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## THE EFFECTS OF USER-GENERATED REVIEWS VERSUS INFLUENCER-GENERATED REVIEWS ON CONSUMER PURCHASE INTENTION

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**Abstract:** As the use of mobile devices increases, social media and online reviews are increasingly important in the spread of WOM and play an important role in consumer decisions and the consumer journey. Companies can take advantage of online reviews in the form of User-Generated Reviews (UGR) and Influencer-Generated Reviews (IGR) to improve marketing strategies. This study aims to determine which online review is more effective between user-generated and influencer-generated reviews. The authors use experiments to examine how the type of online review (UGR vs IGR) influences consumers' perceptions of reviews and purchase intentions. This study predicts differences between the two online reviews influencing consumer purchase intentions. This research used an experimental design, and primary data collection was carried out with a web-based questionnaire. This study found that influencer-generated reviews were more effective in influencing purchase intentions. Interestingly, this is due to a process in which consumers assume IGR is more effortful to craft and subsequently equate this greater perceived effort with the credibility of the review and leading to more persuasive, in effect, purchase intention. Given the increasing use of mobile devices, social media, and the increasingly important online reviews (UGR and IGR) in the spread of WOM, this research contributes to understanding consumer decision-making processes and journeys when processing online reviews.

**Keywords:** Influencer-Generated Review, Online Review, Perceived Review Credibility, Perceived Review Making Effort, Reviewer's Motivation, User-Generated Review

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## INTRODUCTION

The use of the mobile devices is ubiquitous. Over half the world's population now uses mobile devices, and over 52% of all website traffic worldwide is generated through mobile phones (Grewal and Stephen, 2019). Given the overwhelming prevalence of mobile technology, gaining a broad understanding of how mobile influences people's perceptions of the content they view online is increasingly important research. The relationship between mobile devices and consumer behaviour to its full potential and, thus, how managers can use the mobile marketing to overcome the increasing competition in companies due to new entrants experiencing very rapid growth (Grewal & Stephen, 2019). The increasing growth of new entrants leaves consumers with many choices. In making their choice, consumers do not only rely on information from the company but also information from channels outside the company. A common use of mobile devices is searching online reviews, a popular source of information that consumers frequently access. (Grewal & Stephen, 2019; Li et al., 2020).

Online reviews are important for consumers and companies (Moon et al., 2021). Firms need to capitalize on their understanding of online reviews as online shoppers consider online reviews as channels of getting product information while making purchase decisions (Fernandes et al., 2022). 92% of online consumers use online reviews for references in the online shopping, and 93% spend more than 1 min reading reviews in purchasing decision-making (Fernandes et al., 2022). Online reviews such as "A Sales Assistant" help consumer's identify information about a product that best matches their needs (Fernandes et al., 2022). One platform that consumers often use to find online reviews is social media. Social media is the fastest interaction network among the people who come up with various solutions to buy the best product (Navitha-Sulthana and Vasantha, 2021). Companies can take advantage of online reviews in the form of user-generated reviews and influencer-generated reviews to maximize marketing strategies on the social media.

User-generated review (UGR) reviews content generated by app users or consumers. User-generated reviews are considered trustworthy because UGR is posted by consumers who have no expectation of compensation; thus, their ratings

and reviews are considered authentic and unbiased (Moon et al., 2021). Efforts to do reviews made by consumers without any compensation in return are considered more credible (Grewal and Stephen, 2019; Moon et al., 2021). In addition to user-generated reviews, companies can create review content created by social media influencers, called Influencer-Generated Reviews (IGR) (Gerrath and Usrey, 2021). A recent study found that the participants were rarely influenced by the opinions of these individuals when making purchase decisions (Gerrath and Usrey, 2021).

