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The Influence of Influencer Marketing and Content Quality on the Effectiveness of Climate Crisis Campaigns

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Abstract: This study aims to analyse the effectiveness of digital climate crisis campaigns by integrating influencer marketing literature into the Theory of Planned Behaviour (TPB) framework. The study takes the context of IKLIM Fest in Bali, where musicians act as environmental influencers who bridge scientific narratives through musical expression. Using a quantitative approach, data was collected from 210 respondents exposed to Music Declares Emergency Indonesia (MDE Indonesia) digital activations through purposive sampling techniques, then analysed using the Structural Equation Modelling-Partial Least Squares (SEM-PLS) method. The results show that influencer marketing and content quality significantly influence behavioural intention, both directly and through the mediation of attitude, subjective norms, and perceived behavioural control. Theoretically, these findings expand the validity of the TPB model in the context of social media-based climate crisis communication and confirm the effectiveness of non-traditional communicators, particularly musicians, in encouraging public engagement. The uniqueness of this study lies in the cross-sector collaboration between the creative industry and climate activism, which has practical implications for environmental organisations in designing more authentic and impactful campaign strategies through the utilisation of public figures from the arts sector.

Keyword: Behavioral Intention, Content Quality, Climate Crisis, Influencer Marketing, Theory of Planned Behaviour

INTRODUCTION

Climate change has become the greatest challenge facing the world today, with widespread negative impacts on ecosystems and human life (IPCC, 2014). Globally, the total annual losses due to climate-related disasters are estimated to reach more than USD 2.3 trillion (UNDRR, 2025). In Southeast Asia, countries are projected to experience a decline in Gross Domestic Product (GDP) of up to 4% by 2050 if adequate mitigation policies are not put in place (World Economic Forum, 2023; UNDRR, 2025). Indonesia, as one of the ten largest greenhouse gas emitting countries in the world, faces serious challenges, particularly in the

land use and deforestation sectors (UNFCCC, 2022; World Bank, 2021). However, these mitigation efforts are hampered by low public awareness; research shows that 76% of adults in Indonesia aged 16 and above admit to knowing 'little' (55%) or 'nothing' (20%) about the climate crisis (Leiserowitz, 2023).

This low level of awareness indicates a failure in existing environmental communication strategies. In the context of the digital economy, the use of music and social media such as Instagram has emerged as a potential instrument for environmental education and advocacy due to its ability to reach audiences emotionally and widely (Publicover et al, 2017). Theoretically, individuals' behavioral intentions to take pro-environmental actions can be explained through the Theory of Planned Behaviour (TPB), in which behaviour, subjective norms, and behavioral control are the main determining factors (Ajzen, 1991). The quality of informative content and the credibility of influencers (appeal, expertise, and trust) are identified as key elements that can influence these psychological factors in digital campaigns (Wiedmann, 2019).

Although much research has been conducted on environmental communication, previous studies have been limited in that they tend to examine communication variables partially or focus on mainstream media. There is a gap in the literature in understanding how the integration of influencer credibility (especially musicians) and creative content quality together shape pro-environmental behavioural intentions within the TPB framework in Indonesia. This study aims to fill this gap by examining the Music Declares Indonesia (IKLIM) programme. The uniqueness of this study lies in its combination of digital marketing and behavioural psychology perspectives to test the effectiveness of climate crisis campaigns driven by the arts community, an approach that has rarely been explored empirically in Indonesia.

METHOD

This study employs a quantitative approach using a survey method (Sugiyono, 2017). The purpose of this research is to examine the effects of influencer marketing and content quality on behavioral intention in the context of climate crisis campaigns, both directly and indirectly through the mediating variables of attitude, subjective norm, and perceived behavioral control. The causal relationships among variables were analyzed using Path Analysis based on Partial Least Squares (PLS) with the assistance of SmartPLS software (Hair et al., 2021), which is commonly applied in predictive and exploratory research in the fields of management and social sciences.

