

THE EFFECT OF INFLUENCER CREDIBILITY TOWARDS CONSUMER TRUST IN E-COMMERCE AND PURCHASE INTENTION OF LOW-COST CARRIER TICKET

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Abstract: In this era, marketing through influencers is the most effective way for companies to increase purchase intention in products and services. Most people who are searching for information about products or services often consider influencers as credible information to determine whether a product and service are worth to purchase or not. This research aims to find out the causal relationship between influencer credibility, consumer trust in e-commerce, and purchase intention of low-cost carrier ticket. The data was collected through a random sampling with 125 respondents. This research was analyzed by path analysis with a quantitative approach. The results show that the direct effect of influencer credibility on consumer trust in e-commerce is (0.557), consumer trust in e-commerce on purchase intention is (0.570), influencer credibility on purchase intention is (0.182). Finally, the indirect effect of influencer credibility through consumer trust in e-commerce on purchase intention is (0.317).

Keywords: Influencer, consumer trust, e-commerce, purchase intention, low-cost carrier

Introduction (Including Literature Review)

The internet has changed the way companies interact and deal with consumers. With the purchase through e-commerce as a new phenomenon, it has become a pioneer of the beginning of the future digital world trade. Therefore, marketing through influencers becomes popular demand nowadays, and it may be explained as a form of marketing that implies activities aimed at building relationship with people who can influence potential buyers (Lisichkova & Othman, 2017).

Many people thought that low cost carrier airlines were not safe because the prices offered were relatively low. Low-cost carrier airlines apply low ticket prices and limited services due to cut operating costs because services that are considered not contributing much in providing profits to the airline (Firmananda et al., 2014). The rise of buying and selling activities through e-commerce in Indonesia caused by the dissemination of social media content by the influencers can earn profit to airlines. It can significantly increase buying and selling activities because there is consumer trust in e-commerce (Maulana et al., 2020).

This research aims to identify approximate significance and the level of the causal relationship hypothesized between influencer credibility, consumer trust in e-commerce, and purchase intention using path diagrams. Influencer is approached by using attractiveness, and expertise to analyze the effectiveness of an endorser (S. W. Wang et al., 2017).

Influencers are individuals who actively use their social media account, frequently engage in a certain topic, and share new information (Loeper et al., 2014). Through social media accounts such as Instagram, Youtube, Twitter, and Facebook, influencers create content that promotes certain brands, and they intend to gain followers and recognition of some brands (Okuah et al., 2019). Consumers who are searching for information about products or services often consider influencers as credible information sources (X. Wang et al., 2012). When influencers are considered credible, a product endorsement that is promoted has a higher value to consumers, it can increase purchase intention (Lisichkova & Othman, 2017).

Source credibility has been proposed as an important antecedent for advertising effectiveness (Riskhi et al., 2018). Attractiveness and expertise are two components used to analyze the effectiveness of an influencer. When people receive information from influencer credibility that associated with their personality, it can influence them in purchase intention (Lisichkova & Othman, 2017).

Attractiveness is seen in the physical characteristics of influence that directly affect the effectiveness of an endorsement and they can affect consumers with positive results (Lim, 2017). Furthermore, an attractive social media influencer is expected to having a positive effect on consumer purchase intention (Lisichkova & Othman, 2017).

Experience or training can be used as the sources of information that is considered true and reliable, and it is explained as expertise (Ismagilova et al., 2019). Expertise measures consist of these following statements, "this brand made an impression in my memory as someone who is competent and knows what she/he is doing because this brand can amaze me" and "this brand has power with what it has promised." The organization's level of experience is illustrated by its brand, culture, product(s), and/or service(s) and efficient messages in this regard (Raintung et al., 2016).

E-commerce (electronic commerce) is a service that uses internet media to make purchases and sales of products. Before making an online purchase we can use the internet to find information, to check prices, or to see the products offered first (Khan, 2016).

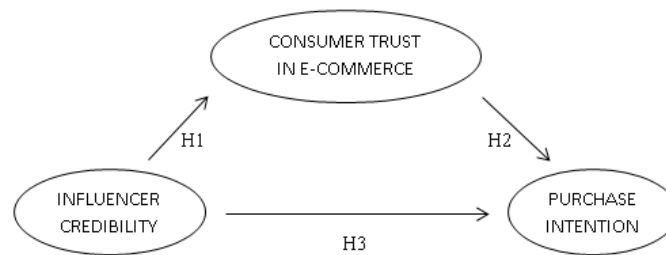
Consumer trust is an important part of e-commerce, where there are antecedents, and the risk can be a major concern for several reasons. First, the effect of trust makes us understand the importance of the things that affect trust. In order to facilitate trust, understanding these factors is very important. Second, the effect of online purchasing behavior will be known if we imply trust (Agag & El-Masry, 2017).

