

THE IMPACT OF SOCIAL MEDIA INFLUENCER AND BRAND IMAGES TO PURCHASE INTENTION

Arum Nurhandayani

Rizal Syarief

Mukhamad Najib

School of Business, Bogor Agricultural University

JAM

17, 4

Received, September 2019

Revised, September 2019

November 2019

Accepted, November 2019

Abstract: Recent years was a magnificent evolution of the digital world. Some phenomenon comes from social media which drive the new ways of communication between a companies with their consumers. Often, they (companies) hired an influencer on social media to advertise their product. This study was designed to analyse the impact of social media influencer and brand image on consumer's purchase intentions. Female with millennial ages (15-34 years old) and living around Jakarta city were participated in this research using structured questionnaire. Structural equation modeling (SEM) was used to analyse the data collection. The result of this study hammering the current believes that it is true the medial social influencer has a significant impact on building the brand images, and it has positive correlation. But based on the study, using social media influencers to influence consumer's purchase intention was not giving a significant impact. It will help the brand to build a perceived image on consumer's minds then the brand image was driving their consideration to purchase.

Keywords: social media influencer; brand image; purchase intention; advertising; digital; marketing; consumer behaviour; beauty industry; SEM analysis.

Cite this article as: Nurhandayani, A., R. Syarief, and M. Najib. 2019. *The Impact of Social Media Influencer and Brand Images to Purchase Intention*. Jurnal Aplikasi Manajemen, Volume 17, Number 4, Pages 650–661. Malang: Universitas Brawijaya. <http://dx.doi.org/10.21776/ub.jam.2019.017.04.09>



Journal of Applied
Management (JAM)
Volume 17 Number 4,
December 2019
Indexed in Google Scholar

Can't be denied the rapid changing of the world as the existence of digitalization for the last 20 years has given convenience way of human life in accessing any information quickly without limitations. It is the most significant transformation up to the current life of society and including business process on ongoing everyday life (Hagberg, Sundstrom, and

Egels-Zanden 2016). Digitalization has been influenced significantly human society of their social life after the emergence of digital social networking, known as social media. Fact from International Telecommunication Union Indonesia (2017) tells that Indonesia is the 5th biggest internet user population in world.

On top of that, data from US Census Bureau in 2016 claim that 30% of Indonesian population is an active user of social media (Bales 2016). A survey from Globalwebindex (as quoted in Copp 2018) Youtube, Facebook, Instagram, Twitter has become the most social media platform used in Indonesia.

Corresponding Author:
Arum Nurhandayani, School of
Business, Bogor Agricultural
University, DOI: <http://dx.doi.org/10.21776/ub.jam.2019.017.04.09>

Report from cnnindonesia.com shown that average internet consumption per day is 8 hours 44 minutes meanwhile they spend 3 hours 24 minutes in averages on accessing social media each day (Bintoro 2018). A survey conducted by Indonesian Internet Service Provider Association (APJI) in 2017 explains that 89% internet activity is for chatting, and 87% are to access social media. For society, social media provide space for self-actualization by sharing/posting their interest, and it is changing the way of communication.

Social media ultimately has a very significant influence on changes in social habits, especially in the generation of Y (millennial) and Z. According to the results of a survey conducted by the Association of Indonesian Internet Service Providers (APJII), almost half of the total internet users in Indonesia it is an age group of 19-34 years old (49.52%). Generation Y and Z have a high dependence on social media since they were born and grew up in the digital era that provides access to information and gives them opportunities to express their personal opinions to outside world. The ease of communication also provides flexibility for them to download other people's opinions on an issue/trend among them on their common interest. It is alleged that social media has become a mass media that can gather or herd public opinion on an issue and influence consumer habits.

"Follow", "subscribe", "invite", "add" to be a popular terminology for inviting people who they think are important to be present in their social media environment. These important people are they who may give an influence. In social media, the figure of a person or reference group that can give influence is called "celebgram", "blogger", "vlogger", "youtuber", "kol (key opinion leader)", or broadly they are all referred to be called "social media influencer". If in the past, these influential people were known as celebrities because of their existence in entertainment industry such as movies, TV shows, music, etc, a social media influencer can be anyone from a student to a housewife. They are famous on Facebook, Twitter, Instagram and they have fans who will follow the product used by them which leads decision to buy the same product from their

fans. Influencers on social media likely have a positive impact on company to build awareness and gain higher returns (Foong and Yazdanifard 2014).