The population of this study consists of all visitors of IKLIM Fest 2024, totaling 400 individuals. The sample size was determined using the Slovin formula with a margin of error of 5%, resulting in a minimum sample of 200 respondents (Santoso, 2007). According to Hair et al., (2017), the sample size in SEM-PLS analysis generally follows the 10-times rule, which states that the minimum sample size must be ten times the number of structural paths leading to a single latent variable. In this model, the behavioural intention variable receives five structural paths, so the minimum sample size required is 50 respondents. By using 210 samples, this study has significantly exceeded the minimum sample size recommended in structural research using the SEM-PLS approach, exceeding the minimum limit by more than four times, so that the sample size can be considered very adequate. All samples reside in Bali and have been exposed to IKLIM Fest content or attended IKLIM Fest activities, making them relevant to the context of the research conducted. The variables in this study are classified according to their roles in the research path model, namely:

1. Independent variables, consisting of *Influencer Marketing* dan *Content Quality*;
2. Mediating variables, including *Attitude*, *Subjective Norm*, dan *Perceived Behavioral Control*;
3. Dependent variable, namely *Behavioral Intention*.

Influencer marketing was measured using the indicators of expertise (IM1), attractiveness (IM2), and trustworthiness (IM3). Content quality was measured through the indicators helpful (CQ1), entertaining (CQ2), authentic (CQ3), and relevant (CQ4). The attitude variable was assessed based on perceptions of beneficial (AT1), pleasant (AT2), and desirable (AT3). Subjective norm was measured using peer support (SN1) and social pressure (SN2), while perceived behavioral control was measured through self-control (PBC1) and ease (PBC2). Behavioral intention was measured using the indicators awareness (BI1), acceptance (BI2), behavior (BI3), and advocacy (BI4).

The SEM research model employed in this study (Figure 1) was designed to explain the effects of influencer marketing and content quality on the effectiveness of climate crisis campaigns through the formation of psychological factors, namely attitude, subjective norm, and perceived behavioral control, which subsequently influence behavioral intention. This model enables the identification of both direct and indirect effects, providing a comprehensive understanding of the effectiveness of influencer-based and digital content-driven campaign strategies in the context of climate crisis communication.

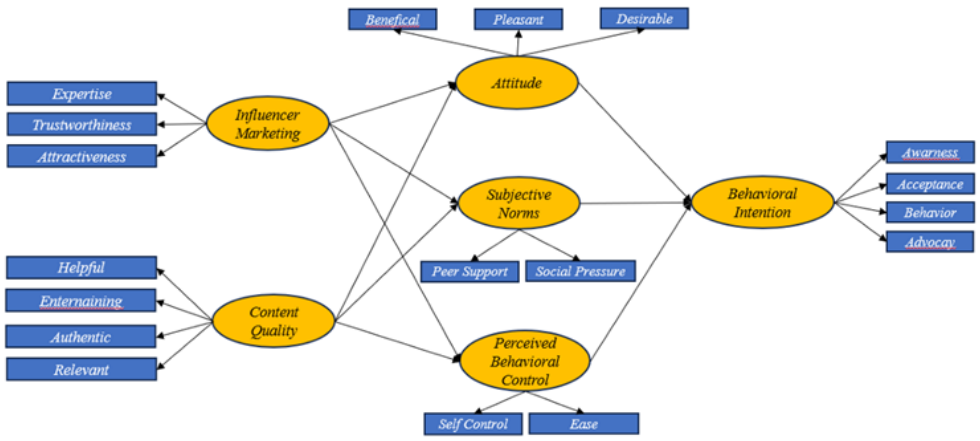

Figure 1. SEM Research Model

Based on the data presented in Figure 1, all indicators within the Influencer Marketing, Content Quality, and Behavioral Intention constructs show loading factor values above 0.80; therefore, all indicators are considered valid. Variations in loading factor values reflect differences in each indicator's contribution to the formation of the constructs. Overall, these results indicate that the research instrument is able to represent the constructs accurately and reliably.

