital marketing helps enable companies to achieve their marketing goals at a relatively low cost (Ajina, 2019). Over the last two decades, digital marketing has transformed marketing globally with the spread of electronic media and tools to implement marketing such as: social media, television, radio channels, SMS, email, search engines, websites, mobile applications, electronic billboards, and social networking (Krishen et al., 2021).

According to Herbig (1996), source credibility is one of the factors that determine effectiveness when doing marketing. Ohanian (1990) also defines source credibility as a communicator who has a character that is able to influence the recipient of the message himself. According to Ki & Kim (2019), Influencers can also be decisive in the decision-making process of their followers whose decisions can be driven by following the advice of the influencer. Perceived credibility endorsers have also been shown to be the influence of the behavioral intentions of their followers who follow their activities and act on the information they share on their social media (Cosenza et al., 2015). In addition, when followers share their positive opinion about an influencer, they are more likely to follow his advice, and engage in behaviors such as recommending his account to others who may be interested (Ki and Kim, 2019). Therefore, the researcher proposes that followers' perceptions of credibility, and attitude toward the influencer positively influence their behavioral responses to it.

**H1:** Perceived credibility is positively related to attitude toward the influencer.

Trust depends on how a person behaves to achieve an uncertain goal (Giffin, 1967). Trust is defined as the degree to which customers trust what an influencer says as well as in what they do. The increased use of social media is also followed by an increase in endorsement of influencers because this is considered more natural and can be more trusted

than other media (Boerman et al., 2017) and there is a higher trust in influencers than other figures (Kiss & Bichler, 2008). Previous research revealed a positive relationship between beliefs and attitudes (Suh & Han, 2002; Ohanian, 1990)

**H2:** Trust is positively related to attitude toward the influencer.

Perceived Behavioral Control (PBC) reflects an individual's past knowledge of an event or obstacle that has been felt to determine a behavior (Chopra et al., 2021). According to (Bandura, 1997) PBC is assessing a person's ability to organize and do something. Previous research by Lou & Yuan (2019) found that the character of influencers shapes consumer desires for content and brand attitude so that it affects purchase intention and social media influencers are also more persuasive when they are liked (Kapitan & Silvera, 2016) According to Carfora et al. (2019) TPB predicts and influences consumer attendance. In the Theory Planned Behavior (TPB), perceived behavioral control has a direct positive impact on attitudes and intentions. Researchers developed the following hypotheses:

**H3:** Perceived behavioral control is positively related to attitude toward the influencer.

Individuals tend to agree more with the opinions of experts than with non-experts (Horai et al., 1974). According to Yadav et al. (2013), consumers are more likely to take and listen to recommendations submitted by influencers who are considered experts in their fields. Perceived expertise of influencers increases the level of trust for customers thereby influencing their attitudes towards influencers and their purchase intentions (Smith et al., 2005). The expertise of influencers is very helpful in communicating the bond with the products they advertise (Mowen, 1980) and increasing the persuasiveness of a fashion influencer (Martensen et al., 2018). Then:

**H4:** Perceived influencer's expertise is positively related to attitude toward the influencer.

The ability of an influencer can influence the attitudes of their followers as consumers (Jiménez-Castillo & Sánchez-Fernández, 2019). Attitude refers to the extent to which an individual approves or disapproves of a behavior before achieving it (Al-Debei et al., 2013). Individuals are more likely to choose behaviors that benefit themselves, by evaluating what the individual likes or dislikes and chooses to engage or not engage in certain behaviors (Armitage & Conner, 2001). When followers share favorable opinions of an influencer, they are more likely to follow his advice and engage in behaviors such as recommending the account to others who may be interested (Ki & Kim, 2019). Previous literature revealed a positive relationship between attitudes towards influencers towards brands (Amos et al., 2008).