Faced with this fact, producers in any industry do not want to miss the digital hustle and bustle on its social media trend. Nowadays, companies are competing each other to riding the momentum through campaigns and digital communication. Without any activity on their digital development, pointed out to producers who are the owner behind big brands and products will lose potential customers in the future. Nielsen Cross Platform Report 2017 (as quotes in Silalahi 2017), more than 60% of consumers 21 - 49 years age group did further searches after seeing online advertising. Some of them will make a direct visit to the store. This phenomenon force companies in a rush to activate their advertising campaign on social media to grab the attention of prospective consumers. Chi, Yeh, and Tsai (2011) states that if a product or service wants to be quickly recognized by consumers, then the company must focus its attention on advertising campaigns to force consumers to remember the message of the product delivered.

Not only by activating the digital campaign and communication on social media, but the producers were also aware the presence of influencers who had persuasive power for their audience. Communication using endorsers can quickly shape the characteristics of a brand and help consumers understand the functions and characteristics of a product or service. In the end, consumers will remember the product/service and encourage the purchase of interest (Chi, Yeh, and Tsai YC 2011), and so does the digital endorsers can contribute an impact to the brand or product. For companies, social media influencers are considered appropriate for conveying messages to potential consumers especially the digital savvy which is currently are the generation of Y (millennial) and Z. There are various kinds of persuasive messages from influencers: introduction or review new products, how to use a product, tips, and tricks, up to comparison among some product which offers same function. The point is they invite their audience to follow in trying the products they use. As for producers, of course they hope so that

the message delivered can be easily accepted by consumers so that they can lead consumers to buy their products.

Lee (2017) indicates that consumers who have a strong bond with an endorser are indicated by a high level of credibility, attitude, and buying interest. Furthermore, Lee also indicates that brand attitude mediates the relationship between an endorser's attitude and consumer buying interest. But choosing the right endorser with brand/product campaign is one of the most important keys. Consumers will be able to capture messages quickly if the endorser is well-known, professional, and attractive, which in the end can form a brand image and consumer buying interest in the campaigned products (Chi, Yeh, and Huang 2009). Similarly, an endorser, a social media influencer who actively communicates with their audience through digital media, also has persuasive power communication in shaping the image of a product and leading to the emergence of consumer buying interest.

For the beauty & skin care industry, which grew rapidly in Indonesia, the role of influencers is unavoidable. Plus, this very fast and aggressive digital world has made producers have to be able to adapt to maintain their business performance, while there is still very little research, especially in Indonesia, which specifically studies influencers' social media in the beauty industry. Therefore, the major objective of this study is to examine the effect of social media influencers on purchase behaviour for beauty and skin care products in Indonesia. This current study also will examine the mediating role of brand images towards social media influencer and purchase intention.

LITERATUR REVIEW

Theory of Brand Images Theory

American Marketing Association defines brands as names, terms, signs, symbols, or designs, or a combination of all that is meant for identifying goods or services from the seller or a group of sellers so that they can be distinguished from its competitors. Shimp (2003) revealed that brands have an important strategic role as a differentiator between the products offered by a company with its competitor.

A well-known and trusted brand is an asset invaluable. Shimp also explained the definition of the brand from consumers, brand is a guarantee of product performance consistency and provides any benefit (in the form of an image or prestige) that consumers looking for when buying certain products or brands. Furthermore, the brand is a promise to consumers by mentioning its name. They hope the brand will provide the best quality, comfort, status, etc. which turn into consideration when consumers make purchases.

According to Kotler (2007), brand image is the perception and belief carried out by consumers, such as associations that occur in consumer memory. So, the brand image is a number of brand beliefs. In the process of buying a product, brand image or brand image often be an initial consideration for consumers before considering other things such as quality, price, and benefits provided (Keller 2008). That brand image can be considered as a type of association that arises in the minds of consumers when remembering a certain brand. Such associations can appear in the minds of consumers (Shimp 2003). Biel (1992) develop a concept which explains the influence of relations between all entities relating to a brand. Three important components build brand image formation. First, Corporate Images, a group of association perceived by customers to companies who have the product or service. Second, User Images, a group of perceived association consumer to the user of the product. Third, Product Images, its association to attributes, benefit, as well as guarantees from the product. Thus, the following hypotheses are proposed:

H1 : Brand images significantly and positively impact Purchase intention

Theory of Communication

Kaplan and Haenlein (2010) define social media as a group of applications internet based that was built based on ideological and technological thinking web 2.0. Woodall and Colby (2011) argue that social media presence such as Facebook, Twitter has changed the dynamics of communication, which described together by their popularity. Social media offer a unique appealing compared to traditional

communications: satisfaction of desire, enthusiasm of sharing, seek advice, and share with others which has same interest.