RESULTS AND DISCUSSION

Convergen Validity Test

Convergent validity was assessed using factor loadings and Average Variance Extracted (AVE). Based on the updated model, all indicators for the constructs of influencer, content quality, attitude, subjective norm, perceived behavioral control, and behavioral intention exhibited factor loading values above 0.70. According to Hair et al., (2019), factor loadings of ≥ 0.70 indicate that the indicators adequately explain the variance of their respective constructs and are therefore suitable for inclusion in the SEM-PLS measurement model. The factor loading results are presented in the figure below:

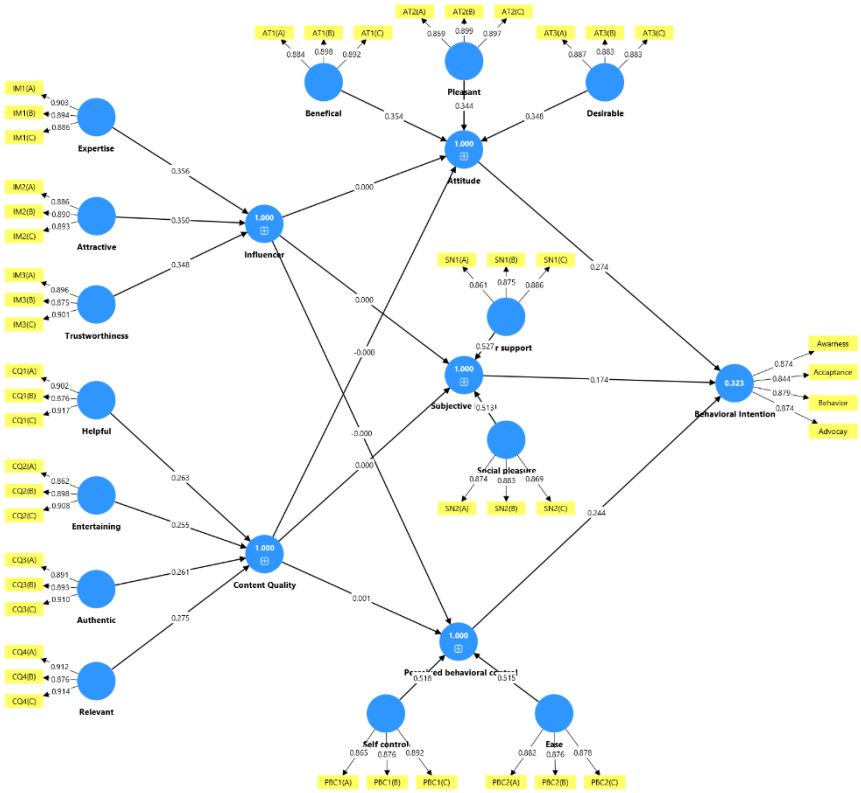

Figure 2. Factor Loading Values of the Initial Measurement Model

Based on Figure 2, all indicators within the Influencer Marketing, Content Quality, and Behavioral Intention constructs have loading factor values above 0.70 and are therefore considered valid. The structural model analysis shows that each second-order latent construct is formed by several dimensions with varying levels of contribution. The determination of the most dominant dimension in shaping the latent construct is based on significant path coefficient values, where higher coefficients indicate stronger contributions in explaining the construct. For the Influencer Marketing construct, the analysis results indicate that the Expertise dimension is the most dominant. Furthermore, within the Content Quality construct, the Relevance dimension shows the highest path coefficient value of 0.275, indicating the strongest contribution among the dimensions. Meanwhile, for the Behavioral Intention construct, the dominant dimension is determined based on loading factor values. The Behavior indicator (BI3) has the highest loading factor of 0.879, followed by Advocacy (BI4) and Awareness (BI1) with loading factor values of 0.874 each, and Acceptance (BI2) with a loading factor value of 0.844. These findings indicate that respondents' behavioral intention has reached the behavioral stage, reflecting their readiness to engage in actual actions

Discriminant Validity Test

Discriminant validity is assessed through cross loading, where an indicator is considered valid for measuring a specific variable if its cross loading value exceeds the correlation values of that indicator with other variables. The outcomes of the cross loading calculation are detailed in the subsequent table:

Table 1. Results of Cross Loading Discriminant Validity Testing

Variable	*Influencer (IM)*	*Content Quality (CQ)*	*Attitude (AT)*	*Subjective Norm (SN)*	*Perceived behavioral control (PBC)*	*Behavioral Intention (BI)*
Expertise	0.953	0.456	0.443	0.429	0.467	0.443
Attractive	0.945	0.479	0.441	0.438	0.445	0.420
Trustworthiness	0.946	0.433	0.447	0.426	0.426	0.408
Helpful	0.450	0.946	0.476	0.435	0.431	0.460
Entertaining	0.467	0.943	0.452	0.421	0.449	0.449
Authentic	0.429	0.955	0.473	0.401	0.416	0.432
Relevant	0.479	0.953	0.484	0.484	0.493	0.450
Benefical	0.455	0.482	0.958	0.465	0.485	0.470
Pleasant	0.444	0.485	0.952	0.476	0.481	0.448
Desirable	0.442	0.456	0.957	0.478	0.494	0.471
Social pleasure	0.471	0.482	0.486	0.962	0.483	0.378
Peer support	0.402	0.400	0.464	0.959	0.465	0.446
Ease	0.442	0.469	0.501	0.462	0.967	0.445
Self control	0.469	0.445	0.485	0.493	0.968	0.462
Awarness	0.416	0.418	0.426	0.353	0.368	0.874
Accaptance	0.328	0.354	0.354	0.324	0.401	0.844
Behavior	0.386	0.431	0.468	0.402	0.384	0.879
Advocay	0.415	0.429	0.426	0.400	0.468	0.874

All indicators have the highest loading values on the construct being measured compared to other constructs. For example, the Acceptance dimension has a loading of 0.844 on the attitude construct, which is much higher than the loadings on other constructs. This condition indicates that each indicator more accurately explains its respective construct, thus confirming that discriminant validity at the indicator level is established (Henseler et al., 2015).

Construct Reliability

Cronbach's alpha and composite reliability were used to assess construct reliability. Reliability was evaluated using two indicators, namely Cronbach's alpha and composite reliability. According to the recommended criteria, a construct is considered reliable when the composite reliability value exceeds 0.70 and the Cronbach's alpha value is greater than 0.60 (Hair et al., 2014). The results of the composite reliability and Cronbach's alpha calculations are summarized in the following table:

Table 2. Construct Reliability Test Results

Variable	*Cronbach's alpha*	*Composite reliability*
Attitude	0.964	0.966
Behavioral Intention	0.944	0.944
Content Quality	0.953	0.953
Influencer	0.917	0.918
Perceived behavioral control	0.932	0.932
Subjective Norm	0.891	0.895

The results in Table 2 show that all constructs have very high Cronbach's Alpha values, ranging from 0.891 to 0.964, and Composite Reliability values ranging from 0.895 to 0.966. These values indicate that the variables attitude, behavioral intention, content quality, influencer, perceived behavioral control, and subjective norm demonstrate very good internal

consistency. Therefore, it can be concluded that the research instrument has strong reliability, and the constructs used are suitable for further analysis in the structural model evaluation stage.

Coefficient of Determination (R^2)

The Coefficient of Determination (R^2) assesses the degree to which endogenous variables account for the variability of exogenous variables, or conversely, the extent to which exogenous variables contribute to endogenous variables. The R2 outcomes are presented in the subsequent table:

Table 3. Results of the Determination Coefficient (R^2)

Variable	*R-square*	*R-square adjusted*
Attitude	0.314	0.308
Behavioral Intention	0.321	0.311
Perceived behavioral control	0.300	0.293
Subjective Norm	0.282	0.276

The coefficient of determination in Table 3 indicates that the R-square value reflects the extent to which the variance of the dependent variable can be explained by its independent variables. According to Hair et al. (2020), an R-square value of 0.25 is categorized as weak, 0.50 as moderate, and 0.75 as strong. Based on the estimation results, the attitude variable has an R-square value of 0.314, meaning that influencer and content quality are able to explain 31.4% of the variance in attitude.

