

Impact of Social Media Influencer Towards Brand Attitude and Purchase Intention in Airline Industry

Putri Eka Wardani^{1*}, D S H Marroy², Yoanita Octora³, Edhie Budi Setiawan⁴

^{1,2,3,4} Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia

*Corresponding author: putrieka.wrdn@gmail.com

Abstract. In this digital era, influencer marketing became a brilliant strategy for companies to increase consumer interest in a product or service. Most people nowadays are searching some references through social media to watch the reviews of social media influencers to determine whether a product and service are worth to purchase or not. Based on source credibility model, this research aimed to find out the causal relationship between social media influencer credibility, brand attitude, and purchase intention. Besides, the results of this research have essential intention for airlines about how to adopt social media influencer strategies, so consumers' attitude towards brand could be affected positively and consumers' intention to purchase airline services could be increased. The data is collected by a random sampling of 131 respondents and this research was analyzed by path analysis with a quantitative approach. The results showed that all hypotheses for direct and indirect relationship are discovered to be supported.

Keywords: social media influencer, consumers' attitude, brand, source credibility, purchase intention, airline

Introduction

Influencer marketing cannot be ignored by the companies that attempt for long-term success in the airline industry. In fact, according to the data from influencer marketing platform, MuseFind shows that 92% of consumers trust an influencer more than an advertisement or traditional celebrity endorsement[1].

Although influencer marketing is not a new concept within the industry, it has become wildly popular in the past few years[2]. Influencer marketing has more focus on influential people rather than the target market as a whole, and it identifies individuals with influence, and orients marketing activities around these influencer[3].

According to Google Consumer Barometer, it found that 73% of Gen Z and 54% of millennials access internet as daily activities in Indonesia. With that amount of percentages, consumers can now easily switch among brands as opposed to past, due to the increased level of competition and diversity in the airline industry[4]. It is known that the demand for air transportation services has risen much faster than the demand for most other goods and services in the world economy, so it is very important for airlines to attract and increase their passengers to remain profitable by differentiating themselves to increase their perceived value[5].

This research is aimed to provide estimates of the magnitude and significance of hypothesized causal connections among social media influencer, brand attitude, and purchase intention through the use of path diagrams. In this social media influencer is approached by using the source credibility model which are: trustworthiness, attractiveness, and expertise in an endorser[5].

Literature Review

Influencer marketing is a new approach to marketing, it directly addresses the most common sales barriers within prospective consumers and focuses attention on those individuals who advise decision-makers, and we call these people influencers[6]. Social media influencers

represent a new type of independent, third-party endorsers who shape an audience's attitudes through blogs, tweets, and the use of other social media channels[7]. Through sites like Instagram, YouTube, Twitter, and Facebook, social media influencers create content promoting certain brands with the goal of obtaining a following and brand recognition[8]. Influencers open up a new channel for brands to connect with consumers more directly, organically, and at scale to their everyday lives, so they can promote brands through their personal lives, making them relatable to the average consumer[8].

Source credibility has been proposed as an important antecedent towards advertising effectiveness[9]. Trustworthiness, attractiveness, and expertise are three components used to analyze the effectiveness of an endorser (e.g. social media influencer) in source credibility model. When people received an information from a credible source (e.g. social media influencer) that related to their personality, it can influence them in terms of personal attitude and value structures[5].

Trustworthiness of the social media influencers indicative of its trustworthiness in terms of its product(s) and/or service(s) and it is considered to be an inherent characteristic of valuable social interaction[10]. Trustworthiness indicates as dependability, honesty, and believability belong to endorser from the viewpoint of consumers[11]. However, even the consumers believe that the message communicated by a trustworthy person, companies try to advance the value of trustworthiness by selecting endorser who are perceived as honest, believable and dependable[5].

Attractiveness focusses on an endorser's physical attributes or characteristics that directly influences the effectiveness of an endorsement and able to affect the consumers with positive outcomes[12]. Furthermore, an attractive social media influencer looks forward to having a positive effect on purchase intention[5].

Expertise is the extent to which the source is perceived as being capable of providing correct information that is connected to the experience or training of the source[13]. [10]noticed that expertise measures consist of such sentences as, "This brand reminds me of someone who is competent and knows what s/he is doing" and "This brand has the ability to deliver what it promises." and the organization's level of expertise is illustrated by its brand, culture, product(s) and/or service(s) and efficient messages in this regard.

Brand attitude defines as the psychological internal assessment of brand generation when purchasing decision makers accept the stimulus from the information from the brand attributes[14]. Brand attitude is one of the dimensions or elements of brand image and a positive brand evaluation will not otherwise offset the consumer's perception of an inappropriate or poorly positioned image[15].

