

## THE INFLUENCE OF INFLUENCER CREDIBILITY ON CONSUMER PURCHASE INTEREST WITH PRICE AS A MODERATING VARIABLE

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### Abstract

*Researchers believe that an Influencer has credibility and can make potential consumers decide to buy a product based on the trust that comes from the Influencer's good credibility. Based on this, this research aims to analyze the influence of Influencer Credibility on Purchasing Decisions. Different from a number of other studies, this research adds the price variable as a moderating variable which can strengthen the influence of the Influencer Credibility variable on Purchasing Decisions. This research is quantitative research with an exploratory approach which uses previous research related to Influencer Credibility, Purchasing Decisions, and Price as a benchmark for finding elements of novelty in subsequent research. The data used in this research uses primary data obtained from Suzuki sales spread throughout Indonesia with 300 employees. These data were analyzed using the smart PLS 4.0 analysis tool. The result in this research show that the Influencer Credibility variable can have a positive relationship and have a significant influence on purchasing decisions because the P-Values results are positive and are below the 0.05 significance level, namely 0.017. These results were obtained due to consumer trust in Influencers who have good credibility. Apart from that, in the second row of the third table the Path Coefficient is also the second hypothesis in this research, showing that the Price variable can strengthen the influence of the Influencer Credibility variable on Purchasing Decisions. With affordable prices and service accompanied by good Influencer Credibility, it can make consumers more confident in making purchasing decisions. This statement can be proven from the results of the P-Values which show a positive relationship and a significant influence because it is below 0.05, which is 0.000, more significant than the direct test of 0.012. Based on these results, the first and second hypotheses in this research can be accepted and proven.*

**Keywords:** *Influencer Credibility, Consumer Purchase, Price*

### 1. INTRODUCTION

According to (Wathen, 2002) credibility can be defined as the level of trust and reliability of a source. Filieri (2016) developed the concept of credibility into source credibility and message credibility. Source credibility or what can be called communicator credibility refers to how trustworthy the source conveying information or message is. Meanwhile, message credibility is more inclined to how far the content of an information or message can be trusted. Based on the definition above, influencer credibility is related to the credibility of the source or communicator. This means that influencer credibility is the extent to which an influencer can be trusted. When an influencer collaborates with a particular brand or product, credibility will play an important role (Herawati, 2022).

(Djafarova, 2017) stated that influencer credibility is a crucial factor when brands or products collaborate because this determines the level of persuasion of the brand or product

itself. (Karouw, 2019) stated that there are two dimensions of credibility of 4 communicators or in this case influencers, namely expertise and objectivity. The expertise in question is an influencer's knowledge about products accompanied by experience. Meanwhile, Objectivity refers to the influencer's ability to give the audience confidence about the product. Apart from that, honesty is also important in the process of giving confidence to the audience.

According to Shimp (Adrianto, 22 C.E.), an influential person is someone who can persuade others to adopt his point of view because of who he is. A similar term, "influencer," is used in the context of social media. In general, influencers are no different from opinion leaders. The similarity is that both influencers and opinion leaders are individuals who are considered to have expertise or persona or are seen in a certain area, and whose words are heard and implemented. One thing that must be underlined is that influencers are not limited to individuals whose faces are visible, but social media accounts that do not show individual faces are also influencers.