In contrast, previous research has largely agreed with their influence on purchasing (Djafarova & Bowes, 2021). Influencers that routinely post product review content and are expected to develop and post honest and independent reviews (separate from the interest of a given brand) can influence purchases because of their credibility and popularity (Gerrath and Usrey, 2021). Consumers will trust someone they already know with background information and expertise that can be considered trustworthy (Gerrath and Usrey, 2021). In addition, the efforts made by influencers in creating review content can increase the review's credibility, which affects purchase intention (Gerrath and Usrey, 2021; Grewal and Stephen, 2019).

The description above shows that the two types of online reviews, namely user-generated and influencer-generated reviews, are closely related to purchase intention. However, in previous research, there was no consistency in the results regarding which review is more effective than the two in influencing purchase intention. Therefore, researchers will conduct a study on a comparative analysis of the influence and level of purchase intention between the two types of online reviews (UGR and IGR) found on social media. This research has a mediation role of Perceived Review Making Effort which influences Perceived Review Credibility. Then, the mediating role of Perceived Review Credibility affects Purchase Intention. This study also has the role of the moderating variable, the Reviewer's Motivation, in the relationship between Perceived Review Making Effort on the Perceived Review Credibility. This research considers that consumers will think that online reviews require more effort to make them. It will increase perceptions of perceived review credibility, making online reviews more persuasive

and increasing purchase intention. In addition, the reviewer's motivation moderates the relationship between the perceived review and making an effort to the perceived review's credibility.

## LITERATURE REVIEW

Previous research (Li et al., 2020; Fernandes et al., 2022; Gerrath and Usrey, 2021; Grewal and Stephen, 2019a; Moon et al., 2021; Wang et al., 2022), online reviews can positively influence purchase intention, purchase decision, and product sales for the products and services reviewed. According to (Peña-García et al., 2020), purchase intention is an indicator of the extent to which people are willing to carry out certain behaviors, including purchases. Intention can accurately predict actual behavior in cases where the behavior poses no control problem. Online reviews shape consumer perceptions of products by providing relevant information about products and services so that they become factors that influence purchase intentions and are determinants of product sales (Wang et al., 2022).

### What Makes UGR and IGR More Persuasive?

User-generated and influencer-generated reviews can influence purchase intention on the products and services companies offer. The influence of online reviews can be related to credibility (credibility), which affects purchase intention (Wang et al., 2022). Considering that consumers want to avoid manipulated or biased online reviews, an important aspect affecting whether the consumers are persuaded or influenced by a reviewer's opinion is whether the review is credible (Grewal and Stephen, 2019). Consumers consider the credibility of online reviews, which represent their perceptions of review content and product quality. They also usually choose the high-credibility reviews to help them make purchase decisions (Wang et al., 2022). Credibility review reflects consumers' judgments about the quality of online reviews based on their own experiences. Once a review is considered credible, its information is considered more valuable, is more often believed and accepted by the reader, and affects attitudes and behaviour (Grewal and Stephen, 2019). When the review is considered credible, that review is more persuasive in influencing trust and purchasing intention (Grewal and Stephen, 2019). The credibility perceived by con-

sumers at UGR and IGR will ultimately increase consumer trust and influence purchase intention. Reviewer credibility can affect the review's credibility, which affects the consumer's trust in the review. Researchers have also discovered that consumers value online reviews only when the reviewer has an experience using the product or service (Fernandes et al., 2022; Wang et al., 2022). Consumers' reliance on online reviews is also based on the reviewer's reputation and expertise. If the review provides valid information and product benefits and reflects the expertise or knowledge of the reviewer, then customers trust such reviews then influence the purchase intention (Fernandes et al., 2022).