Purchase intention is the preference of the consumer to buy the product or service and it has another aspect that the consumer will purchase a product after evaluation[16]. Purchase intention is evolves from the term intention, and intention comes from behavioral science, so the subjective probability that a person performs a particular action is intention[17]. Purchase intention is also regarded as an element of a consumer's cognitive behavior revealing the way an individual intends to purchase a specific brand in the way of "I should do", "I am going to do" and "I will do"[17]. Following the literature[5], both attractiveness and trustworthiness lead to purchase intention. Therefore, the relevant hypotheses are summarized by:

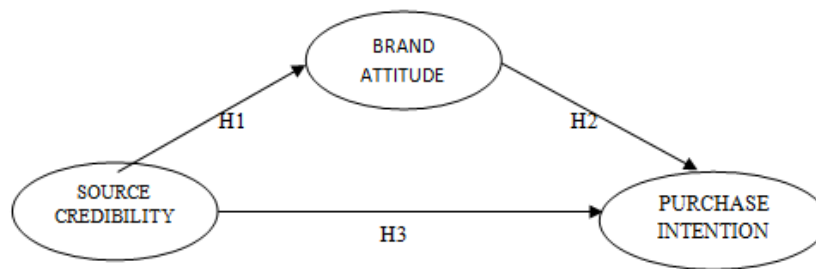


Figure 1. Hypotheses

H1. Source Credibility Model has a significant effect on Brand Attitude

H2. Brand Attitude has a significant effect on Purchase Intention

H3. Source Credibility Model has a significant effect on Purchase Intention

Methodology

This research used path analysis with a quantitative approach to see indication theoretically based causal relationships between various variables. Quantitative methods is a research method based on positivism philosophy, used to examine in a particular population or sample, data collection using research instruments, quantitative data analysis/statistics, with the aim to test the hypothesis set, and explained that quantitative methods were used when [18]:

1. If the problem that was the starting point of research is clear. It means that problem is a deviation between what should be and what happens, between rules and execution, between theory and practice, between plans and implementation.
2. When the researcher wants to get broad information from a population. Quantitative research methods are suitable to be used to obtain broad but not in-depth information [19].

Path analysis is an extension of the regression model, which researchers use to test the fit of a correlation matrix with a causal model that they test [20]. It stated that the aim of path analysis is to provide estimates of the magnitude and significance of hypothesized causal connections among sets of variables displayed through the use of path diagrams which a path diagram is an illustration wherein the variables are identified and arrows from variables are drawn to other variables to indicate theoretically based causal relationships [20]. A single-headed arrow points from cause to effect. A double-headed, curved arrow indicates that variables are merely correlated; no causal relations are assumed. The independent (X) variables are called exogenous variables. The dependent (Y) variables are called endogenous variables [20].

All the question items in the questionnaire are adopted and modified from the literature reviews above with total 15 questions. The amount of the sample in this research referred to Malhotra theory that the number of samples or respondents is at least five times the number of items studied [21]. So the minimum sample for this research was at least 75 respondents. Therefore, we took a random sample of 131 respondents who had been using airline services and still using social media in their daily life. In this research, the data was collected by distributing questionnaires. To measure each variable, this research used an ordinal scale and the scale of the instrument used Likert Scale in this research with a score range (1=strongly disagree; 5=strongly agree).

Discussion and Result

This research aims to analyze the impact of social media influencer on brand attitude towards purchase intention on airline industry in Indonesia. 131 random respondents who had been using airline services and still using social media in their daily life collected by distributing survey questionnaires. Frequency of the respondents based on gender and age are displayed in **Figure 2** and **Figure 3** below:

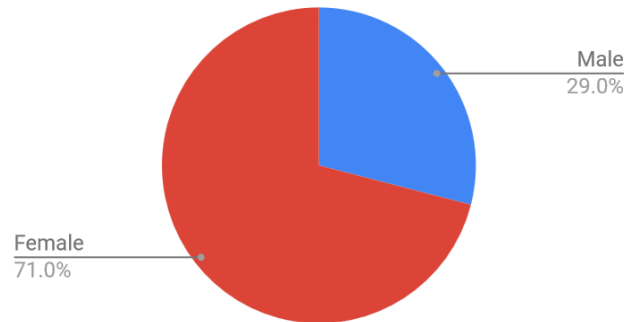


Figure 2. Characteristics of Respondents by Gender

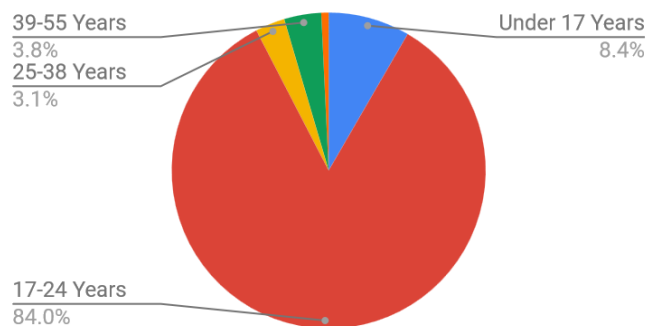


Figure 3. Characteristics of Respondents by Age

Based on **Figure 2** and **Figure 3**, among the 131 valid respondents, 29.0% are male and 71.0% are female; while 11 (8.4%) respondents are under 17 years old and 110 (84.0%) respondents aged 17-24 years, then 4 (3.1%) respondents aged 25-55 years, 5 (3.8%) respondents age 39-55 years, and 1 (0.7%) respondent aged over 25 years.

Based on the result of the research, the validity of each item can be seen below:

Table 1. Validity Test Source Credibility Model

Items	R Count	R Table 5% (131)	Validity
1	0.597	0.1703	VALID
2	0.538	0.1703	VALID
3	0.470	0.1703	VALID
4	0.609	0.1703	VALID
5	0.501	0.1703	VALID

6	0.531	0.1703	VALID
7	0.492	0.1703	VALID
8	0.516	0.1703	VALID
9	0.621	0.1703	VALID

Table 2. Validity Test Brand Attitude

Items	R Count	R Table 5% (131)	Validity
1	0.510	0.1703	VALID
2	0.566	0.1703	VALID
3	0.615	0.1703	VALID

Table 3. Validity Test Purchase Intention

Items	R Count	R Table 5% (131)	Validity
1	0.686	0.1703	VALID
2	0.614	0.1703	VALID
3	0.675	0.1703	VALID

Based on **Table 1**, **Table 2**, and **Table 3** above, the result of validity items from all variables were valid because R Count > R Table. Because it stated that all research variables were valid, it can be used for this research.

Table 4. Reliability Test

Cronbach's Alpha	N of Items
0.851	15

Based on **Table 4**, it could be noted that the research in the form of questionnaire is reliable because the value of Alpha Cronbach's was > 0.7. It means that the measuring instrument used in this research was reliable, then the data could be analyzed further.

Table 5. Substructure 1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,412	1,178		2,047	,043
	Source Credibility	,258	,032	,582	8,124	,000

a. Dependent Variable: Brand Attitude

Based on Table 5, source credibility has a significant impact to brand attitude. Which the generating value is 0,582.

Table 6. Substructure 2

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	,168	1,085		,155	,877
	Source Credibility	,164	,035	,350	4,640	,000
	Brand Attitude	,484	,080	,458	6,065	,000

a. Dependent Variable: Purchase Intention

Based on table 8, source credibility has a significant impact to purchase intention by generating a value of 0,350. And brand attitude also has a significant impact to purchase intention by generating a value of 0,458.

From the calculation of substructure 1 and substructure 2, the direct of can be summarized by:

Item	Direct effect	Remarks
Source Credibility -> Brand Attitude	0,582	Significant
Brand Attitude -> Purchase Intention	0,350	Significant
Source Credibility -> Purchase Intention	0,458	Significant

Based on the table above, it showed that the direct effect of source credibility on brand attitude is 0,582, brand attitude on purchase intention is 0,350, and while source credibility on purchase intention is 0,458.

Item	Indirect Effect	Remarks
Source Credibility -> Brand Attitude -> Purchase Intention	0,582 x 0,350 = 0,204	Significant

Based on the table above, it showed that the indirect effect of source credibility through brand attitude on purchase intention is 0,204. The sobel calculation test showed that there is significant effect, so the brand attitude can be functioned as mediation.

Conclusion

This research reveals how source credibility of social media influencer affect brand attitude, brand attitude affect purchase intention, and source credibility of social media influencer affect purchase intention through brand attitude on airline industry in Indonesia. Based on the result and data analysis, social media influencers was found to have significant relationship with brand attitude. It means that social media influencers doesn't lack of trustworthy, attractiveness, and expertise to affect brand positively towards the product that is being endorsed by them.

As a Brand/Airlines, they must have an add-on list especially collaborate with the influencer who has an expert or special knowledge in the Air Transport field. Not only regular

influencer. Then invest a long term and fresh strategic online brand recognition towards social media.

Afterwards, it was proven that directly X through Y has a significant effect to Z. The trust and a high level of knowledge or skill that they had, would form a positive opinion towards brand and form an intention to purchase the product that is being endorsed. And impact of brand attitude towards purchase intention was also significant. Good attitude from brand would also positively influence consumers' intention to purchase a product or service.

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