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The Influence of Influencer Credibility and Message Type on Consumer Purchase Intention: The Mediating Role of Attitudes Toward Influencers

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Abstract: This study examines the influence of influencer credibility and message types on consumer purchase intention through attitude toward influencer. The purpose of this research is to understand how the credibility of influencers and the types of message delivered in social media promotions shape consumer attitudes and influence their intention to purchase promoted products. This study adopts a quantitative approach using Partial Least Square (PLS) analysis with SmartPLS version 4.0. Data were collected through a questionnaire from 200 respondents. The findings indicate that influencer credibility, which consists of attractiveness, trustworthiness, and expertise, has a positive and significant effect on purchase intention. In contrast, message types, including informative value and entertainment value, do not have a direct effect on purchase intention. However, both influencer credibility and message types significantly influence attitude toward influencer. Furthermore, attitude toward influencer has a positive and significant effect on purchase intention. These findings highlight the importance of influencer credibility in shaping consumer attitudes and encouraging purchase intention. They study provides insights for marketers to design more effective influencer marketing strategies by focusing on credible influencers and engaging message delivery.

Keywords: Social Media Influencer, Influencer Marketing, Influencer Credibility, Message Type, Purchase Intention.

INTRODUCTION

The rapid development of social media has significantly transformed how consumers access information and make purchasing decisions. Digital technology enables consumers to obtain information quickly and interact with various sources online, including social media influencers who actively share content on digital platforms. As a result, social media has become an important channel in shaping consumer perceptions, attitudes, and behaviors toward products and brand (Dwivedi et al., 2020; Gomes et al., 2022). In this environment, consumers increasingly rely on influencers are individuals who build popularity through content creation on digital platforms and have the ability to influence the opinions and behaviors of their

followers (Lou & Yuan, 2019). Consequently, influencer marketing has emerged as an important marketing strategy for companies seeking to reach and engage consumers in the digital era.

An influencer can be defined as an individual who has a large and engaged audience on social media platforms and is capable of shaping followers' opinions and behaviors (Agrawal, 2016; Creely et al., 2019; Varsamis, 2018). Social media influencers build their popularity through the creation of digital content and typically specialize in particular areas such as health, lifestyle, fashion, travel, or culinary topics (Lou & Yuan, 2019). In many cases, influencers function as opinion leaders in the online environment because they possess the ability to disseminate information and influence audiences through digital platforms (Gomes et al., 2022). This phenomenon has given rise to the concept of influencer marketing, which refers to marketing strategies that involve collaboration between brands and influential individuals to promote products or services to their followers (Yodel, 2017). Through such collaborations, influencers can shape consumer perceptions, attitude, and purchase decisions (Bukhari & Chouthoy, 2026).

One important factor that determines the effectiveness of influencer marketing is influencer credibility. Credibility refers to the extent to which an influencer is perceived as trustworthy, knowledgeable, and attractive by their audience (Ohanian, 1990). These dimensions (trustworthiness, trustworthiness, and expertise) play an important role in shaping how audiences evaluate the information delivered by influencers. Trustworthiness refers to the the extent to which followers perceive an influencer as honest and reliable when sharing information (Ki et al., 2023). Expertise reflects the influencer's perceived knowledge or competence in a particular field (Ohanian, 1990). While attractiveness represents the ability of the influencer to capture attention and generate positive perceptions among audiences (Marmol et al., 2020) .When influencers are perceived as credible, the messages they communicate are more likely to be considered reliable and persuasive (Lou & Yuan, 2019; Weismueller et al., 2020). Previous studies have also shown that higher levels of influencer credibility can strengthen consumer trust and encourage favorable behavioral responses, including purchase intention (Kim & Kim, 2021).

In addition to credibility, the effectiveness of influencer marketing is also influenced by the types of message delivered to the audience. Social media content often combines informative and entertaining elements that can shape audience engagement and perceptions. Informative value refers to the usefulness and relevance of the information provided in the content, which helps consumers understand products and make informed purchasing decisions (Carfora et al., 2022; Dao et al., 2014). Meanwhile, entertainment value reflect the degree to which the content provides enjoyment and satisfaction to audience (Menon, 2022). Research suggests that influencer content that successfully combines informative and entertaining elements can significantly shape followers' perception and influence their purchase intentions (Cheung et al., 2021; Park & Lin, 2020).