The effort to make the reviews perceived by consumers is also one of the factors that can affect review's credibility (Grewal and Stephen, 2019). The perceived effort has been associated with increased perceived quality and liking, referred to as the effort heuristic. Applying the effort heuristic to our research context, we posit that consumers have an implicit belief that an online review is more credible when the review is perceived to be more effort to produce. It should then, in turn, is expected to lead to a higher perception of review credibility, which will result in that review being more persuasive in influencing purchase intentions for the reviewed product or service. Perceived can increase credibility because, generally, people appreciate the result of the efforts. Effort (or perceived effort) correlates positively with how people perceive an outcome (Grewal and Stephen, 2019). Literature by Fernandes also indicates that the semantic content, language, and style of producing consumer reviews influence online sales. Linguistic style and content are inseparable and reinforce the online reviews' impact, making the review more unambiguous and appealing to the reader. So that the information is deemed more credible, this will indirectly affect the purchase intention. Based on the literature showed that efforts to influence credibility will ultimately have an impact on purchasing intention.

## HYPOTHESIS DEVELOPMENT

### UGR and IGR on Purchase Intention

One form of online review is user-generated reviews, which are popular sources of information for consumers (Grewal and Stephen, 2019). Con-

sumer opinions on the User-Generated Reviews (UGR) are positioned as more trustworthy because they reflect the views that seem real from people who have experienced the product or service being reviewed (Grewal and Stephen, 2019). User-generated reviews are perceived as more credible and, therefore, trustworthy because, unlike traditional advertising, where consumers know they are the target of persuasion, User-Generated Reviews are posted by consumers who do not expect compensation; thus, their ratings and reviews are considered authentic, and unbiased (Moon et al., 2021). Previous studies (Grewal and Stephen, 2019; Djafarova and Bowes, 2021; Reich and Maglio, 2020) showed a positive relationship between User-Generated Reviews seen by consumers on online platforms. Previous research (Li et al., 2020; Grewal and Stephen, 2019) conducted a positive relationship between user-generated reviews on consumer trust and purchase intention.

Apart from User-Generated Reviews, an increasingly popular way for the brands to generate WOM for their products and services is to collaborate with social media influencers, one of which is with Influencer-Generated Reviews (IGR) (Hughes et al., 2019). Source credibility is important in the quality of reviews and consumer perceptions of the product or service (Gerrath and Usrey, 2021). Influencer credibility increases consumer trust in reviews and products, influencing the purchase decisions (Gerrath and Usrey, 2021). In addition, influencers can encourage the involvement of their followers in their content so that it will increase consumer interest in purchasing products (Hughes et al., 2019). Based on research by Aragoncillo and Orus (2018) and Cabeza-Ramírez et al. (2022), the influence of online communities between influencers and their followers have an impact on purchase intention and increased product sales.

**H1.a** : There is the influence of User-Generated Reviews on Purchase Intention.

**H1.b** : There is the influence of Influencer-Generated Reviews on Purchase Intention

### Difference Level of Purchase Intention

Several other kinds of literature explain the effectiveness of the influence of each type of online review on the purchase intention. Based on research by Mayrhofer et al. (2019), user-generated

content is perceived as more positive, resulting in higher purchase intentions. It is supported by the studies of Nash (2019) and Djafarova and Bowes (2021), which state that all research participants agree that other users are more trustworthy than brands and opinion leaders (influencers) because they have no ulterior motives. Additionally, many participants revealed that they would sometimes buy identical or similar products after seeing other consumers' posts if they appealed to them.

However, the other literature Djafarova and Bowes (2021) and Hughes et al. (2019) also mentions that influencers positively influence purchases. The study results show that the influencers who often show their lifestyle when posting a review and looking honest, complete, and useful will influence their followers' purchase intentions (Djafarova and Bowes, 2021; Gerrath and Usrey, 2021). This study's results show that influencers' followers are often influenced by content created by influencers and encourage purchase intentions. Then based on the research from Marchand et al. (2017), digital word-of-mouth, namely user-generated and influencer-generated reviews, significantly influence product sellers. However, the two types of digital WOM have different effects on product purchases and sales. Because there is no consistency in research results regarding which review is the most influential, between user-generated or influencer-generated reviews. Researchers will conduct a comparative study between UGR and IGR with the following hypotheses:

**H2** : There is a difference in the level of purchase intention between User-Generated Reviews and Influencer-Generated Reviews.

