

The Effect of Online Influencer Marketing on Suggestion Impulse Buying with Trust as a Mediating Variable

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ABSTRACT

This study examines the influence of online influencer marketing on suggestion impulse buying while considering the mediating effect of trust. The study takes place in the context of the digital era, where Influencer Marketing has become a dominant marketing strategy. The research used an online survey method, distributed to respondents using Google Form. The technique of purposive sampling is used to choose the samples. The data will be analyzed using SmartPLS software and test the relationships between the variables under investigation. The results of this study should deepen our understanding of how Online Influencer Marketing affects Suggestion Impulsive Behavior while taking the mediating effect of Trust.

Keywords: Online Influencer Marketing; Suggestion Impulse Buying; Trust; Mediating Variable.

1. Introduction

Digitalization has advanced quite quickly during the past ten years in all spheres of human life. Beginning from the education area, technology, and different areas, particularly in the business area, which we typically call digital business. Digital business refers to all commercial operations that use technology to develop goods and services before advertising them online and through social media.

With many sellers switching to using digital media as an option to market their products, there is currently intense competition in digital marketing. In facing this competition, marketers use various marketing strategies, one of which is using influencer marketing. Nearly 40% of marketing managers globally use influencer marketing to advertise their products, according to survey data from the Influencer Marketing Benchmark Report (2020). According to influencers themselves, customers can trust them as reliable sources (Boerman, 2020; De Veirman et al., 2017). By enlisting the help of social media users with the ability to affect many of their followers, influencer

marketing seeks to encourage E-WOM (electronic word of mouth) marketing (Petrescu et al., 2018).

It is believed that engaging influencers who consumers can trust as a marketing technique can affect consumer buying behavior, including impulsive behavior. Based on the results of the Populix Survey (2023), 12 percent of the total impulse purchases in Indonesia were influenced by social media influencers. According to Engel and Blackwell (1982), when a consumer is in a shop, online impulse buying is an act of buying without prior planning or a temporary purchase decision. According to Stern (1962), impulse buying can be categorized into four types, one of them is suggestion impulse buying which will be the dependent variable in this research. When customers view a product for the first time and consider it, they engage in suggestion impulse buying. Customers who don't need or desire to use the merchandise make this impulsive buy.

This research aims to analyze the influence of online influencer marketing on impulse buying suggestions using social influence theory. Research by Gunawan and Iskandar (2020) stated that influencer marketing has a positive effect on online impulse buying. However, based on research from Rahayu S.D (2022), social media influencers have no effect on impulse buying. Therefore, it may be concluded that the research findings regarding this issue are inconsistent. Therefore, research must be conducted to identify the variable that can mediate the relationship between online influencer marketing and impulse buying behavior in order to clarify or highlight the difference between the two variables. In this study, trust was a mediating variable.

Because buyers explicitly look for experience and credibility of goods or services, trust plays a major role in the purchasing process (Grabner-Kraeuter, 2002). For this reason, trust has been included as a mediating variable. Influencer marketing aims to help businesses reach their target audiences in a credible way by using individuals that have a high level of trust from their followers (Cooley & Parks-Yancy, 2019). According to research by Kamaldeep, S. (2021), trust can mediate the impact of influencer marketing on how customers make purchases. The problem in this research is whether customer trust can explain the differences in research results between online influencer marketing and suggestion impulse behavior.

2. Literature Review

2.1 Social Influence Theory

The main theme of Social Influence Theory, as proposed by Kelman (1958) is that an individual's attitudes, beliefs, and actions or behavior are influenced by other people. Kelman (1958) added that there are three main processes of influence, namely compliance, identification, and internalization. According to Raditya 2013, compliance means that a person doesn't entirely change because of being persuaded. Identification refers to the process by which someone gains influence due to their familiarity with or allegiance to a given group, person, or cause. In the meantime, internalization means that a person receives influence because he feels comfortable and believes in what is given to him by an individual or group. The relevance of this research is that an influencer can be used as a source of influence on consumer actions or behavior through compliance, identification, and internalization processes.