In the consumer decision-making process, attitudes play an important mediating role between perceptions of influencers and purchasing behavior. Attitude toward influencer reflects the overall evaluation of followers toward an influencer based on their perceptions of credibility and message delivery. Previous research indicates that attitudes can mediate the relationship between influencer characteristics and consumer purchase intentions (Chavare et al., 2024). A positive attitude toward influencers can strengthen consumers' trust in product recommendations and increase their willingness to purchase the products (Trivedi, 2018).

Although influencer marketing has been widely studied, most previous research has focused on celebrities or traditional social media influencers. Research that examines professional non-celebrity influencers, such as medical professionals who actively build their presence on social media, remains relatively limited (De Veirman et al., 2017; Schouten et al.,

2020). This phenomenon is particularly interesting because professional influencers often combine professional credibility with distinctive communication styles that may influence consumer perceptions.

Therefore, this study seeks to address several research questions related to influencer marketing effectiveness. Specifically, this study examines whether attractiveness, trustworthiness, and expertise influencer attitude toward influencer, whether informative value and entretainment value affect attitude toward influencer, and wether attitude toward influencer influences purchase intention. By answering these questions, this study aims to provide a clearer understanding of the mechanisms through which influencer credibility and message types shape consumer attitude and purchase intention in social media marketing. The conceptual framework developed in the research is presented below.

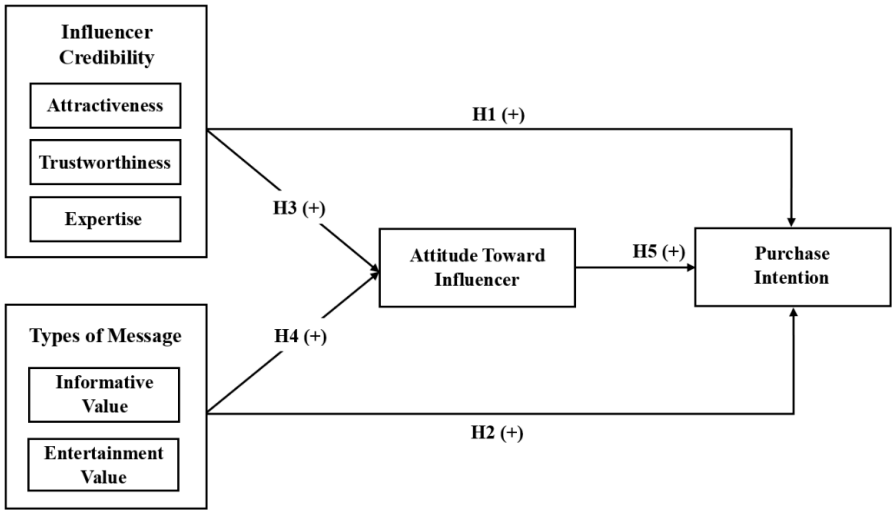


Figure 1. Conceptual Framework

METHODS

Research Design

The study employs a quantitative research approach to examine the factors influencing consumer purchase intention in the context of social media influencers. The research focuses on analyzing causal relationships between several variables, namely influencer credibility, types of message, attitude toward influencer, and purchase intention through hypothesis testing. The data used in this research are primary data was distributed online to collect respondents' perception regarding influencer-related content on social media. The quantitative approach allows the data to be analyzed statistically in order to identify relation between the variables studied.

Population and Sample

The population of this study consists of social media users in Indonesia who familiar with the influencer dr. Tirta on Instagram. In this research, dr. Tirta serves as the contextual reference for examining consumer perceptions toward social media influencers without focusing on specific product or brand. The sampling method, which selects respondents based on accessibility and availability (Sekaran & Bougie, 2016). The questionnaire link was distributed through online platforms such as WhatsApp and email to reach potential respondents efficiently. The sample size determination followed the recommendation for Structural Equation Modeling (SEM), which suggests that the sample should be between five to ten times the number of indicators and latent variables used in the model (Hair et al., 2019). Since this study includes 28 indicators and 7 latent variables, the recommended sample size

ranges from 175 to 350 respondents. Based on these considerations, a total of 200 respondents were included in this study.