According to (Cholifah, 2016) an influencer must have the following 3 indicators: 1). Trustworthiness Trustworthiness is the quality or characteristic of a person, organization, or system that shows that they are reliable, honest, and trustworthy. People or entities that are considered to have high trustworthiness tend to have a good reputation for carrying out their obligations, communicating honestly, complying with promises, and maintaining integrity in all interactions and transactions. according to Rodriguez (in Kapuy, 2019) trustworthiness has three dimensions, namely as follows: a) Dependability Maintaining a strict no-delegation policy and always meeting promised deadlines and quality of work are the characteristics of hard workers who care about the impression they give to superiors they. This person exemplifies what it means to be responsible by being willing to complete teamwork and consult with coworkers and superiors when necessary. b) Trustworthiness Trustworthiness is the demonstrated ability to place one's trust in others and act accordingly. Customers are more likely to do business with companies they trust. When consumers use a company's products or services—when they make a purchase—that's when customer trust and loyalty come together. Customers are more likely to return after having a pleasant experience with the company they have dealt with. c) Honesty Honesty is not a mental process but a natural response of every human being to any situation. A person's attitude when facing something or a certain phenomenon and telling about the incident without any changes or modifications or truly in accordance with the reality of what is happening. 2). Expertise An expert is someone who has extensive knowledge, abilities and experience in a particular profession. expertise in this context refers to the sender's specific domain expertise related to the brand being promoted. Shimp (in Cholifah, Suharyono, & Hidayat, 2016) created the acronym TEARS to describe the trustworthiness, expertise, attractiveness, respect and similarity of a celebrity endorser. The words "expert", "experienced", "knowledgeable", "qualified", and "skilled" are all used by Ohanian (in H.A. et al., 2019) as indications of expertise. 3). Attractiveness Attractiveness is a trait or characteristic that makes something or someone attractive and arouses interest or attention from other people. According to Frimpong (in Putra Wilopo, n.d.) physical and facial beauty are used to define attractiveness. Attractiveness can relate to various things in various contexts. The following are some examples of things related to Attractiveness: a) Physical Appearance: A person's physical appearance, including aspects such as body shape, face, clothing style, and grooming, can influence how attractive a person is in the eyes of others. b) Personality: An attractive personality, such as self-confidence, humor, kindness, and openness, can make a person more attractive to others. c) Communication: The ability to communicate well, including the ability to listen and speak effectively (Kotler, 2009).

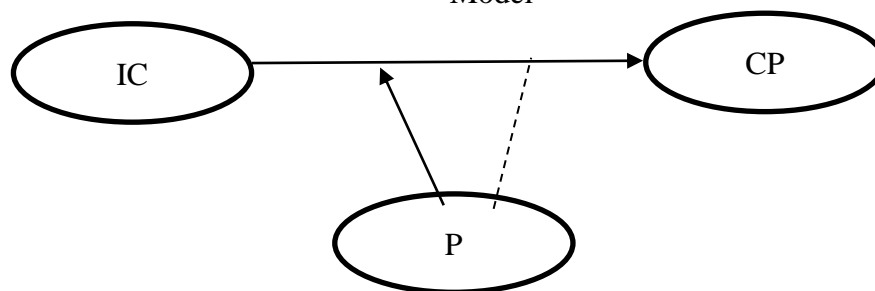
When an Influencer has good credibility, researchers believe this can influence consumer purchasing decisions. (Keller, 2016) explain purchase intention as something that arises after receiving stimulus from the product being viewed, in this case it is often associated with the emergence of a feeling of interest. Another opinion from Schiffman and Wisenblit (2019) defines purchase intention as the behavior shown by consumers after evaluating the product which is used as a benchmark for the possibility of making a purchase. Meanwhile, according to Ashari (in Dharma and Iskandar, 2017), buying interest is explained as a feeling of interest felt by consumers towards a product which is influenced by the consumer's internal and external attitudes (Philip, 2013).

There are a number of studies showing (Istianandar & Oleo, 2023); (Aprilia & Arifin, 2023); (Muslam, 2016); (Azkiah, 2023) & (Ardani, 2020) the direction of the relationship is positive and has a significant influence on purchasing decisions. Different from a number of previous studies, this research adds the price variable as a moderating variable.

## 2. RESEARCH METHODS

Researchers believe that an Influencer has credibility and can make potential consumers decide to buy a product based on the trust that comes from the Influencer's good credibility. Based on this, this research aims to analyze the influence of Influencer Credibility on Purchasing Decisions (Adrian, J.A., & zeplin, 2017). Different from a number of other studies, this research adds the price variable as a moderating variable which can strengthen the influence of the Influencer Credibility variable on Purchasing Decisions (Seferan, 2019). This research is quantitative research with an exploratory approach which uses previous research related to Influencer Credibility, Purchasing Decisions, and Price as a benchmark for finding elements of novelty in subsequent research (Jatmiko & Setyawati, 2019) & (Ni Kadek Suryani, 2021). The data used in this research uses primary data obtained from Suzuki sales spread throughout Indonesia with 300 employees (Seferan, 2019) & (Suryani, 2021). These data were analyzed using the smart PLS 4.0 analysis tool with the following research model:

**Figure 1**  
Model



**Noted:**

IC: Influencer Credibility

CP: Consumer Purchase

P: Price

**Hypothesis:**

H1: The Influence of Influencer Credibility on Consumer Purchase

H2: Price Can Moderates The Influence of Influencer Credibility on Consumer Purchase

### 3. RESULT AND DISCUSSION

#### Validity Test

In order to find out the hypothesis results in using smart PLS 4.0 software, several stages must be passed, including validity testing, reliability testing, and Path Coefficient. The validity test stage aims to validate each question item used in this research, including the following (Ghozali, 2016):

**Table 1**  
Validity Test

Variable	Item Question	Loading Factor
Influencer Credibility (X)	The credibility of influencers can prevent potential consumers from being disappointed	0.845
	Influencer credibility can make potential consumers satisfied	0.887
	Influencer credibility can make potential consumers loyal to the product	0.852
	Influencer credibility can make potential consumers aware of all the quality of the products being reviewed	0.849
	Influencer credibility can increase good loyalty	0.861
	Influencer credibility can influence consumer purchasing decisions	0.855
Consumer Purchase (Y)	Purchasing decisions can be influenced by good Influencer Credibility	0.898
	Purchasing decisions can be influenced by prices that are appropriate to the product	0.877
	Purchasing decisions can be influenced by honest reviews	0.889
	Purchasing decisions can be influenced by cheap product prices	0.895
Price (Z)	Price can strengthen the influence of consumer credibility on purchasing decisions	0.923
	Price can influence an	0.933

	Influencer's interest in viewing	
	Price can affect the type/quality of Influencers who review or become brand ambassadors	0.929
	Price can influence consumer loyalty to the product	0.939

Valid > 0.70

### Reliability Test

In line with the sequence, the stages that must be carried out are the validity test of the 14 question items used in this research which include 6 question items for the Influencer Credibility variable, 4 question items for the Purchase Decision variable, and 4 question items for price variables. Apart from ensuring that the question items are valid, the researcher It is also mandatory to turn it off if the variable used is Reliable with the following results (Sarstedt et al., 2014):

**Table 2**  
Reliability Test

Variable	Composite Reliability	Cronbach Alfa	Noted
Influencer Credibility	0.894	0.855	Reliable
Consumer Purchase	0.942	0.901	Reliable
Price	0.965	0.915	Reliable

Reliable > 0.70

### Path Coefisien

After getting the validity test results and knowing the results of the Influencer Credibility variable, 6 question items, 4 question items for the Purchase Decision variable, and 4 question items for the Price variable have been declared valid. Researchers have also gone through the reliability test stage by ensuring that the variables Influencer Credibility, Purchasing Decisions, and Price are guaranteed to be variables. The final stage is the Path Coefficient with the following results (Hair, 2010):

**Table 3**  
Path Coefisien

Direct Influence	Variable	P-Values	Noted
	IC->CP	0.017	Accepted
Indirect Influence	P* IC->CP	0.000	Accepted

Significant Level < 0.05

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result is in line with a number of studies (Istianandar & Oleo, 2023); (Aprilia & Arifin, 2023); (Muslam, 2016); (Azkiah, 2023) & (Ardani, 2020) which show similar results. Apart from that, in the second row of the third table the Path Coefficient is also the second hypothesis in this research, showing that the Price variable can strengthen the influence of the Influencer Credibility variable on Purchasing Decisions. With affordable prices and service accompanied by good Influencer Credibility, it can make consumers more confident in making purchasing decisions. This statement can be proven from the results of the P-Values which show a positive relationship and a significant influence because it is below 0.05, which is 0.000, more significant than the direct test of 0.012. Based on these results, the first and second hypotheses in this research can be accepted and proven.

#### 4. CONCLUSION

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