### Perceived Review Credibility

According to Fernandes et al. (2022), the credibility of a review refers to the consumer confidence in the review. If the review provides valid information and product benefits and reflects the reviewer's expertise or knowledge, then the customer trusts the review. Influencers can be said to be experts because they are considered competent, have relevant knowledge, and can share information with others (Hughes et al., 2019). This skill refers to the level of credibility that influencers have. Meanwhile, User-generated reviews reflect the honest opinions of people who have tried the prod-

ucts reviewed (Grewal and Stephen, 2019). The User-generated reviews are also trusted (trustworthy) because they are made by consumers who do not expect compensation, so they are considered authentic and unbiased (Moon et al., 2021).

**H3.a** : There is a difference in the effect of Perceived Review Credibility on Purchase Intention between User-Generated Reviews and Influencer-Generated Reviews.

**H3.b** : There is a difference in the level of Perceived Review Credibility between User-Generated Reviews and Influencer-Generated Reviews.

### Perceived Review Making Effort

Perceived effort influences perceived quality improvement and preference, referred to as the heuristic effort (Kruger et al., 2004). This heuristic effort will result in a more credible review and influence consumer buying interest in the reviewed service (Grewal and Stephen, 2019). Efforts made by users to do reviews even without compensation

affect the credibility of the reviews felt by consumers (Grewal and Stephen, 2019), thereby increasing consumer confidence. Consumer confidence in reading User-Generated Reviews can influence the consumers buying a product or service. On the other hand, research (Chloe-Ki et al., 2022) reveals that consumers perceive influencers as having a better ability to create interesting and inspiring social media content than other social media users. Such interesting content can be attributed to the extra effort put in by influencers in creating quality content (Chloe-Ki et al., 2022; Grewal and Stephen, 2019).

**H4.a** : There is a difference in the effect of Perceived Review Making Effort on Perceived Review Credibility between User-Generated Reviews and Influencer-Generated Reviews.

**H4.b** : There is a difference in the level of Perceived Review Making Effort between User-Generated Reviews and Influencer-Generated Reviews.