Research Instrument and Data Collection

Data were collected using an online questionnaire distributed to respondents who met the research criteria. The questionnaire was designed to measure four main variables: influencer credibility, types of message, attitude toward influencer, dan purchase intention. Influencer credibility was measured through three dimensions: attractiveness, trustworthiness, and expertise (Ohanian, 1990). While types of message consisted of informative value and entertainment value (Dao et al., 2014; Ki et al., 2023). Attitude toward influencer was adapted from Ajzen (2011) and Casaló et al. (2020), while purchase intention was measured using indicators adapted from Sokolova & Kefi (2020) and Castillo & Fernández (2019). In total, 28 measurement indicators were used to represent the seven constructs in the research model. All measurement items were assessed using a six-point Likert scale ranging from "strongly disagree" to "strongly agree". Data were collected directly by distributing online forms to facilitate respondents in accessing the questionnaire.

Data Analysis

The data analysis in this study consisted of descriptive analysis and statistical analysis. Descriptive analysis was conducted to describe the characteristics of respondents and to provide an overview of responses for each variable in the study without making generalizations (Ghozali, 2013). Meanwhile, statistical analysis was performed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS software. PLS-SEM was chosen because it is suitable for analyzing complex research models involving multiple latent constructs and is widely used in predictive and exploratory research (Hair et al., 2019). The analysis procedure consisted of two stages: evaluation of the measurement model (outer model) and evaluation of the structural model (inner model).

RESULTS AND DISCUSSION

Results

Profile of Respondents

The survey participants, consisting of 200 social media users who are familiar with the influencer dr. Tirta, were categorized into several groups based on gender, age, and occupation, as presented in the following section.

Table1. Demographic of Participants (N=200)

Classification	Items	Quantity	Percentage
Gender	Male	109	54%
	Female	91	46%
Age	17-22	139	69%
	23-28	53	27%
	29-34	2	1%
	>34	6	3%
Status	Students	26	13%
	College Students	132	66%
	Workers	42	21%

Source: Data Processed (2026)

Based on Table 1, the demographic profile of the respondents indicates that the majority of participants in this study were male, accounting for 109 respondents, while female respondents totaled 91 individuals. In terms of age distribution, most respondents were between

17-22 years old, representing 139 individuals, followed by those aged 23-28 years with 53 respondents. Meanwhile, respondents age 29-34 years accounted for 2 individuals, and those older than 34 years totaled 6 individuals. Regarding occupational status, the largest group consisted of college students, with 132 respondents, followed by workers with 42 respondents, and students, with 26 respondents. These findings suggest that the respondents in this study were predominantly young individuals, particularly college students, who represent a demographic group that is highly active on social media and more likely to engage with influencer-generated content.

Outer Model

The evaluation of the outer model was conducted to assess the validity and reliability of the constructs used in this study. Convergent validity was evaluated through the outer loading values and Average Variance Extracted (AVE), while discriminant validity was assessed using the Fornell-Larcker Criterion and Heterotrait-Monotrait Ratio (HTMT). In addition, reliability was evaluated using Cronbach's Alpha and Composite Reliability (CR). The results of the outer model evaluation are presented in the following tables.

Table 2. Outer Loadings and Average Variance Extracted (AVE)

Variable	Indicator	Outer Loadings	AVE
Attractiveness	AT1	0.838	0.629
	AT2	0.828	
	AT3	0.776	
	AT4	0.727	
Trustworthiness	TR1	0.773	0.668
	TR2	0.813	
	TR3	0.845	
	TR4	0.834	
Expertise	EX1	0.807	0.655
	EX2	0.765	
	EX3	0.820	
	EX4	0.844	
Informative Value	IF1	0.780	0.605
	IF2	0.776	
	IF3	0.762	
	IF4	0.794	
Entertainment Value	EV1	0.740	0.613
	EV2	0.822	
	EB3	0.831	
	EV4	0.734	
Attitude Toward Influencer	ATI1	0.750	0.569
	ATI2	0.775	
	ATI3	0.703	
	ATI4	0.786	
Purchase Intention	PI1	0.770	0.614
	PI2	0.804	
	PI3	0.800	
	PI4	0.759	

Source: Data Processed by SmartPLS (2026)

Table 2 presents the outer loading and AVE values for each construct. The result indicate that all indicator loadings exceed the recommended threshold of 0.70 (Hair et al., 2019). Indicating that each indicator adequately represents its respective construct. Furthermore, the AVE values for all constructs are above the minimum threshold of 0.50, namely 0.629 for

attractiveness, 0.668 for trustworthiness, 0.655 for expertise, 0.605 for informative value, 0.613 for entertainment value, 0.569 for attitude toward influencer, and 0.614 for purchase intention. These results indicate that each constructs in this study meet the requirement for convergent validity.