**H5:** Attitude toward the influencer is positively related to brand attitude.

The TPB shows that a person's behavioral intention is influenced by his attitude towards that behavior. A positive attitude towards a brand not only produces a sustainable preference for the brand but also has a positive impact on purchase intention (Huang et al., 2011). In previous studies, related to advertising effectiveness, it was confirmed that attitude was a predictor of purchase intention (Mackenzie et al., 1986). If followers find the influencer interesting, they tend to follow the influencer (Sokolova & Kefi, 2020). Research has confirmed the influence of influencers on purchase intention (Sweeney et al., 2014; Wu et al., 2012). Therefore:

**H6:** Attitude toward the influencer is positively related to purchase intention.

Brand attitude develops from consumers through the physical experience of a product/service or marketing design content (Keller, 1993). Customer attitude towards a brand has a significant effect on purchase intention because brand attitude is the most important determinant of purchase intention (Abzari et al., 2014), both products and services (Mackenzie & Spreng, 1992). From previous studies, brand attitude has a positive relationship with purchase intention (Lee et al., 2017; Wang et al., 2019). So therefore:

**H7:** Brand attitude is positively related to purchase intention.

This research model is based mostly on the TPB (Ajzen, 1991), then a similar concept in previous studies (Chetioui et al., 2020). This model uses Perceived Credibility, Trust, Perceived Expertise (Chetioui, 2020), and Perceived

Behavioral Control (Ajzen, 1991). The conceptual framework of this study, including seven proposed hypotheses, is presented in Figure 1 as below.

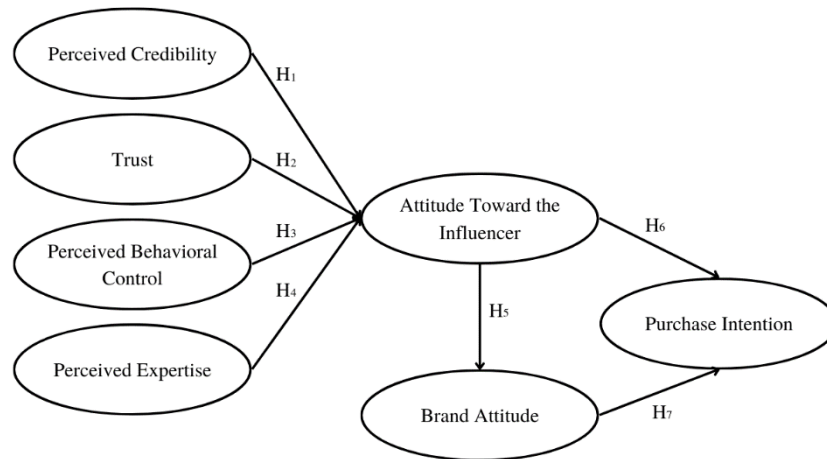


Figure 1. Research Model

### 3. Methods

Research methods can be divided into two, namely research methods quantitative, and qualitative research methods. Qualitative methods are research methods based on philosophy, which are used to examine scientific conditions where the researcher as an instrument, technique data collection, and data analysis emphasize meaning (Sugiyono, 2018). While the dependent variable is referred to are variables that are affected or that are the result of changes that based on independent variables (Sugiyono, 2018). The primary data in question is the method data collection that directly provides data to data seekers, collected directly from the main source or place of research. The data collection method in this study was carried out in two types: data collection methods, Questionnaire or Questionnaire Sugiyono (2018) said that the questionnaire is a data collection technique, where the researcher gives questions or non-verbal statements to respondents to obtain data from these respondents.

Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to study and then draw conclusions (Sugiyono, 2018). So therefore, the following is the minimum number of samples offered based on the complexity of the model and the basic model characteristics of a measurement; Minimum 100 samples (models containing five or fewer constructs, each with more than three items), minimum 150 samples (models with seven constructs or less, simple communality (0.5), and no construction is not identified), minimum 300 samples (models with seven or fewer constructs, lower communality (below 0.45)), minimum 500 samples (models with a large number of constructs, several being measured). Therefore, based on the research model, the researcher uses seven variables. Therefore, researchers need a minimum of 150 respondents as described above listed in point number two above.