Benevolence is a good deed done by the seller to his customers. Therefore, because of these good deeds, the level of customer satisfaction and trust can increase, so that revenue and sales can also increase. Furthermore, benevolence consists of trust, acceptance, empathy, and attention (Rofiq & Mula, 2010).

Integrity is how sellers do their business by paying attention to their attitudes and habits. Integrity consists of "loyalty, fairness, honesty, reliability and fulfillment" (Rofiq & Mula, 2010).

Purchase intention is a choice the buyer has to buy merchandise or services, and that is another aspect that the buyer considers before buying the product (Younus et al., 2015). Consumer cognitive behavior is also considered a purchase intention that expresses a personal way of intending to get a particular brand through "I must do", "I will do" and "I will do" (Kian et al., 2017). Hence, the relevant hypotheses are summarized up into:

Figure 1. Hypothesis



- H1. Influencer Credibility has a significant effect on Consumer Trust In E-Commerce
H2. Consumer Trust In E-Commerce has a significant effect on Purchase Intention
H3. Influencer Credibility has a significant effect on Purchase Intention

Methodology

This study used path analysis with a quantitative approach to see the linkage between various variables. The quantitative method is a study method supported by positivism philosophy used to check certain populations or samples. Data is collected using research instruments and analyzed using statistics. The hypothesis is then tested. A quantitative method is used when:

1. If there is a clear problem at the starting point of the study. This explains if problems can be the cause between what happens, between implementation and rules, between practice and theory, and between implementation and plan (Fitantri et al., 2018).
2. If researchers want to get extensive information, then the quantitative method is suitable for use. However, the information obtained is not complete (Fitantri et al., 2018).

Path analysis is a continuous analysis and an increase in regression analysis, which is needed by researchers to check the correlation matrix related to the casual model being tested. The purpose of the path analysis is to provide an estimate of the level and significance of the causal relationship hypothesized between the set of variables shown through the use of a path diagram. The path diagram is a picture in which the variable is identified and the arrow from the variable is drawn to another. The diagram uses a single arrow with one head to explain the cause and a two-headed curved arrow to illustrate the correlation and there is no assumed causal relationship (Stage et al., 2010). The research implemented influencer credibility as exogenous variable, purchase intention as endogenous variable, and consumer trust in e-commerce as intervening variable (Sugiyono, 2010).

All the 15 questions in the questionnaire are adopted and modified from the literature reviews above. The amount of the sample in this research referred to Malhotra's theory that the number of samples or respondents should have been at least five times the number of items studied (Fathurahman et al., 2018). So the minimum

sample for this research would be at least 75 respondents. Therefore, we took a random sample of 125 respondents who had been using low-cost carrier services, still using social media in their daily life, and booking a ticket via e-commerce. 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 a Likert Scale with a score range (1=strongly disagree; 5=strongly agree).

Discussion and Result

This research aims to analyze the effect of influencer credibility and consumer trust in e-commerce towards the purchase intention of low-cost carrier tickets in Indonesia. 125 random respondents were those who had been using low-cost carrier service, still using social media in their daily life and booking a ticket via e-commerce by distributing survey questionnaires. The frequency of the respondents based on gender and age are displayed in Table 1 below:

Table 1. Characteristic Of Respondents

Category	Profile	Total (n)	Percentage (%)
Gender	Male	53	42.4%
	Female	72	57.6%
Age (years)	17 – 24	97	77.6%
	25 - 38	16	12.8%
	39 – 55	11	8.8%
	>55	1	0.8%
Education	Senior High school / Diploma	66	52.8%
	Bachelor degree	59	47.2%
Job	Student	83	66.4%
	Entrepreneur	9	7.2%
	Government employee	11	8.8%
	Private employee	18	14.4%
	Professional (doctor, lecturer)	1	0.8%
	Etc	3	2.4%

Based on Table 1, the respondents in this research were dominated by female students aged 17-24 years. It shows that female students more often searched for information about products or services through influencers as credible information source to determine whether a product and service were worth to purchase or not. Female students more often traveled far and bought low-cost carrier tickets through e-commerce because of trust in the e-commerce.

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

Table 2. Validity Test Influencer Credibility

Items	R count	R table 5% (125)	Validity
1	0.803	0.176	VALID
2	0.631	0.176	VALID

Table 3.