A research conducted by Lesmana (2012) (as quotes in Fajrin 2015) explains that social marketing plays an important role in marketing for a company. First, social media can be used to provide identity about the company and the products or services which they offer to consumers. Second, social media helps in creating relationships with people who might not know about a product or service or company. Third, social media makes the company “real” to consumers. If the company wants consumers follow them, then it’s not enough to talk about their new product, but companies should share their “personality”. Forth, social media can be used to associate themselves with their peers who can serve the same target market. Fifth, social media can be used to communicate and provide interactions about what consumers are looking for.

Research conducted by Lafferty and Goldsmith (1999) reveals the reliability of an advertising spokesperson is one of the important factors to influence purchase intentions, and the more reliable, the higher positive attitude from consumers of these advertisements. Through an advertisement/campaign, the company is able capture consumer attention and increase brand awareness. Biswas D, Biswas A and Das (2006), an advertisement can transfer consumers’ feelings to a product and produce a good impression.

Zaenudin (2018) explains that social media companies can advertise through channels official. A meaning company can directly relate to the owner of the platform. However, one phenomenon appears about advertising on social media through influencers. Marketing through influencers, on Forbes article written by Ward (2017), is capitalizing on the range social media by hired celebrities on the internet with varying degrees of popularity to upload on their social media accounts to reach their loyal followers. So, social media influencers are those who have popularity or famous on social media able who can be indicated by the number of loyal followers on influencer’s social media property. A similar description was expressed by Sulianta

(2015) that social media influencers are those who have a strong role in affecting their audience under their social networking community (social media).

Lee (2017) revealed that there are 3 commonly used as a conceptual to analysis an endorser or key spokesperson. First, SAM (Source Attractiveness Model) of McGuire (1985) explains an endorser is known, liked, and felt to have similarities with consumers will have attraction and persuasiveness. Second, SCM (Source Credibility Model) of Hovlan, Javis, and Kelley (1953) argues that the effect of a persuasive message from an endorser lay on his expertise and level of trustworthiness. Third, the SCM model from Ohanian (1990) who combines SAM and SCM. This model also mentions the more attractive and credible an endorser, the message he delivered will be more interesting. Thus, the following hypotheses are proposed:

H2 : Social media influencer significantly and positively impact Brand images

Theory of Purchase Intention

In the end, all marketing activities will lead to the same question of whether consumers will be interested in buying the product or not. Research conducted by Firdausi (2002) proves that consumer attitudes positively influence intention and purchase decisions. Sumarwan (2017) states that attitude is an expression of feelings of like or dislike of an object, which is very related to the concept of belief and behaviour.

Schiffman and Kanuk (2007) introduced the concept of the adoption process, the five stages passed by a consumer to decide to buy or reject a product: (1) Awareness. At first time consumers are introduced to or know about the innovation of a product. (2) Interest. Consumers care about a product and the search process for more information about the product. (3) Evaluation. The stage where consumers will decide whether they trust or do not trust the product/service will be able to meet their expectations. (4) Trial. Consumers try a limited number of products. (5) Adoption or Rejection. If at the stage of the trial process to meet with consumer expectations, then they will use the product in an amount that is as needed or long term. In the sec-

ond (interest) and third (evaluation), this triggers consumer's interest to has an intention to buy the product, which leads to their action of buying.

In his research, Nurmala (2011) revealed that buying interest is the desire of someone to buy a product or service that is expected to benefit from the product or service they buy. Two factors shape consumer buying interest (Kotler 2005). First, the attitude of others. Other people's attitudes towards a product whether it is negative or motivation will reduce consumer's product alternatives. Secondly, factors that are not anticipated. This factor sooner or later will be able to change customer's position in making a purchase. According to Ferdinand A (2014) buying interest can be seen in several indicators, including: (1) Transactional interest. The tendency of someone to buy a product. (2) Referential interest. A person's tendency to refer products to others. (3) Preferential interest. Interest that describes the behaviour of someone who has a primary preference for the product. (4) Explorative interest. Behaviour of someone who is always looking for information about the product that they are interested in and looking for information to support the positive characteristics of the product. Thus, the following hypotheses are proposed:

H3 : Social media influencer significantly and positively impact to Purchase intention.

METHOD

This study using a purposive sampling technique conducted by interview method through questionnaires online using google form application. 180 respondents participated in filling out the research questionnaire and met the requirement of female, millennial ages (15-34 years old), using beauty and skin care products, having a personal social media account, and following at least one influencer/ key opinion leader. 15 years of age is considered to have had the maturity of thinking because that age has legally able to be a witness at the trial (Regulation of Legislation article 145 paragraph 1).