The method to be used is a quantitative method with survey collection with a target of 150 respondents. In this study, the variable independent: Perceived Credibility Influencer, Trust, Perceived Expertise from Influencers, Attitude Toward the Influencer, Brand Attention from Influencer, and Purchase Intentions from Influencers. The dependent variable on this research is consumer purchase intention. All constructs were adopted from prior literature (Chetioui, 2019; Belanche et al, 2019). Here's a list of operational constructs: (Table 1).

Table 1. Measure Items

<b>Constructs</b>	<b>Measurement Items</b>	<b>References</b>
Perceived Credibility (CRED)	I believe that the fashion influencers I follow are convincing	Martins et al., 2019; Yang et al., 2013
	I believe that the fashion influencers I follow are trustworthy	
<b>Constructs</b>	<b>Measurement Items</b>	<b>References</b>
Perceived Credibility (CRED)	I believe that fashion endorsed by influencers is a good reference for buying products	Martins et al., 2019; Yang et al., 2013
	I find buying products/services advertised by Fashion Influencers that I follow is useful	
Trust (TR)	I believe that I can rely on the fashion influencers I follow to make purchasing decisions	Lu et al., 2014; Ohanian 1990
	I believe that the fashion influencers I follow are sincere	
	I believe that the fashion influencers I follow use the products they advertise	
Perceived Behavioral Control (PBC)	Apart from fashion influencers, I also consider personal and other objective factors when making purchasing decisions	Ajzen, 2011; Chetioui et al., 2020
	I will only buy fashion products that are referred by a reputable fashion influencer	
Perceived Expertise (EXP)	The fashion influencers I follow are experts in their fields	Bergkvist et al., 2016; Ohanian, 1990
	The fashion influencers I follow have great knowledge	
	The fashion influencers I follow provide references based on their expertise	
Attitude Towards the Influencer (ATTIN)	I believe that fashion influencers serve as fashion models for me	Ajzen, 2011; Casaló et al., 2020
	I believe that fashion influencers present interesting content	
	I believe that fashion influencers provide new offers on various products and services	
	I consider fashion influencers as a reliable source of information to find the latest trends	
Brand Attitude (ATTBR)	I trust the brands endorsed by the fashion influencers I follow	Ajzen, 2011; Bergkvist et al. 2016
Purchase Intention (PIN)	I most often have the intention to buy products that are endorsed by the fashion influencers I follow	Ajzen, 2011; Hsu & Lin, 2015; Kumar et al., 2009; Martins et al., 2017
	I usually recommend products and/or services endorsed by the fashion influencers I follow	

According to Sarstedt et al. (2017), SEM is an analytical approach that combines an analytical approach factor, structural model, and path analysis. More illustrative, robust, and reliable than the regression model when modeling interaction, non-linearity, error measurement, correlation of error terms, and the correlation between multiple independent latent variables.

Primary data in this study obtained from the results of distributing questionnaires to the target respondents, while secondary data in this study were obtained from library studies in the form of sources from books, internet, and previous research journals. From the data collection, obtained a final result in the form of 7 results influence based on the initial objectives that have been formulated, in the form of analysis the effect of Perceived Credibility Influencer on Attitude Toward the Influencers, Analysis of the Effect of Trust on Attitude Toward the Influencer, Analysis of the Effect of Perceived Behavioral Control on Attitude Toward the Influencers, Analysis of the Effect of Perceived Expertise on Attitude Towards the Influencers, analysis of the Influence of Attitude Toward the Influencer on Interests Buy Consumers, and analyze the Effect of Brand Attitude on Purchase Intention.