3	0.782	0.176	VALID
4	0.796	0.176	VALID
5	0.835	0.176	VALID
6	0.525	0.176	VALID

Validity

Test Consumer Trust In E-Commerce

Items	R count	R table 5% (125)	Validity
1	0.684	0.176	VALID
2	0.772	0.176	VALID
3	0.771	0.176	VALID
4	0.687	0.176	VALID
5	0.764	0.176	VALID
6	0.607	0.176	VALID

Table 4. Validity Test Purchase Intention

Items	R count	R table 5% (125)	Validity
1	0.718	0.176	VALID
2	0.761	0.176	VALID
3	0.756	0.176	VALID

Based on Table 2, Table 3, Table 4 above, the result of validity items from all variables were valid because R count > R table. Because it states that all research variables were valid, it can be used for this research.

Table 5. Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
0.884	15

Based on Table 5, it should be noted that the research in the form of a questionnaire is reliable because the value of Alpha Cronbach's was > 0.176. It means that the measuring instrument used in this research was reliable. Then the data could be analyzed further.

Table 6. Summary Of Hypothesis Testing Model

Variables			β		Hyphothesis
Influencer Credibility	On	Consumer Trust In E-commerce	0.557	H1	<i>Supported</i>
Consumer Trust In E-commerce	On	Purchase Intention	0.570	H2	<i>Supported</i>
Influencer Credibility	Towards	Purchase Intention	0.182	H3	<i>Supported</i>

Based on Table 6, influencer credibility had a significant effect on consumer trust in e-commerce by generating a value of 0.557. Consumer trust in e-commerce had a significant effect on purchase intention by generating a value of 0.570. Influencer credibility had a significant effect towards purchase intention by generating a value of 0.182.

From table 6, the direct of can be summarized by:

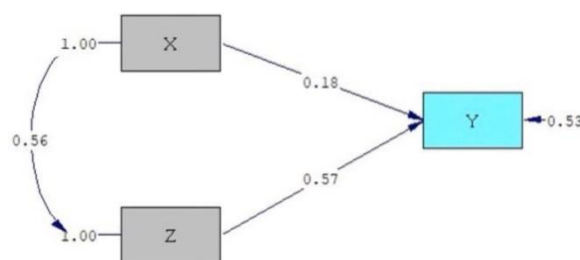
Item	Direct Effect	Remarks
Influencer Credibility -> Consumer Trust In E-Commerce	0.557	Significant
Consumer Trust In E-Commerce -> Purchase Intention	0.570	Significant
Influencer Credibility -> Purchase Intention	0.182	Significant

Based on the table above, it shows that the direct effect of influencer credibility on consumer trust in e-commerce is 0.557, consumer trust in e-commerce on purchase intention was 0.570, influencer credibility towards purchase intention was 0.182.

Item	Indirect Effect	Remarks
Influencer Credibility -> Consumer Trust In E-Commerce - > Purchase Intention	$0.557 \times 0.570 = 0.317$	Significant

Based on the table above, it shows that the indirect effect of influencer credibility through consumer trust in e-commerce towards purchase intention was 0.317. The calculation test shows that there is a significant effect, so consumer trust in e-commerce can be functioned as mediation.

Figure 2. Measurement Model



Conclusion

This research reveals how influencer credibility on social media affects consumer trust in e-commerce, consumer trust in e-commerce affects purchase intention, and influencer credibility on social media affects purchase intention through consumer trust in e-commerce of low-cost carrier services in Indonesia. Based on the result and data analysis, influencer credibility on social media was found to have a significant relationship with consumer trust in e-commerce. It means social media influencers do not lack attractiveness, and expertise to affect consumer trust in e-commerce towards low-cost carrier services that are being reviewed by them.

If LCC wants to increase revenue, they must collaborate specifically with influencers who have experience and knowledge about air transportation. Furthermore, they must cooperate with e-commerce to make it easier for consumers to book ticket.

The results of this research, it is proven that influencers credibility through consumer trust in e-commerce directly has a significant effect on purchase intention. The attractiveness and expertise that influencers has, will form positive opinions towards e-commerce and form an intention to purchase the product that is reviewed by the influencers. Then, the effect of consumer trust in e-commerce towards purchase intention is also significant. The integrity and benevolence of e-commerce will also positively influence consumer intention to purchase a product or service.

This research differs from previous studies wherein the study of (S. W. Wang et al., 2017), the indicator of greater influencer was expertise while our study is attractiveness. It is different because in this era people more often use social media like Instagram, Youtube in their daily activities to find all the information they want. Many people are more attracted to influencers by looking at their lifestyle. Attractive social media influencers seem to have a positive effect on consumer purchase intention. Furthermore, in the study of (Rofiq & Mula, 2010), an indicator of greater e-commerce is integrity whereas in our study is benevolence. Because there are many e-commerce platforms providing low-cost carrier tickets, those platforms are competing to get the attention of the consumers by providing lots of discounts to increase purchase intention.

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