2.2 Online Influencer Marketing

As defined by Prihadini et al. (2020), online marketing is a strategy for promoting goods and services that makes use of online tools including social media, video marketing, search engine optimization, and websites. Social media is a way for people to interact on the internet without being limited by time and space. Influencer marketing is an advertising tactic aimed at increasing brand awareness and buying behaviour among customers as described by Preacher and Hayes (2008). When customers can rely on influencers as reliable sources (De Veirman et al., 2017).

There are three dimensions of influencer credibility according to Hovland, Janis and Kelly (1953), namely:

- *Trustworthiness*. Influencers have integrity and can be trusted.
- *Attractiveness*. Influencers are recognized for having a desirable appeal and being consistent with the items they promote.
- *Expertise*. Refers to an influencer's knowledge, experience or expertise regarding the product being presented.

2.3 Suggestion Impulse Buying

Online impulsive buying, according to Engel and Blackwell (1982), is defined as a purchase activity made without prior planning. According to Engel (1995) in Japariato's (2011) research, impulsive buying is characterized by spontaneity, excitement, and stimulation, and without deep consideration. And done immediately without any purchase intention (Strack, 2005). On the other hand, suggestion impulse buying is when a person makes a purchase out of the blue due to impulsive impulses that may not be in line with their prior purchasing objectives (Solomon, 2009). This type of purchase takes place when there is no need for the product or consumers are not using it (Syafitri, 2018).

2.4 Trust

According to Zaltman (1993), trust is the capacity to rely on an influencer in whom one has faith. Rachella et al. (2012) claim that consumer trust in product reviews via the internet can be increased by a good message quality and perceived similarity of background.

The following are the dimensions of trust according to Robbins and Judge (2007):

- *Openness*. It is openness in exchanging opinions.
- *Integrity*. It is the honesty and truth of what is conveyed.
- *Competence*. Related to the knowledge and skills possessed.
- *Consistency*. Relates to reliability in individual judgments.

2.5 The Effects of Online Influencer Marketing and Trust on Suggestion Impulse Buying.

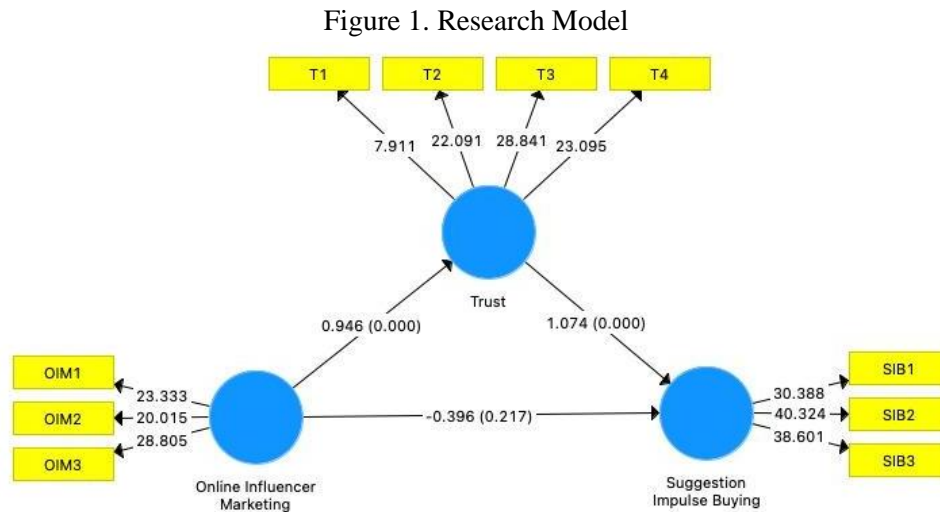
Consistency, competency, integrity, and openness are used to evaluate an influencer's credibility in promoting a product. This increased customer trust will then drive consumers to make impulsive purchases based on recommendations. According to Zhang et al (2014), opinion based social interaction or commonly known as online reviews has a positive effect on consumer' impulse buying. According to Baker Qureshi et al (2019) research, social network marketing through online reviews has a positive impact on impulsive purchasing. And Astuti et al (2020) research stated that online reviews affect impulse buying positively.