#### **4. Data Collection**

There are six techniques on side nonprobability, namely sampling systematic sampling, quota sampling, incidental sampling, purposive sampling, saturated sampling, and snowball sampling. On this study, the questionnaire used a likert scale so to measure the different variables of the research, respondents were asked to evaluate each proposed

statement using a six-point scale ranging from 1 (strongly disagree) to 6 (strongly agree). Demographic questions about age, gender, domicile, monthly expenses for fashion shopping and total of fashion products purchased in a month were included at the beginning of the questionnaire. (Table 2)

Table 2. Respondent Profiles

	<b>Variables</b>	<b>Frequency</b>	<b>Percentage</b>
Age	15 – 20	10	6.3%
	21 – 25	118	74.2%
	26 – 30	25	15.7%
	31 – 35	3	1.9%
	41 – 45	2	1.3%
	45 – 50	1	0.6%
Gender	Male	50	31.4%
	Female	109	68.6%
Domicile	Jakarta	87	54.7%
	Bogor	18	11.3%
	Depok	2	1.3%
	Tangerang	47	29.6%
	Bekasi	5	3.1%
Monthly Expenses for Fashion Shopping	>Rp500.000	57	35.8%
	Rp501.000 – Rp1.000.000	54	34%
	Rp1.001.000 – Rp2.000.000	26	16.4%
	Rp2.001.000 – Rp4.000.000	16	10.1%
	>Rp4.001.000	6	3.8%
Number of fashion products purchased in a month	1 – 3	83	52.2%
	4 – 6	53	33.3%
	>6	23	14.5%

In this study, researchers need to collect data using google form with a target of 150 respondents needed. The respondents are those who have followed fashion influencers on any social media platform and have made online fashion product transactions. The reason behind the addition of a filtering question at the start of the survey to eliminate respondents who were unfamiliar with fashion influencer. Through June 2022, a total of 163 respondents successfully obtained, 4 of the respondents' answers were invalid so they were rejected. The validity, reliability, and feasibility for testing hypotheses were assessed for the valid responses. The questions in this questionnaire discuss the variables studied and the results of the questionnaire data that the researchers obtained were tested and processed using Smart PLS 3. The final sample comprised 50 (31.4%) male respondents and 109 (68.6%) female respondents. About 118 (74.2%), most respondents are aged 21 – 25 years old.

## 5. Results and Discussion

In SEM, there are 3 stages, checking the validity and reliability of the instrument, testing the relationship model between variables, and getting the model suitable for prediction (structural model analysis and regression analysis). To analyze model research that has dependent and independent variables, used Structural Equation Modeling, or SEM. As illustrated in Table 3, researcher tested for indicator validity. Based on prior study (Sarstedt et al., 2017), items have loadings above 0.7 approving that the indicator reliability is accepted. Results in Table 3, shows that all constructs have outer loadings more than 0.7, confirming that all constructs are valid.

Table 3. Outer Loadings

<b>Constructs</b>	<b>Items</b>	<b>Outer Loadings</b>	<b>Results</b>
Perceived Credibility	CRED1	0.925	Valid
	CRED 2	0.901	Valid
	CRED 3	0.901	Valid
	CRED4	0.897	Valid
Trust	TR1	0.920	Valid

	TR2	0.923	Valid
	TR3	0.899	Valid
Perceived Behavioral Control	PBC1	0.846	Valid
	PBC2	0.873	Valid
Perceived Expertise	EXP1	0.930	Valid
	EXP2	0.927	Valid
	EXP3	0.934	Valid

Constructs	Items	Outer Loadings	Results
Attitude Towards the Influencer	ATTIN1	0.861	Valid
	ATTIN2	0.880	Valid
	ATTIN3	0.915	Valid
	ATTIN4	0.884	Valid
Brand Attitude	ATTBR	1.000	Valid
Purchase Intention	PIN1	0.964	Valid
	PIN2	0.962	Valid

Average Variance Extracted (AVE) values greater than 0.5 can also determine convergent validity (Hair et al., 2014). As shown in Table 4.3, all constructs have AVE values bigger than 0.5, it concludes that all constructs are valid. (Table 4)

Table 4. Average Variance Extracted

Constructs	Average Variance Extracted (AVE)	Results
<i>Perceived Credibility</i>	0.821	Valid
<i>Trust</i>	0.836	Valid
<i>Perceived Behavioral Control</i>	0.739	Valid
<i>Perceived Expertise</i>	0.865	Valid
<i>Attitude Towards the Influencer</i>	0.784	Valid
<i>Brand Attitude</i>	1.000	Valid
<i>Purchase Intention</i>	0.927	Valid

Researchers use the value of each construct contained in the cross loading to test discriminant validity. Based on Table 5, it shows that each construct, Perceived Credibility, Trust, Perceived Behavioral Control, Perceived Expertise, Attitude Towards the Influencer, Brand Attitude, and Purchase Intention has a greater cross loading value than the other variables so that it can declared this data valid.