Table 3. Heterotrait-Monotrait Ratio (HTMT)

	AT	ATI	EV	EX	IV	PI	TR
AT							
ATI	0.848						
EV	0.705	0.736					
EX	0.783	0.763	0.567				
IV	0.641	0.733	0.628	0.586			
PI	0.814	0.854	0.614	0.753	0.664		
TR	0.659	0.793	0.594	0.694	0.697	0.766	

Source: Data Processed by SmartPLS (2026)

Table 4. Fornell-Larker Criterion

	AT	ATI	EV	EX	IV	PI	TR
AT	0.793						
ATI	0.658	0.754					
EV	0.579	0.592	0.783				
EX	0.644	0.604	0.473	0.809			
IV	0.513	0.562	0.513	0.472	0.778		
PI	0.657	0.666	0.518	0.621	0.532	0.784	
TR	0.539	0.629	0.511	0.582	0.570	0.629	0.817

Source: Data Processed by SmartPLS (2026)

Based on Table 3 and 4, all constructs meet the discriminant validity requirements. The HTMT values among constructs are below the recommended threshold of 0.90, indicating that each construct is empirically distinct from the others (Henseler et al., 2015). In addition, the square root of the AVE for each constructs is higher than the correlation values with other constructs, satisfying the Fornell-Larcker Criterion (Fornell & Larcker, 1981). These findings indicate that the measurement model has adequate discriminant validity because each construct represents a different concept.

Table 5. Cronbach's Alpha and Composite Reliability (CR)

Variable	Cronbach's Alpha	Composite Reliability (CR)
AT	0.803	0.810
TR	0.834	0.838
EX	0.825	0.833
IV	0.783	0.786
EV	0.795	0.823
ATI	0.747	0.752
PI	0.791	0.797

Source: Data Processed by SmartPLS (2026)

Table 5 presents the results of the cronbach's alpha and composite reliability test. The results indicate that all constructs meet the reliability criteria, as the composite reliability values and cronbach's alpha exceed the recommended threshold of 0.70 (Hair et al., 2021). These results indicate that the measurement instruments used in this study demonstrate good internal consistency and reliability.

Inner Model

The inner model is evaluated by examining the collinearity test, R^2, Q^2, and p-values obtained from the bootstrapping procedure. These indicators are used to assess the explanatory power, predictive relevance, and significance of the relationships among the constructs in the research model.

Table 6. Collinearity Test (Variance Inflation Factor/VIF)

	AT	ATI	EV	EX	IV	PI	TR
AT		2.143				2.310	
ATI						2.450	
EV		1.729				1.811	
EX		1.987				2.044	
IV		1.714				1.755	
PI							
TR		1.920				2.051	

Source: Data Processed by SmartPLS (2026)

Table 6 shows that all VIF values are below the recommended threshold of 5 (Hair et al., 2021). Most of the values are even below 3, indicating that there is no critical multicollinearity issue among the predictor variables. Therefore, the structural model is considered free form collinearity problems.

Table 7. R-square (R^2)

Variable	R-Square	R-Square Adjusted
ATI	0.592	0.581
PI	0.591	0.579

Source: Data Processed by SmartPLS (2026)

Table 7 shows that attractiveness, trustworthiness, expertise, informative value, and entertainment value explain 58.1% of the variance in attitude toward influencer. Meanwhile attractiveness, trustworthiness, expertise, informative value, entertainment value and attitude toward influencer explain 57.9% of the variance in purchase intention. These results indicate that the model has a moderate explanatory power in explaining the endogenous constructs.

Table 8. Q-square (Q^2)

Variable	Q-Square (Q^2) Predict
ATI	0.559
PI	0.539

Source: Data Processed by SmartPLS (2026)

Based on Table 8, the Q^2 values for all endogenous constructs are greater than zero, indicating that the research model has predictive relevance. In particular, the Q^2 values for attitude toward influencer (0.559) and purchase intention (0.539) suggest that the model has good predictive capability.