Hypothesis Testing

Significance testing is employed to determine the impact of exogenous variables on endogenous variables. The testing criteria indicate that if the T-statistic value is more than or equal to the T-table value (1.96) or the P-value is less than the significance alpha of 5% (0.05), it is concluded that there is a significant effect of exogenous variables on endogenous variables. The outcomes of the significance test and model are illustrated in the below figures and table:

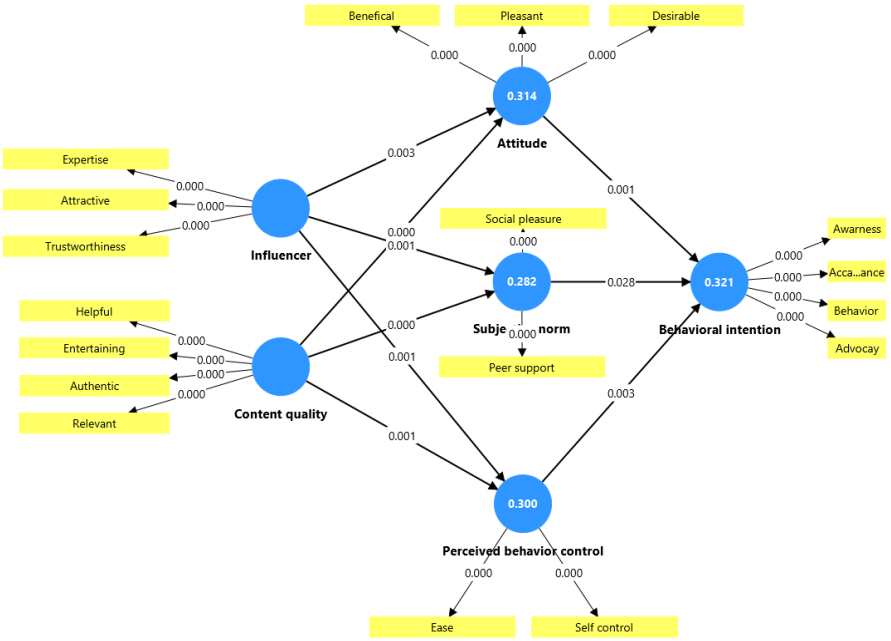

Figure 3. Research Results

Table 4. Hypothesis Testing Results

Variable	*Original sample*	*T-stat*	*P-value*
Attitude -> Behavioral Intention	0.276	3.236	0.001
Content Quality -> Attitude	0.353	3.576	0.000
Content Quality -> Perceived behavioral control	0.320	3.225	0.001
Content Quality -> Subjective Norm	0.314	3.498	0.000
Influencer -> Attitude	0.298	2.929	0.003
Influencer -> Perceived behavioral control	0.317	3.355	0.001
Influencer -> Subjective Norm	0.304	3.222	0.001
Perceived behavioral control -> Behavioral Intention	0.244	2.996	0.003
Subjective Norm -> Behavioral Intention	0.172	2.199	0.028

a) Effect of Attitude on Behavioral Intention
Based on Table 4, attitude has a positive and significant effect on behavioral intention with a coefficient value of 0.276 and a *p-value* of 0.001, indicating that a more positive audience attitude toward climate crisis campaigns led by musicians increases their intention to support the campaign. This finding confirms that attitudes shaped by perceived relevance, usefulness, and value alignment of campaign messages play a critical role in encouraging pro-environmental intentions. The result is consistent with Singh and Verma, (2017) who found that positive attitudes formed through environmental campaigns significantly influence public engagement in pro-environmental actions.

b) Effect of Content Quality on Attitude
The results in Table 4 show that content quality has a positive and significant effect on attitude, with a coefficient of 0.353 and a *p-value* of 0.000, suggesting that high-quality visual presentation, narrative clarity, and informative messages strengthen positive audience attitudes toward climate campaigns. This finding aligns with Kaur et al., (2022), who emphasized the importance of informative and engaging content in shaping favorable perceptions in social and green marketing contexts.

c) Effect of Content Quality on Perceived Behavioral Control
Based on Table 4, content quality has a significant positive effect on perceived behavioral control, with a coefficient value of 0.320 and a *p-value* of 0.001, indicating that clear and practical campaign content enhances audiences' confidence in their ability to perform pro-environmental actions. This result supports Paul et al., (2016), who reported that accessible and well-structured information increases perceived behavioral control in environmental behavior.