Table 5. Cross Loadings

	Attitude Towards the Influencer	Brand Attitude	Perceived Behavioral Control	Perceived Credibility	Perceived Expertise	Purchase Intention	Trust
ATTIN1	0.861	0.763	0.769	0.763	0.756	0.795	0.736
ATTIN2	0.88	0.691	0.663	0.697	0.778	0.653	0.649
ATTIN3	0.915	0.742	0.721	0.778	0.857	0.691	0.682
ATTIN4	0.884	0.64	0.72	0.746	0.789	0.683	0.63
ATTBR	0.803	1	0.654	0.806	0.765	0.814	0.814
PBC1	0.667	0.508	0.846	0.493	0.574	0.531	0.444
PBC2	0.729	0.612	0.873	0.727	0.659	0.706	0.715
CRED1	0.811	0.752	0.665	0.925	0.772	0.8	0.796
CRED2	0.764	0.748	0.644	0.901	0.785	0.801	0.775
CRED3	0.732	0.691	0.585	0.901	0.729	0.678	0.732
CRED4	0.748	0.729	0.696	0.897	0.773	0.778	0.812

EXP1	0.815	0.696	0.665	0.8	0.93	0.706	0.699
EXP2	0.844	0.771	0.685	0.79	0.927	0.73	0.757
EXP3	0.847	0.667	0.656	0.766	0.934	0.694	0.7
PIN1	0.77	0.798	0.724	0.815	0.736	0.964	0.822
PIN2	0.769	0.769	0.668	0.812	0.734	0.962	0.821
TR1	0.689	0.759	0.635	0.801	0.7	0.808	0.92
TR2	0.77	0.783	0.653	0.822	0.757	0.796	0.923
TR3	0.62	0.683	0.571	0.727	0.654	0.73	0.899

Researchers used Composite Reliability testing for construct reliability. Based on Table 6, it shows that each variable has a value above 0.7 which means all constructs are reliable.

Table 6. Composite Reliability

Constructs	Composite Reliability	Reliability
Attitude Towards the Influencer	0.935	Reliable
Brand Attitude	1	Reliable
Perceived Behavioral Control	0.85	Reliable
Perceived Credibility	0.948	Reliable
Perceived Expertise	0.951	Reliable
Purchase Intention	0.962	Reliable
Trust	0.939	Reliable

In Table 7, shows that Attitude Towards the Influencer has an R Square value of 0.874 which means the influence of Perceived Behavioral Control, Perceived Credibility, Perceived Expertise, and Trust towards Attitude Towards the Influencer is 87.4%. Then, the influence of Attitude Towards the Influencer on Brand Attitude is by 64.5%, and the influence of Attitude Towards the Influencer and Brand Attitude on Purchase Intention is 72.2%.

Table 7. R Square

Constructs	R Square
Attitude Towards the Influencer	0.874
Brand Attitude	0.645
Purchase Intention	0.722

In this study, there are seven direct effects, Attitude Towards the Influencer to Brand Attitude, Attitude Towards the Influencers to Purchase Intentions, Brand Attitudes to Purchase Intentions, Perceived Behavioral Control to Attitude Towards the Influence, Perceived Credibility to Attitude Towards the Influencer, Perceived Expertise to Attitude Towards the Influencer, and Trust to Attitude Towards the Influencer. (Table 8)