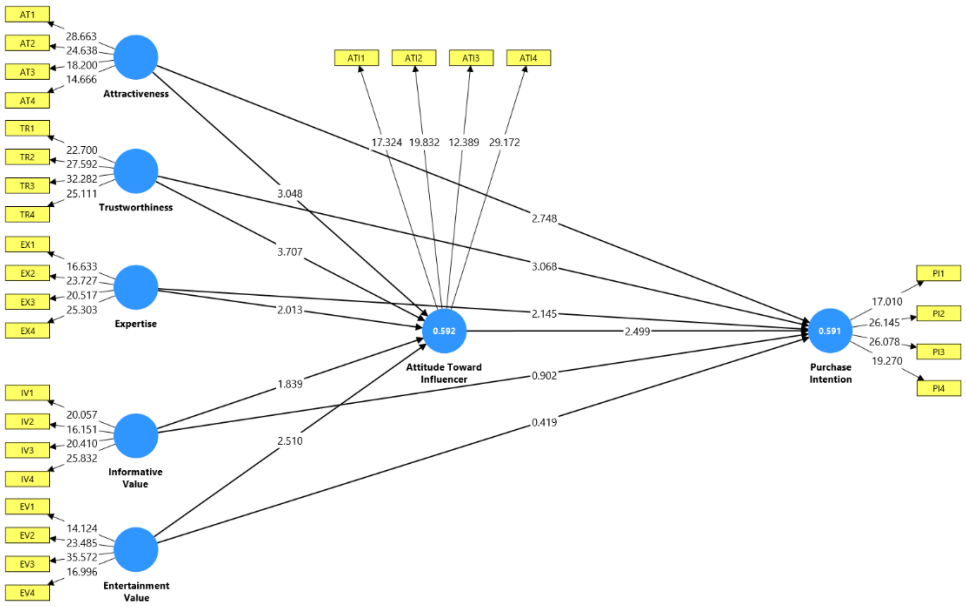
Hypothesis Testing

Hypothesis testing was conducted using the bootstrapping procedure in SmartPLS by examining the beta coefficient (β), T-statistic, and p-value. The hypothesis is considered significant if the T-statistic is greater than 1.65 and the p-value is less than 0.50.

Table 9. Hypothesis Testing

Hypothesis	Original Sample (O)	T-statistics (|O/STDEV|)	P-value	Conclusion
AT-PI	0.242	2.748	0.003	H1 Accepted
TR-PI	0.211	3.068	0.001	
EX-PI	0.163	2.145	0.016	
IV-PI	0.075	0.902	0.184	H2 Rejected
EV-PI	0.025	0.419	0.338	
AT-ATI	0.261	3.048	0.001	H3 Accepted
TR-ATI	0.232	3.707	0.000	
EX-ATI	0.153	2.013	0.022	
IV-ATI	0.130	1.839	0.033	H4 Accepted
EV-ATI	0.184	2.510	0.006	
ATI-PI	0.218	2.499	0.006	H5 Accepted

Source: Data Processed by SmartPLS (2026)



Source: Data Processed by SmartPLS4 (2026)

Figure 1. Bootstrapping Stuctural Model Testing

The bootstrapping results in Table 9 and Figure 2 indicate that most of the hypothesized are statistically significant. The dimensions of influencer credibility (attractiveness, trustworthiness, expertise) have a positive and significant effect on purchase intention, whereas the types of message variables (informative value and entertainment value) do not show significant direct effect on purchase intention. Furthermore, attractiveness, trustworthiness, and expertise also significantly influence attitude toward influencer. Similarly, informative value and entertainment value have a positive and significant effect on attitude toward influencer. In addition, attitude toward influencer significantly affects purchase intention, suggesting that consumer' positive attitude toward influencer can increase their intention to purchase recommended products. Overall, these findings emphasize the important role of influencer credibility in shaping both consumer attitudes and purchase intention, while types of message primarily influence purchase intention indirectly through attitude toward influencer.

Discussion

The Effect of Influencer Credibility on Purchase Intention

The findings of this study indicate that influencer credibility has a positive and significant effect on purchase intention. This result suggests that higher levels of influencer credibility

increase consumers likelihood of purchasing the promoted products. Influencer credibility, reflected through attractiveness, trustworthiness, and expertise, plays an important role in shaping consumers perceptions of the information delivered by influencers. When influencers are perceived as knowledgeable, trustworthy, and appealing, audiences tend to place greater confidence in the recommendations they provide, which ultimately increases their intention to purchase the promoted products. These findings are consistent with previous studies highlighting that influencer credibility significantly influences consumers purchase intention because credible influencers are perceived as reliable sources of information (Lou & Yuan, 2019).