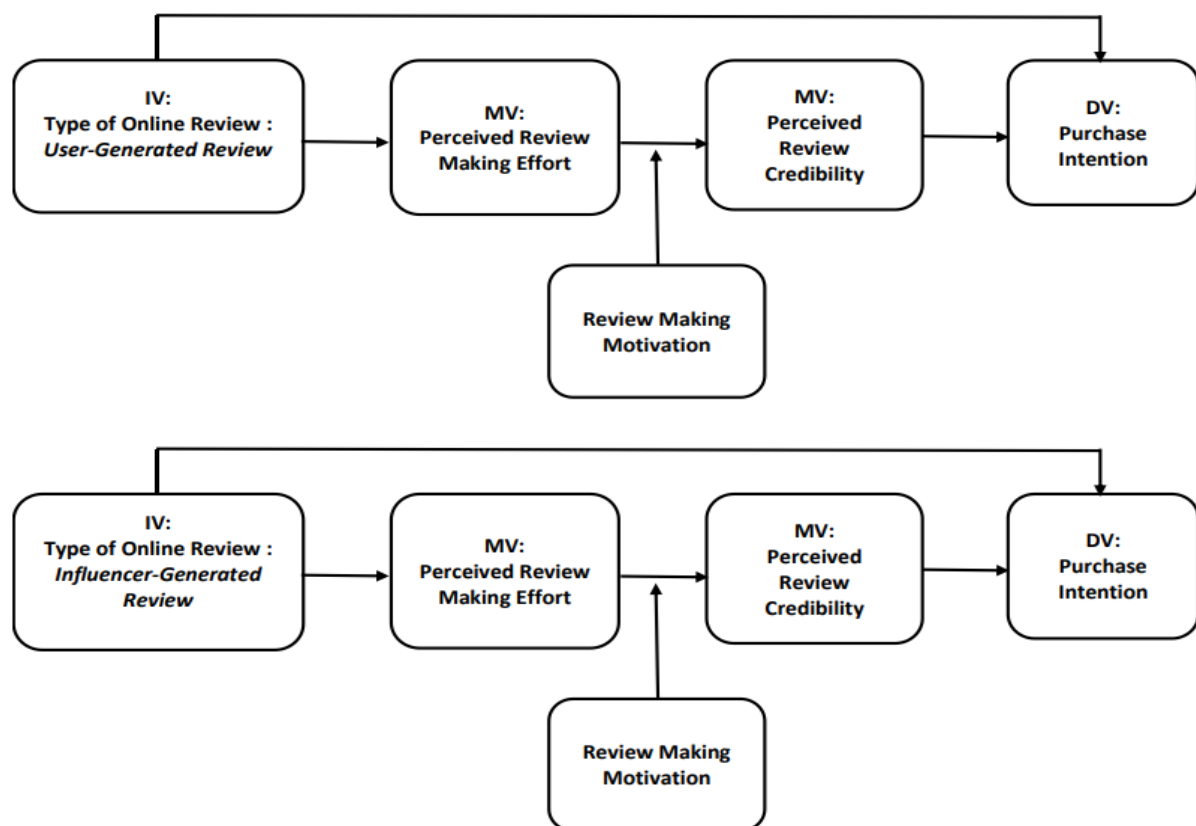


Figure 1. Conceptual Framework



### Reviewer's Motivation

This research will also discuss the possible motivations behind why consumers trust the reviews made. This study suspects that effort is seen as a positive relationship that influences the review credibility, which is moderated by the reviewer's motivation in doing the review, especially if there is an internal motivation (such as wanting to share experiences or help others). Although based on research (Grewal and Stephen, 2019), a positive influence relationship between Effort and Credibility only occurs in certain conditions. Based on the literature, this study links the notion that effort is associated with struggle and is seen as something positive about the quality of the results (Grewal and Stephen, 2019). Therefore, according to Grewal and Stephen (2019), if there is an indicator that effort is not related to quality or credibility, such as reviewers who have external motivation in doing their reviews (for example, compensation or being paid to do reviews). So, external motivation has no positive relationship to the effort because the effort is no longer related to credibility. Therefore, an effort is seen as a positive relationship that affects the credibility of a review if the reviewer has no external motivation. However, this study still does not have specific predictions of how these results will appear, so this study predicts that the Reviewer's Motivation moderates the effect of Perceived Review Making Effort on Perceived Review Credibility.

**H5.a** : There is a difference in the role of the Reviewer's Motivation which moderates the effect of Perceived Review Making Effort on Perceived Review Credibility.

**H5.b** : There is a difference in the level of Reviewer's Motivation between User-Generated Reviews and Influencer-Generated Reviews.

### METHOD

This research uses an experimental design to evaluate the conceptual framework. The research respondents are 300 social media users who actively use Instagram. Participants were randomly assigned to one of two conditions (UGR or IGR)

in a between-subjects design. Participants completed a "food product review task". We told participants that they would see UGR/IGR for a review of food products and afterwards answer some questions about it. In all two conditions, the same criteria review was shown. This review was selected because it was an emotionally neutral, positive review of a normal length. After viewing the online review, the respondent will be asked manipulation check questions to ensure that the respondent has seen and paid attention to the review. If the respondent answers the manipulation check question correctly, the data can be used in research. After reading the review, participants were asked to indicate their purchase intentions and answered several scale items (6 = agree, 1 = disagree). The next question measures the perceived effort, perceived credibility, and reviewer's motivation that goes into UGR and IGR. The variables used in the model were operationalized by adopting measures developed in previous studies on purchasing behaviour or the use of social networks (Grewal and Stephen, 2019). The latent variables were measured on a six-point Likert scale (1-Totally disagree; 6-Totally agree).