Influencer marketing with attractiveness and expertise has a positive impact on consumer trust in a brand, according to research conducted by Kim (2021) and Emeraldal & Kurniawati (2021). Moreover, Online product reviews, according to research by Racherla et al. (2012), can increase consumers' trust.

According to research by Ek Styvén et al (2017), trust can facilitate consumers' impulse buying. And research by Han (2023) stated that the higher the level of trust of social media users, the higher the consumer's impulse buying behavior. Moreover, Moreno et al (2021) say that customers' online trust has a positive effect on impulse buying.

Based on Lavenia and Erdiansyah's research (2022), influencer marketing increases perceived trust, which has a positive effect on impulse buying. The following research hypothesis can be created based on the relationships between the variables and on previous research:

- H1: *Online influencer Marketing* has a positive effect on *Suggestion Impulse Buying*.
- H2: *Online Influencer Marketing* has a positive effect on *Trust*.
- H3: *Trust* has a positive effect on *Suggestion Impulse Buying*.
- H4: *Trust* mediates the influence of *Online Influencer Marketing* on *Suggestion Impulse Buying*.



3. Research Methodology

3.1 Population and Sample

The population of this study is consumers who have or often watch David GadgetIn review content, so the number is unknown. According to Hair (2010), the number of indicators is multiplied by the numbers 5 to 10, i.e. (10 x 10 = 100), to determine the suggested minimum sample. 105 respondents who met the required criteria for this study were identified.

3.2 Variable Measurement

To measure each variable, this study uses a 5 point Likert scale with closed questions. The questionnaire contains 3 indicator items of online influencer marketing (Shimp, 2003). 2 indicator items for suggested impulse buying (Engel, 1995) and additional indicator for suggested impulse buying (Strack, 2005). And the questionnaire also contains 4 indicator items of trust (Robbins and Judge, 2007).

3.3 Data Analysis Tool

The data will be analyzed using SmartPLS software. Three primary calculations are made while using the Smart PLS for our overall or essentially final quantitative data analysis. Here are the three most often used perceptual processes (Hair et al., 2018): PLS Algorithm, Bootstrapping, and Blindfolding. Algorithm PLS. Nonlinear iterative partial least squares, also referred to as NIPALS, is the common method for estimating PLS components (factors) (Sarstedt & Cheah, 2019). Bootstrapping is a method for determining the degree of probability or significance of direct, indirect, and total effects. Analysis called "blindfolding" is done to determine how predictively relevant a construct model is.

4. Results

4.1 General Description of Respondents

In this research, a questionnaire was filled out by 105 respondents who had or often watched David GadgetIn review content.

Table 1. General Description of Respondents

Gender					
Male	54	51.4%	Female	51	48.6%
Age			Educational Background		
18-25	85	81%	SMA/SMK/Equivalent	28	26.7%
26-30	15	14.3%	Diploma	2	1.9%
31-35	3	2.9%	Bachelor	73	69.5%
36-40	2	1.9%	Profession	2	1.9%

Respondents from the 18 to 25 age group dominate this study because they are more likely to spend their time using social media as a source of information. This includes watching gadget reviews from David GadgetIn when they want to get more information about a gadget product. Consumers in Indonesia usually watch David GadgetIn's review content via YouTube, Tiktok and Instagram.

4.2 Validity and Reliability

To test the validity and reliability, this research using Cronbach's Alpha, Composite Reliability (CR) and Average Variance Extracted (AVE). If a construct has a Cronbach's alpha and composite reliability of higher than 0.7, it is regarded as reliable. And average variance extracted (AVE) all variables greater than 0.6 to accept all variables by reliability instrument (Hair et al., 2010). Based on table 2, all variable values meet the validity and reliability requirements and can be continued to the next test.