The analysis technique that will be used in this study is Structural Equation Modelling (SEM), which is classified into multivariate statistical analysis. SEM can be described as an analysis combining factor

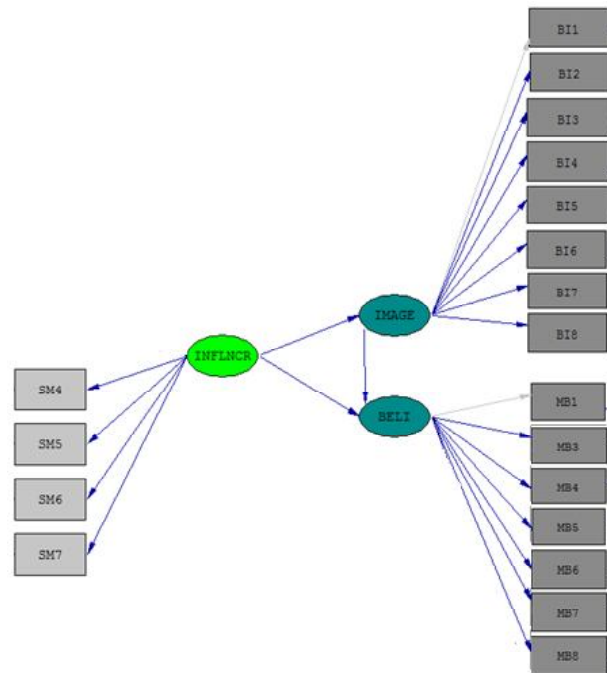


Figure 1 SEM analysis of social media influencer and brand image to purchase intention for beauty and skin care products and its indicators, which represent every variable.

analysis approaches, structural models, and path analysis. Yamin (2014) mention the main advantages of using SEM compared to another general linear application is that SEM can be used to study causality correlation between latent variables, allows using several indicators to represent and measure these latent variables, able to measure specifically measurement error between latent variables and their indicators, SEM is capable of statistical testing match called the goodness of fit model (determine whether the model submitted can be accepted or rejected). The analysis model with the SEM method is presented in figure 1. Each variable is measured by each indicator defined in table 1.

The data collection is done in a period of time from October to November 2018. On the questionnaire, respondent was been asked using Likert scale. Likert scale is used to measure the level of approval of respondents to a statement. This study uses a Likert scale with 1-5 weighting, namely: 1 (strongly

Table 1 Definitions of variable and indicator on SEM.

No	Variable	Code	Indicators
1	Social Media Influencer (INFLCR)	SM4	Following and listening an expert influencer
		SM5	Following and listening an up-to-date influencer
		SM6	Following and listening trusted influencer
		SM7	Following and listening reliable influencer
2	Brand Image (IMAGE)	BI1	The product produced by trusted company
		BI2	The product produced by innovated company
		BI3	Using the product makes me feel confident
		BI4	Person who use the product reflecting a modern/up-to-date consumer
		BI5	The product has attractive packaging
		BI6	The product functions fit with consumer needs
		BI7	The product is a reliable skin care & beauty product
		BI8	The product is value for money
3	Purchase Intentions (BELI)	MB1	Buy the product
		MB3	Recommend the product
		MB4	Suggesting the product
		MB5	Prefer to use the product among other brand
		MB6	Considering to choose the product among other brand
		MB7	Searching further information about the product
		MB8	Searching for the product promotions

disagree), 2 (disagree), 3 (between agreeing or disagreeing), 4 (agree), 5 (strongly agree). Then the data processing was done using LISRES 8.51 for SEM analysis, including goodness of fit test.

RESULTS

Respondent Characteristic

Age is one of the important components in the demographics of a population. Ages related to the corporate communication strategy in marketing where it targeting millennial ages as a potential consumer for the company. 76% of respondents aged 20-29 years (42% aged 20-24 years and 34% aged 25-29 years). Based on marital status, respondents are dominated by consumers who have not married (79%). Education has a very important role in self-development. Education also related to knowledge and understanding of things in which occur around the individual so that it can influence person’s decision making. Based on the data, the distribution of respondents’ answers according to the most is those who have a Bachelor’s degree education (56%),

and one in three respondents had high school education (34%). Type of work is related to the activities of the consumer every day. That will affect a person’s behaviour in accessing social media. The more and longer time someone accesses social media, they will be exposed to more information and may impact their decision making. From the data distribution, participant domination is a college student and a private employee, with almost the same contribution of 44% and 41%.

Consumer behaviour on social media and purchasing skin care and beauty product

According to Nielsen Consumer Audit data in 2018, the frequency of consumers buying skin care and personal care products is 4 times in 1 year. For women, beauty and skin care products play an important role to support their looks. On the questionnaire, participant is been asked how much they spend on skin care products in the last 3 months. 42% of participant spend IDR 500,000 - 1,000,000, and 37% of participant spend less than IDR 500,000. Those

who are colleague students, 49% of them spend less than IDR 500,000 per three months for beauty and skin care products. It is different for participants who are private employees, 53% of them stated that they purchased beauty and care products for IDR 500,000 - 1,000,000 per three months.