On the pre-test, the measurement model was tested using SPSS software. Cronbach's alpha assessed the reliability of each construct (Cooper and Schindler, 2014). The validity of each construct was evaluated by Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and the Bartlett's Test of Sphericity (Cooper and Schindler, 2014). In the main research, we performed SEM-PLS to measure the accuracy and the research model fit and test the predictive relationship between constructs (Hair et al., 2019). This study carried out a multi-group analysis (using PLS-SEM) to compare the effects between variables and identify the model relationships that differed significantly between UGR and IGR. We also performed a one-way between-subjects ANOVA on purchase intentions, perceived making an effort, and perceived credibility as a function of UGR and IGR. In addition, this study uses a General Linear Model (GLM) to measure the effect of UGR and IGR on purchase intention (Johnson, 2018).

Table 1. Operational Variable

Variable Names	Item Code	Items	Loading factor
Purchase Intention	PI	After reading the review, I am more likely to buy this product.	0.967
		I intend to buy products recommended by the reviewer.	0.973
		I will make an effort to buy products recommended by reviewers.	0.862
Perceived Review Making Effort	PRME	The reviewer put a lot of effort into writing this review.	0.843
		The reviewer put a lot of thought into this review.	0.850
		The reviewer put a lot of thought into this review.	0.834
		The reviewer went into some trouble writing this review.	0.713
		Compared to the average reviewer, this reviewer put more effort into writing this review.	0.823
Perceived Review Credibility	PRC	The information in this review accurately depicted the reviewer's subjective experiences and opinions.	0.613
		The review contained useful information.	0.588
		The reviewer was honest in their review.	0.734
		The reviewer can be trusted.	0.782
		The review was written to help others make informed decisions about the product.	0.572
		The information in this review was diagnostic of the reviewer's experience and opinions.	0.536
		The reviewer was motivated to write a review to let people make their conclusions about the product.	0.655
Reviewer's Motivation	RM	Believed that the review was written because the reviewer was given something from the provider for doing so.	0.889
		Believed the review was written as the reviewer had something they wanted to say.	0.887
		Believed that the reviewer wanted to share their knowledge.	0.876
		Believed that the reviewer was paid to write the review	0.777
		Believed that the reviewer was motivated to describe their experience accurately.	0.808
		Believed that the reviewer wanted to help others.	0.817

## RESULTS

### Characteristic Respondent

The total number of respondents to this study was 300, consisting of 150 respondents who took the User-Generated Review test and 150 who took the Influencer-Generated Review test. Respondents who carried out the IGR test comprised 55% women and 45% men. Meanwhile, respondents

who carried out the UGR test comprised 57% women and 43% men. Respondents in this study had an age range of 18 - 41 years. Respondents who took the IGR test were 47% aged in the range of 18-25 years, 43% of respondents aged in the range of 26-33 years, and 10% of respondents aged in the range of 34-41 years. Meanwhile, 44% of respondents who took the UGR test were aged

18-25 years, 40% were aged 26-33 years, and 16% were aged 34-41 years.

### Results of General Linear Model Analysis

The results showed an influence of User-Generated Reviews on purchase intention ( $n = 150$ ,  $F = 4.492$ ,  $p = 0.040$ ). The results also show an influencer-generated review on purchase intention ( $n = 150$ ,  $F = 4.697$ ,  $p = 0.031$ ). It showed a significant influence between the two types of Online Reviews (UGR and IGR) on Purchase Intention.

### Multi-Group Analysis (MGA) Results

The MGA results show differences in the influence between variables in the Influencer-Generated Review, which is higher than in the User Generated Review (Difference (IGR-UGR)). There is no significant difference in the effect of Perceived Review Credibility (PRC) on Purchase Intention (PI) between UGR and IGR (difference = 0.154,  $p$ -value = 0.059). The respondents who saw IGR ( $\beta = 0.699$ ) produced the effect of PRC on The same PI as respondents who saw UGR ( $\beta = 0.545$ ). UGR and IGR have no difference in perceived review credibility that affects purchase intention. However, when viewed from the T value, it can be seen that the effect of PRC on PI on IGR (T value = 14.560, P value = 0.000) is higher than UGR (T value = 8.119, P value = 0.000).