d) Effect of Content Quality on Subjective Norms
As shown in Table 4, content quality significantly influences subjective norms, with a coefficient of 0.314 and a *p-value* of 0.000, suggesting that widely shared and positively received content shapes perceptions of social support for climate campaigns. This finding is consistent with Lim et al., (2020), who highlighted the role of social media content in forming collective norms and perceived social endorsement.

e) Effect of Influencer on Attitude
Based on Table 4, influencer credibility has a positive and significant effect on attitude (coefficient 0.298, *p-value* 0.003), indicating that musicians acting as environmental influencers positively shape audience attitudes toward climate campaigns. This result aligns with Paul et al., (2016).

f) Effect of Influencer on Subjective Norms
The findings in Table 4 indicate that influencers significantly affect subjective norms, with a coefficient of 0.304 and a *p-value* of 0.001, suggesting that influencer endorsement

strengthens perceptions of social approval toward participation in climate campaigns. This result is consistent with Chopra et al., (2021), who emphasized the role of influencers as key social reference points in digital environments.

g) Effect of Influencer on Perceived behavioral control
With a coefficient value of 0.317 and a p-value of 0.001, the results indicate that influencer marketing has a positive and significant effect on perceived behavioral control, thus supporting the proposed hypothesis. This finding suggests that the role of influencers is able to enhance audience perceptions regarding their capability and ease of engaging in the promoted actions..

h) Effect of Perceived Behavioral Control on Behavioral Intention
Based on Table 4, perceived behavioral control has a significant positive effect on behavioral intention, with a coefficient of 0.244 and a *p-value* of 0.003, indicating that higher confidence in one's ability to act pro-environmentally increases the intention to support climate campaigns. This finding is consistent with the Theory of Planned Behavior and prior research by Paul et al., (2016).

i) Effect of Subjective Norms on Behavioral Intention
As presented in Table 4, subjective norms significantly influence behavioral intention, with a coefficient of 0.172 and a *p-value* of 0.028, indicating that social encouragement from influencers, peers, and communities enhances audience intention to support climate campaigns. This result aligns with Photcharoen et al., (2020), highlighting the importance of social influence in shaping pro-environmental intentions.

CONCLUSION

This study concludes that the effectiveness of digital climate crisis campaigns is significantly determined by the integration of influencer marketing strategies and content quality within the framework of the Theory of Planned Behaviour (TPB). The results of the analysis show that influencer marketing and content quality are external stimuli that positively shape the audience's attitudes, subjective norms, and perceived behavioural control. These three psychological factors are proven to be the main determinants that drive the behavioural intention of the public to support climate crisis campaigns voiced by musicians. These findings provide an important theoretical contribution by validating the role of non-traditional influencers and message quality as antecedents that strengthen individuals' internal processes in responding to environmental issues in the digital age.

Managerially, the success of Music Declares Indonesia's climate crisis campaign depends heavily on the organisation's ability to strategically manage campaign stimuli through dominant indicators. Optimising the expertise of musicians as influencers is key to building the credibility of the message, while presenting authentic content that is relevant to the audience's reality plays an important role in increasing psychological engagement. Therefore, organisations are advised to equip musicians with supporting data and narratives that are consistent with sustainability values. In addition, providing concrete and participatory calls to action is essential to bridge the gap between perception and action, thereby transforming intentions into actual sustainable behaviour in response to the climate crisis.

Although providing relevant empirical contributions, this study has several limitations. First, the focus on visitors to the IKLIM Fest in Bali limits the generalisation of findings to broader social and geographical contexts. Second, this study only measures behavioural intentions without assessing respondents' actual behaviour in the long term. Third, the use of self-report online questionnaires has the potential to cause social desirability bias, whereby respondents tend to give answers that are considered socially positive. Therefore, future research should use a longitudinal design to test the sustainability of behavioural intentions and their transformation into real actions in everyday life. In addition, the model can be developed

by adding moderator variables, such as environmental involvement, or by comparing the effectiveness of musicians with other types of influencers, such as scientists or environmental activists, in order to gain a more comprehensive understanding of the differences in the psychological impact of climate campaigns on a more diverse audience.

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