Table 2. Validity and Reliability Test

Variable	Cronbach Alpha	Composite Reliability	Average Variance Extracted
Online Influencer Marketing	0.779	0.872	0.694
Suggestion Impulse Buying	0.854	0.911	0.774
Trust	0.805	0.871	0.630

4.2 Findings

SmartPLS test was done while examining the inner model. This test involves measurement for significant exogenous to endogenous variable influences as well as direct and indirect significance tests.

Table 3. Hypothesis Test Results

Hypothesis	Original Sample	Standard Deviation	T Statistics	P Values	Conclusions
OIM >> SIB	-0.396	0.320	1.236	0.217	H1 is rejected
OIM >> T	0.946	0.015	63.013	0.000	H2 is accepted
T >> SIB	1.074	0.304	3.535	0.000	H3 is accepted
OIM >> T >> SIB	1.016	0.284	3.582	0.000	H4 is accepted

The effect of Online influencer Marketing on Suggestion Impulse Buying.

Based on table 3, online influencer marketing to suggestion impulse buying test show a coefficient of -0.396 with a t count of 1.236, a standard deviation of 0.320, and a P value of 0.217 > 0.05. This means that the hypothesis states that online influencer marketing has a positive effect on suggestion impulse buying is rejected.

The effect of Online influencer Marketing on Trust.

Based on table 3, online influencer marketing to trust test show a coefficient of 0.946 with a t count of 63.013, a standard deviation of 0.015, and a P value of 0.000 < 0.05. This means that the hypothesis states that online influencer marketing has a positive effect on trust is accepted.

The effect of Trust on Suggestion Impulse Buying.

Based on table 3, trust to suggestion impulse buying test show a coefficient of 1.074 with a t count of 3.535, a standard deviation of 0.304, and a P value of 0.000 < 0.05. This means that the hypothesis states that online influencer marketing has a positive effect on suggestion impulse buying is accepted.

Trust mediates the influence of Online Influencer Marketing on Suggestion Impulse Buying.

Based on table 3, online influencer marketing to suggestion impulse buying test show a coefficient of 1.016 with a t count of 3.582 a standard deviation of 0.284, and a P value of 0.000 < 0.05. This means that the hypothesis states that trust mediates the influence of online influencer marketing on suggestion impulse buying is accepted.

5. Discussion

The results of hypothesis testing state that online influencer marketing has no significant effect on suggestion impulse buying. This insignificant outcome could have been affected by variable

indicators that don't accurately reflect the research issue or respondents' limited knowledge about the study's variables. Online influencer marketing cannot directly influence consumers' impulsive behavior. Consumers still need other factors that can moderate their impulsive behavior towards purchasing a gadget product, such as income. When consumers have incomes that tend to be above average, they have more opportunities to buy gadget products that they don't actually need or just update their old gadgets.

Moreover, the result state that trust can mediate the influence of online influencer marketing on suggestion impulse buying this corresponds to Lavenia and Erdiansyah (2022) research. The credibility of an influencer in delivering gadget product reviews through their content influences consumer impulse buying more than regular product advertising content through consumer trust based on internalization process. When someone wants to purchase a gadget product, the review content offers further information. When consumers only see the product in advertisements, consumers do not fully get the information they really need, such as the advantages and disadvantages of the features the product brings. According to Gunawan and Iskandar (2020) research, influencer reviews can supply this information in the meantime, giving customers suggestions for purchasing the product right away.

6. Conclusion

Influencer is about strategies for motivating others to act in a certain way and lessening their risk-taking tendencies. This is based on the social influence theory. According to this study's findings, we can conclude that the consumers engage in impulsive buying through a process known as internalization, in which they believe what an influencer has said and act accordingly.

6.1 Limitation of this research

The difficulty in this research is the lack of research time which causes this research to still have many shortcomings. For further research, it is hoped that other variables such as income can be used which can strengthen the influence of online influencer marketing on suggestion impulse buying. the use of indicators that better represent the research questions is also needed.

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