There is a significant difference in the effect of the relationship between Perceived Review Making Effort (PRME) and Perceived Review Credibility (PRC) (difference = 0.249,  $p$ -value = 0.000). Respondents who saw IGR ( $\beta = 356$ ) produced a higher effect on the relationship of PRME to PRC than respondents who saw UGR ( $\beta = 107$ ). Between UGR and IGR, there are differences in perceived review-making effort, which affect perceived review credibility differently.

There is a significant difference in effect on the relationship between Reviewer's Motivation (RM) and Perceived Review Credibility (PRC) (difference = 0.367,  $p$ -value = 0.000). Respondents who saw IGR ( $\beta = 0.865$ ) produced a higher effect on the PRME relationship to PRC than those who saw UGR ( $\beta = 0.498$ ). Between the UGR and IGR, there is a perceived difference in the reviewer's motivation which has a different effect on perceived review credibility.

Between UGR and IGR, there is no significant difference in the role of the reviewer's motivation as a moderator, which strengthens the effect of perceived review-making effort on perceived review credibility (difference = 0.093,  $p$ -value = 0.873). Then, between UGR and IGR, there is no significant difference in the role of the reviewer's motivation as a moderator, which strengthens the indirect effect of perceived review-making effort on purchase intention through perceived review credibility (difference = 0.189,  $p$ -value = 0.973).

There is a significant difference in indirect effect on the relationship between Perceived Review Making Effort (PRME) and Purchase Intention (PI) through Perceived Review Credibility (PRC) (difference = 0.411,  $p$ -value = 0.000). Respondents who saw IGR ( $\beta = 0.605$ ) produced a higher indirect effect on the relationship PRME  $\rightarrow$  PRC  $\rightarrow$  PI compared to respondents who saw UGR ( $\beta = 0.194$ ). Between UGR and IGR, there are differences in the efforts to make perceived reviews (PRME) which affect the credibility of perceived reviews (PRC) and ultimately have a different influence on purchase intentions.

There is a significant indirect effect on the relationship between Reviewer's Motivation (RM) and Purchase Intention (PI) through Perceived Review Credibility (PRC) (difference = 0.244,  $p$ -value = 0.000). The respondents who saw IGR ( $\beta = 0.516$ ) produced a higher indirect effect on the relationship RM  $\rightarrow$  PRC  $\rightarrow$  PI compared to respondents who saw UGR ( $\beta = 0.272$ ). Between UGR and IGR, there are differences in perceived reviewer's motivation (RM) which affect perceived review credibility (PRC) and ultimately have a different influence on purchase intentions.

### ANOVA Results

The results showed a significant difference in purchase intention between User-Generated Reviews and Influencer-Generated Reviews ( $n = 300$ ,  $F = 4.697$ ,  $p = 0.031$ ). The results of this study also show that respondents who saw "Influencer Generated Reviews" had a higher purchase intention ( $M=4.867$ ) compared to the respondents who saw User-Generated Reviews ( $M=4.593$ ). The results showed no difference in Perceived Review Credibility between User-Generated Reviews and Influencer-Generated Reviews ( $n = 300$ ,  $F = 3.870$ ,  $p = 0.725$ ). Respondents who viewed "Influencer-Ge-



nerated Reviews" had the same level of perceived review credibility ( $M=4.933$ ) as respondents who viewed User-Generated Reviews ( $M=4.900$ ). The test results on ANOVA also show a significant difference in Perceived Review Making Effort between the User-Generated Reviews and Influencer-Generated Reviews ( $n=300$ ,  $F=4.692$ ,  $p=0.040$ ). Respondents who saw "Influencer-Generated Reviews" produced a higher perceived review-making effort ( $M=4.653$ ) compared to the respondents who saw User-Generated Reviews ( $M=4.473$ ).