On social media behaviour, 46% of the participant using social media for more than 2 hours. When viewed by age, those who spend time accessing social media for more than 2 hours there were ages of 15-19 years old (as many as 69%). Social media penetration describes the number of participants who access certain social media platforms (Youtube, Twitter, Instagram, and Facebook). Instagram holds the highest with penetration, with 97% of participant using it. Almost the entire population of women

aged 15-34 years has an Instagram social media account. Youtube is the second biggest platform with 67% penetration. For Youtube users, they believe that people who create content or review of beauty products there are “real people”. They not only celebrities or paid endorsers (Cooley and Park-Yancy 2019).

Validity and Reliability Test

To see the overall model fit, validation, and reliability test was conducted. Hair et al (1995) (as quotes in Yamin and Kurniawan 2009) an indicator has a good validation if loading factor values each indicator > 0.5. CR (Construct Reliability) and VE (Variance Extracted) were calculated to test reliability data.

Table 1 Validity test value

Variable	Indicator	loading factor	Notes
Social Media Influencer	SM4	0,56	valid
	SM5	0,71	valid
	SM6	0,88	valid
	SM7	0,78	valid
Brand Image	BI1	0,65	valid
	BI2	0,75	valid
	BI3	0,83	valid
	BI4	0,81	valid
	BI5	0,67	valid
	BI6	0,79	valid
	BI7	0,83	valid
	BI8	0,79	valid
Purchase Intention	MB1	0,73	valid
	MB3	0,87	valid
	MB4	0,91	valid
	MB5	0,84	valid
	MB6	0,66	valid
	MB7	0,79	valid
	MB8	0,67	valid

GOF (Goodness of Fit) Test

Ghozali (2008) mentions that assessing fit models requires great attention. An index that shows the model is fit does not guarantee that the model is

fit and vice versa. Therefore, measurement of fit models must be done by observing several goodness of fit measurement. Table 2 show GOF value for each measurement.

Table 2 GOF measurement

measurement Goodness of Fit	Value	Notes
absolute fit measures		
Chi-square dan p-value	159,94 (p = 0.15)	good fit
GFI	0,92	good fit
RMSEA	0,026	good fit
ECVI	1.45 (saturated 2.12)	good fit
incremental fit measures		
AGFI	0,89	marginal fit
NFI	0,94	good fit
IFI	0,99	good fit
CFI	0,99	good fit
parsimonious fit measures		
AIC	258.94 (saturated 380.00)	good fit
CAIC	476.98 (saturated 1176.66)	good fit

Testing Hypotheses

On SEM analysis, data interpretation to evaluate hypotheses was based on the t-value of the structure variable, which forms the hypotheses. t-value between social media influencer and brand images was validated for testing H1. T-value between brand image and purchase intention for H2. H3 was vali-

dated from social media influencer and purchase intention t-value. The significance between variables was analysed by looking at the t-value compared to the t-table. Correlation between variables is significant if t-value bigger than t-table. The value of the t-table value with 5% significance level is 1.96.

Table 3 t-value

Hypotheses	Variable structure	t-value
H1	variable social media influencer to variable brand image	4.00
H2	variable brand image to variable purchase intention	7.47
H3	variable social media influencer to variable purchase intention	-2.86

DISCUSSION

Image of a brand is formed when medial social influencers as brand’s spokesperson can build direct relationships with the audience, which are potential consumers for the company. Even more, they can encourage the formation of brand loyalty. To achieve these objectives, social media influencers who have good relationships with consumers will be able to improve the reputation of a brand/company, create awareness in the minds of consumers through online activities, and be able to ask com-

ments or input from consumers (Booth and Matic 2011).

The formulation of hypothesis 1 (H1) states that it is suspected that social media influencers have a positive and significant effect on the emergence of brand image of beauty and skin care products. The results show t-value greater than 1.98, it means relationship between variables is significant at 5% significance level, and this correlation has a positive path coefficient value, so it can be concluded to accept H1. Meaning that variables on social media

influencers have a positive and significant influence on brand image of beauty and skin care product. A positive path coefficient value means that the increasing value of a social media influencer will increase the brand image value of beauty and skin care products. There is three most important characteristic of social media influencer were giving bigger influence to brand images: consumers will listen to the messages from those who can be trusted, consumers will listen to messages from reliable influencers, and they will listen to those who are always up to date on beauty and skin care products.

The results of this study are also in line with previous research conducted by Glucksman (2017), marketing communication through social media influencers have proven to be able to significantly change the way a brand interacts with their customers positively. The use of social media influencers has changed the lines of communication between consumers and companies. Previously the communication was established with only one direction where consumers were only got information from the product through advertisements were displayed on television, magazines, billboards, or even websites of brands/companies. Now, through social media and the role of influencers, both of them support each other to influence consumer behaviour and lifestyle.