The Effect of Types of Message on Purchase Intention

The results show that types of message, represented by informative value and entertainment value, do not have significant direct effect on purchase intention. This finding indicates that although informative and entertaining messages may attract audience attention and engagement, they are not sufficient to directly encourage consumers to purchase a product. Consumers may rely more on other factors, such as trust in the influencer or the perceived credibility of the message source, when forming purchase intentions. This finding supports previous studies suggesting that message characteristics often influence purchase intention indirectly through mediating variables such as trust or attitude toward the communicator (Hanaysha, 2022). Similarly, Lou & Yuan (2019) argue that the effectiveness of message value in influencing purchase intention often depends on the credibility of the influencer delivering the message.

The Effect of Influencer Credibility on Attitude Toward Influencer

The findings also reveal that influencer credibility has a positive and significant effect on attitude toward influencer. This suggests that audiences tend to develop more favorable attitude toward influencers who are perceived as attractive, trustworthy, and knowledgeable. When influencers demonstrate strong credibility, audiences are more likely to perceive them as reliable sources of information and become more receptive to the content they share. Previous studies emphasize that influencer credibility is a key factor in shaping audience attitude toward influencers and their promotional messages (Araujo et al., 2025). In addition, Shojaei & Barbosa (2026) highlight that higher levels of credibility in influencers contribute significantly to the formation of positive consumer attitude toward influencers.

The Effect of Types of Message on Attitude Toward Influencer

The study furher finds that types of message significantly influence attitude toward influencer. Messages that provide useful information and entertainment value can enhance audience engagement and create more positive perceptions of the influencer. Informative messages help audiences gain a deeper understanding of the content or products presented, while entertaining messages increase enjoyment and emotional engagement when consuming influencer generated content. Previous research indicates that message characteristics in digital marketing play a significant role in shaping audience perceptions and attitude toward communicators and promotional content (Liu & Zheng, 2024). In particular, Lou & Yuan (2019) found that informative value and entertainment value positively influence audience attitude toward influencers and the content they create.

The Effect of Attitude Toward Influencer on Purchase Intention

Finally, the results show that attitude toward influencer has a positive and significant effect on purchase intention. This finding indicates that consumers who develop positive attitudes toward influencers are more likely to follow their recommendations and consider

purchasing the promoted products. A positive attitude reflects consumers favorable evaluation of the influencer credibility, communication style, and compatibility with audience preferences. Previous studies suggest that consumer attitudes play an important role in the purchase decision making process (Nguyen et al., 2022). Furthermore, Indriani et al. (2019) argue that positive consumer attitudes toward influencers can act as a bridge that strengthens the relationship between promotional exposure and consumer intention to purchase products.

CONCLUSION

This study aims to examine the influence of influencer credibility and types of message on purchase intention with attitude toward influencer as a mediating variable in the context of social media influencer marketing. The findings indicate that influencer credibility plays a central role in shaping consumer responses in the digital marketing environment. Influencers who demonstrate higher levels of attractiveness, trustworthiness, and expertise are more likely to generate positive audience attitude and strengthen consumer intention to purchase recommended products. In contrast, the characteristics of promotional messages, represented by informative value and entertainment value, do not directly influence purchase intention, although they significantly contribute to shaping audience attitude toward influencers.

The results suggest that the effectiveness of influencer marketing is not solely determined by the content of promotional messages but is largely influenced by how credible the influencer is perceived by the audience. Credibility functions as a key mechanism that enhances trust and acceptance of the information delivered by influencers, which ultimately leads to stronger consumer purchase intention. Furthermore, the findings highlight the mediating role of attitude toward influencer in linking marketing communication elements with behavioral outcomes, indicating that positive audience attitude toward influencers are an important pathway through which influencer marketing strategies affect consumer decisions.

From a broader perspective, this study contributes to the development of marketing and consumer behavior research by providing empirical evidence on the integrated role of influencer credibility, message types, and consumer attitude in shaping purchase intention within the social media environment. The proposed research model enriches the existing literature by clarifying that message characteristics primarily influence purchase intention indirectly through attitude formation, while influencer credibility acts as the primary driver of consumer behavioral intention. These insights extend the theoretical understanding of influencer marketing effectiveness and provide a conceptual basis for future research examining digital communication strategies in contemporary marketing practices.

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