Table 8. Direct Effects

Hypothesis	Independent Variable → Dependent Variable	T Statistics	P Values	Results
H1	Perceived Credibility → Attitude Towards the Influencer	1.888	0.06	Not significant, Negative
H2	Trust → Attitude Towards the Influencer	0.437	0.663	Not significant, Negative
H3	Perceived Behavioral Control → Attitude Towards the Influencer	4.954	0	Significant Positive



H4	Perceived Expertise → Attitude Towards the Influencer	5.601	0	Significant Positive
H5	Attitude Towards the Influencer → Brand Attitude	21.13	0	Significant Positive
H6	Attitude Towards the Influencer → Purchase Intention	4.125	0	Significant Positive
H7	Brand Attitude → Purchase Intention	4.671	0	Significant Positive

The results of testing of H1 and H2 show that the value of T-Statistics is 1.888 and 0.437, which means T-Statistics > T-Table, and the P Values of H1 and H2 are 0.06 and 0.663, which means P Values < 0.05 so H1 and H2 are rejected. Then H3, H4, H5, H6, and H7 show that the value of T-Statistics has a bigger values than T-Table, and the P Values of those hypotheses is 0, which means P Values < 0.05 so H3, H4, H5, H6, and H7 are all significant positive and accepted.

## 6. Discussion

### 6.1 Theoretical implications

This research has 7 theoretical implications. First, perceived credibility has a negative and insignificant effect towards attitude toward the influencer so does trust and attitude towards the influencer. The relationship between perceived behavioral control on attitude towards the influencer, has positive and significant influence on attitude towards the influencer. Attitude towards the influencer has a positive influence and significant towards brand attitude. Attitude towards the influencer has positive and significant influence on purchase intention. Last, brand attitude has a positive and significant influence on purchase intentions. These theoretical implications can help us conclude that the use of influencers as an advertising medium can benefit companies in increasing sales, brand awareness, and expand market share through digital media.

### 6.2 Practical implications

Based on the result of data processing, the variable that has a positive influence and significant to Attitude Towards the Influencer is Perceived Behavioral Control. Proves that personal factors and other objective factors be considered when making purchasing decisions. Besides that, followers will also only buy fashion products referred by influencers reputable fashion. Influencers that respondents follow are experts in their field and possess extraordinary knowledge. In addition, respondents also feel that the references given by influencers that respondents follow are only provide references based on their expertise. The Attitude Towards the Influencer has a positive influence and significant to Brand Attitude and Purchase Intention. Influencer made new offers about various products and services as well as the latest trends and companies should choose influencers that have good behavior and expertise because the attitude of the followers depends on the influencer's own habits and expertise. Last main practical implications is Brand Attitude has a positive and significant influence on Purchase Intentions. Companies should ensure that influencers on their ad maintain the good name of the brand so that followers will have the intention to purchase.

## 7. Conclusion

The contribution of this research was to examine the relationship between social media influencer impact on purchase intention towards fashion industry. The method to be used is a quantitative method with survey collection with a target of 150 respondents. In this study, the variable independent: Perceived Credibility Influencer, Trust, Perceived Expertise from Influencers, Attitude Toward the Influencer, Brand Attention from Influencer, and Purchase Intentions from Influencers. The dependent variable on this research is consumer purchase intention. In this study, data collection and dissemination is using google form. Researchers obtained as many as 163 respondents, 4 of the respondents' answers were invalid, so it's not used. The question in this questionnaire discuss about: the variables studied and the result of the questionnaire data that the researchers obtained were tested and processed using Smart PLS 3. Based on a sample of 159 respondents, there is a positive and significant influence between Perceived Behavioral Control towards Attitude Towards the Influencer. There is a positive and significant influence between Attitude Towards the Influencer to Brand Attitude. This indicates that the behavior towards influencers can influence consumer purchase

intention, influencers can trigger consumers to make purchases. This too implies that consumers are more likely to appreciate or recommend a brand that has been recommended by popular influencers. So, our result is that attitudes toward influencers have a significant impact on consumers' purchase intention.

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