Rooney (1995) suggested that brand and branding processes are things that are a top priority for the company. That is translated into the most important business activities that focus on the process of branding. According to Rooney this (branding) will continue to be a trend that grows and develops in the future. For consumers, this branding process will bring out a perception in the minds of those who are attached when they hear a product/brand. If this branding process is done properly and well, a correlation that will be beneficial for the company will be formed. A good or positive perception will have a positive impact on the company's business. Consumers who have a positive impact on the brand will stimulate the emergence of buying interest in the product.

This study will prove the correlation between brand image and consumer buying interest specifically in beauty and skin care products formulated by Hypothesis 2 (H2) which stated that it is assumed that brand image has a positive and significant effect on the emergence of consumer buying interest in beauty and skin care product. The results show the t-value is 7.74 (higher than 1.96). This value gives an understanding that brand image has a significant influence on the emergence of consumer buying interest of beauty and skin care products at a significance level of 5%. The test results on hypothesis 2 conclude that brand image has a significant and positive influence on the emergence of asking consumers to buy beauty and skin care products.

This research is in line with previous research, one of which is conducted by Tariq, Nawaz M R, Nawaz M M, and Butt (2013) where brand image plays a significant role in the emergence of consumer buying an interest in fast moving consumer goods. However, one of the literature that contradicts the research comes from Lu and Chen (2017). Both of them researched the category of cosmetic products in Taiwan to see the effect of brand image on consumer buying interest. The result, surprisingly, is that consumer behaviour in Taiwan in buying cosmetic products is not influenced by the brand image. So, with the characteristics of respondents on this study, for respondents the brand image holds the role that is important in the emergence of consumer buying interest in beauty and skin care products.

This research specifically examines whether a similar impact occurs in the beauty and skin care industry, whether social media influencers can provide buying interest to its products. The formulation of hypothesis 3 (H3) states that is suspected social media influencer has positive and significant effect on the emergence of consumer buying interest in beauty and skin care products. The results of data processing show a t-value smaller than 1.96, meaning that the relationship between influencer social media variables and buying interest is not significant at the 5% significance level, and has a nega-

tive path coefficient value, so it can be concluded to reject H3. That means that social media influencers have no significant and negative effect on purchase intention of beauty and skin care products.

Lim, Radzol, Cheah, Wong (2017) researched the influence of credibility and attractiveness of a social media influencer on consumer attitudes and buying interest. The results of this study indicate that the credibility and attractiveness of a social media influencer do not have a significant effect on consumer attitudes and buying interest. In the study, the main reason identified was for respondents of social media influencers to have expertise and knowledge that was not good enough for the products they endorsed. The research conducted by Lim, Radzol, Cheah, Wong was in line with the results of the observations in this research.

Evans (1988), in his book entitled *Production and Creativity in Advertising*, wrote a conclusion that endorsers who do not have expertise in accordance with the fields they promote will be able to damage the image of the company/brand and even worse can negatively affect the intention to buy consumers. In line with these statements, research conducted by Till and Busler (1998), also argues that attractiveness is not a strong dimension to influence attitudes and consumer buying interests. That is due to the lack of substance that establishes logical relationships between attractive endorsers and consumer buying interests.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

As a conclusion from this research in answering some phenomena of social media, which currently believed by the company, is one of the most channels in marketing communication which provide unlimited potential for company to deliver their persuasive message. The presence of various choice of social media platforms like Facebook, Twitter, Instagram, Youtube, also accompanied by the birth of new endorsers called celebgram, youtuber, vlogger, etc. They are key opinion leaders or influencers in social media. This endorser figure is

believed to be able to give a greater influence in conveying the message to the millennial generation that is believed by the company that through this generation, their brand will remain till the future. The result from H1, bolding current changes in communication where company or brand chose social media influencer to deliver their persuasive message since it is giving significant and positive impact on sharpening their images. Unfortunately, as a result of H2, give a warning to companies on connecting sales figures with social media influencers because they don't give significant and positive impact to purchase intention. But they have the ability to improve the images. By improving company or brand images, it will drive the sales, as mentioned on H3, brand image gives a positive and significant impact to purchase intention.

In the end, the company has to decide who (influencer in social media) they will hire. That becomes an important process because it is expected to occur transfer images from influencer (which have to be a positive image) to the brand. So, for beauty and skin care industry, influencer who are trusted and reliable is very important. This characteristic must be adjusted between the target communication group of the company and the influencers' followers/audiences. Not only that, the selection of influencers who are always up-to-date on the beauty & skin care knowledge has turned out to be an important characteristic.

Recommendations

This research focuses on the effect of influencer from various social media like Facebook, Twitter, Youtube, Instagram, etc, to brand image and millennials' purchase intention through persuasive communication from influencer for beauty and skin care products. Future research should investigate their purchase behaviour whether they will go out directly to buy the product at offline store or they will continue surfing on internet to buy online. Also, a different platform of social media may deliver different impacts for different industries. For some category product which targeting older consumer, it is necessary to have further research. The older

generation may have different behaviour on sourcing information of certain products.

REFERENCES

- APJI (Asosiasi Penyelenggara Jasa Internet Indonesia - Association of Indonesian Internet Service Providers). *Infografis penetrasi dan perilaku pengguna internet Indonesia 2017 (Penetration infographic and internet usage behaviour in Indonesia)*. Last Modified 2018. [On line]. From: <https://apjii.or.id/survei> [March 9, 2018].
- Bales, J. *The latest status in web and mobile in Indonesia*. Last modified January 28, 2016. [On line]. From: <https://www.techinasia.com/indonesia-web-mobile-statistics-we-are-social> [March 30, 2018].
- Biel, A. L. 1992. *How brand images drives brand equity*. Journal of Advertising Research. 32(6): 6-12.
- Bintoro, A. 2017. *Pengguna internet di Indonesia akses medsos 3 jam per hari (Internet user in Indonesia access social media 3 hours per day)*. Last modified December 18, 2017. [On line]. From: <https://www.cnnindonesia.com/teknologi/20171218192500-192-263281/pengguna-internet-di-indonesia-akses-medsos-3-jam-per-hari> [May 12, 2018].
- Biswas, D., A. Biswas, N. Das. 2006. *The differential effects of celebrity and expert endorsements on consumer risk perception: the role of consumer knowledge, perceived congruency, and product technology orientation*. Journal of Advertising. 35(2): 17-31.
- Booth N., J. A. Matic. 2011. *Mapping and leveraging influencers in social media to shape corporate brand perceptions*. Corporate Communications: An International Journal. 16(3): 184-191.
- Chi K. H., H. R. Yeh, M. H. Huang. 2009. *The Influence of advertising endorser, brand image, brand equity, price promotion on purchase intention: the mediating effect of advertising endorser*. Journal of Global Business Management. 5(1): 224-233.
- Chi, K. H., H. R. Yeh, Y. C. Tsai. 2011. *The influences of perceived value on consumer purchase intention: the moderating effect of advertising Endorser*. Journal of International Management Study. 6(1): 1-6.
- Cooley D, Parks-Yancy R. 2019. *The effect of social media on perceived information credibility and decision making*. Journal of Internet Commerce. doi: 10.1080/15332861.2019.1595362.
- Copp, E. *Top 5 social media trends in 2019 (and how brands should adapt)*. December 4, 2018. <https://blog.hootsuite.com/social-media-trends/>
- Evans, R. B. 1988. *Production and Creativity in Advertising*. Pitman: London.
- Fajrin, R. 2015. *Analisis pengaruh media sosial terhadap pembentukan brand attachment, electronic word of mouth dan future purchase (Analysis of social media impact to brand attachment, electronic words of mouth and future purchase)*. Thesis, Bogor Agricultural University.
- Ferdinand, A. 2014. *Metode Penelitian Manajemen Edisi ke-5 (Management Research Methode 5th editions)*. Semarang: Badan Penerbit Universitas Diponegoro.
- Firdausi, F. 2002. *Analisis pengaruh iklan terhadap sikap dan niat konsumen dalam memutuskan untuk membeli suatu produk (Analysis of advertising impact to consumer attitude and intention on purchase decision)*. Thesis. Diponegoro University.
- Foong, L. S., R. Yazdanifard. 2014. *Celebrity Endorsement as a Marketing Tool*. Global Journal of Management and Business Research: e-Marketing. 14 (4): 37-40.
- Ghozali. 2002. *Aplikasi Analisis Multivariat dengan Program SPSS (Analysis multivariate application with SPSS program)*. Semarang: Badan Penerbit Universitas Diponegoro.
- Glucksman, M. 2017. *The rise of social media influencer marketing on lifestyle branding: a case study of lucie fink*. Elon Journal of Undergraduate Research in Communication. 8(2): 77-87.
- Hagberg, J., M. Sundstrom, N. Egels-Zandén. 2016. *The digitalization of retailing: an exploratory framework*. International Journal of Retail & Distribution Management. 44 (7):694-712.
- Kaplan, A. M., M. Haenlein. 2010. *User of the world, united! The challenges and opportunity of social media*. Kelley School of Business. 53(1):59-68.
- Keller. 2008. *Strategic Brand Management: building, measuring, and managing equity 3rd Edition*. New Jersey: Pearson Prentice Hall
- Kotler. 2005. *Manajemen Pemasaran Edisi ke-11 Jilid 1 (Marketing Management 11th Edition Volume 1)*. Jakarta: Index Kelompok Gramedia.
- Kotler. 2007. *Manajemen Pemasaran Edisi ke-12 Jilid 2 (Marketing Management 12th Edition Volume 2)*. Jakarta: Index Kelompok Gramedia.
- Lafferty, B. A., R. E. Goldsmith. 1999. *Corporate credibility's role in Consumers' attitudes and purchase intentions when a high versus a low credibility endorser is used in the Ad*. Journal of Business Research. 44(2): 109-116.

- Lee, J. S. 2017. *The impact of celebrity endorser attachment and endorser-product-match-up on credibility, attitude, and purchase intense*. PhD diss., University of Alabama.
- Lim, Radzol, Cheah, Wong. 2017. *The impact of social media influencers on purchase intention and the mediation effect of customer attitude*. Asian Journal of Business Research. 7(2): 19-36.
- Lu, Y. C., K. N. Chen. 2017. *Consumer knowledge, brand image, openness to experience and involvement: a case in cosmetic consumption*. Journal of Cosmetics, Dermatological Sciences and Applications. 7: 349-361.
- Nurmala. 2011. *Pengaruh iklan televisi terhadap minat beli sabun mandi pada mahasiswa Fakultas Ekonomi Universitas Malikussaleh (Impact of television advertising to purchase intention on bath soap – a study case on student of Economic Faculty at Malikussaleh University)*. Jurnal Aplikasi Manajemen. 9(1).
- Rooney, J. A. 1995. *Branding: a trend for today and tomorrow*. Journal of Product & Brand Management. 4(4): 48-55.
- Shimp. 2003. *Periklanan Promosi Aspek Tambahan Komunikasi Pemasaran Terpadu Jilid 1 Edisi ke-5 (Promotional Advertising as an Additional Aspect of Integrated Marketing Communication Volume 1 5th Edition)*. Jakarta: Erlangga.
- Silalahi, M. 2017. *Trend dual-screen masih terus berlangsung, jangan terlalu fokus di online (Dual-screen trend still continues, do not only focus on online)*. Last modified August 25, 2017. [On line]. From: <http://mix.co.id/marcomm/brand-insight/research/trend-dual-screen-masih-terus-berlangsung-jangan-terlalu-fokus-di-online>. [September 11, 2018].
- Schiffman, L. G., L. L. Kanuk. 2007. *Consumer Behaviour 9th Edition*. New Jersey: Pearson Prentice Hall.
- Sulianta, F. 2015. *Keajaiban Sosial Media (Miracle of social media)*. Jakarta: Elex Media Komputindo.
- Sumarwan Ujang. 2017. *Perilaku Konsumen (Consumer Behaviour)*. Bogor: IPB Press.
- Tariq M I, Nawaz M R, Nawaz M M, Butt H A. 2013. *Customer perceptions about branding and purchase intention: a study of FMCG in an emerging market*. Journal of Basic and Applied Scientific Research. 3(2): 340-347.
- Till, B. D., M. Busler. 1998. *Matching products with endorsers: attractiveness versus expertise*. Journal of Consumer Marketing. 15(6):576-586.
- Ward, T. 2017. *5 influencer marketing trends that will dominate 2017*. Last modified February 13, 2017. [On line]. From: <https://www.forbes.com/sites/tomward/2017/02/13/5-influencer-marketing-trends-that-will-dominate-2017/#61f5f32f293a>. [March 23, 2019].
- Woodall, G., C. Colby. 2011. *The result are in: social media techniques vs focus groups for qualitative research*. MRA's Alert! Magazine. March.
- Yamin, S., H. Kurniawan.. 2009. *Structural Equation Modeling: belajar lebih mudah teknik analisis data kuesioner dengan Lisrel-PLS (Structural equation modelling: easy learning of technic analysis questionnaire data with Lisrel-PLS)*. Jakarta: Salemba Infotek.
- Yamin, S. 2014. *Rahasia Olah Data Lisrel: seri buku statistik structural equation modeling untuk pemula (Secrets of processing Lisrel: statistic book collection of structural equation modelling foe beginner)*. Jakarta: Mitra Wacana Media.
- Zaenudin, A. 2018. *Influencer di media sosial: penantang tangguh iklan konvensional (Influencer on social media: a strong challenger for conventional advertising)*. Last modified February 5, 2018. [On line]. From: <https://tirto.id/influencer-di-media-sosial-penantang-tangguh-iklan-konvensional-cEfr>. [July 21, 2018].