The test results with ANOVA show a significant difference in the level of Reviewer's Motivation between User-Generated Reviews and Influencer-Generated Reviews ( $n=300$ ,  $F=100.489$ ,  $p=0.000$ ). The respondents who saw "Influencer-Generated Reviews" predicted a higher reviewer's

motivation ( $M=4.973$ ) in making reviews compared to respondents who saw User-Generated Reviews ( $M=4.167$ ). These results indicate that influencers have higher motivation because on IGR, external motivation is felt (such as doing a review because it is paid or given compensation). The results of this study show that there is a difference in external motivation between IGR and UGR ( $n=300$ ,  $F=281.245$ ,  $p=0.000$ ), where IGR reviewer ( $M=5.160$ ) have higher external motivation than UGR ( $M=2.380$ ). On the other hand, the results of this study indicate that there is no difference in internal motivation between UGR and IGR ( $n=300$ ,  $F=0.045$ ,  $p=0.832$ ), which indicates that respondents also feel internal motivation in IGR (such as making reviews because they are happy and would like to share experiences and knowledge).

**Table 2. MGA Results**

Relations Between Variables	Difference (IGR-UGR)	P – value (IGR vs UGR)	Conclusion
Perceived Review Credibility → Purchase Intention	0,154	0,059	No difference
Perceived Review Making Effort → Perceived Review Credibility	0,249	0,000	Difference
Reviewer's Motivation → Perceived Review Credibility	0,367	0,000	Difference
Reviewer's Motivation x Perceived Review Making Effort → Perceived Review Credibility	0,093	0,873	No difference
Reviewer's Motivation x Perceived Review Making Effort → Perceived Review Credibility → Purchase Intention	0,189	0,975	No difference
Perceived Review Making Effort → Perceived Review Credibility → Purchase Intention	0,411	0,000	Difference
Reviewer's Motivation → Perceived Review Credibility → Purchase Intention	0,244	0,000	Difference

Table 3. ANOVA Results

Variable	Type of online review	Mean	Std.Dev	F value	Sig.	Conclusion
a	User-Generated Review	4,593	1,099	4,697	0,03	There is a difference, the PI level at IGR is higher than UGR
	Influencer-Generated review	4,867	1,085	4,697	0,03	
PRME	User-Generated Review	4,473	1,099	4,692	0,04	There is a difference, the PRME level at IGR is higher than UGR
	Influencer-Generated review	4,653	1,085	4,692	0,04	
PRC	User-Generated Review	4,933	1,099	3,87	0,73	There is no difference. The level of PRC at IGR is the same as UGR
	Influencer-Generated review	4,9	1,085	3,87	0,73	
RM	User-Generated Review	4,167	0,572	100,489	0	There is a difference, the PI level at IGR is higher than UGR
	Influencer-Generated review	4,973	0,802	100,489	0	

## DISCUSSION

### The Effect of UGR and IGR on Purchase Intention

The results of the study show that there is an influence of User-Generated Reviews on purchase intention. The results of this study are in accordance with the previous research, which shows that user-generated reviews affect purchase intention (Djafarova and Bowes, 2021; Grewal and Stephen, 2019; Moon et al., 2021; Tang et al., 2014). The results of the study also show that there is an influencer-generated review on purchase intention. The results of this study are also following previous research which discusses the influence of influencer-generated reviews on purchase intention (Kaka et al., 2022; Djafarova and Bowes, 2021; Gerrath and Usrey, 2021; Kim and Kim, 2021). The analysis results show that hypotheses 1.a and 1.b are accepted.

### Differences in Purchase Intention levels between UGR and IGR

The results of the study show that there are significant differences in purchase intention between the User-Generated Reviews and Influencer-Generated Reviews. These results indicate that hy-

pothesis Hypothesis 2 can be accepted. The results of this study showed that respondents who see "Influencer-Generated Reviews" have a higher level of purchase intention than respondents who see User-Generated Reviews. The study's results (Colicev et al., 2019) also found that celebrity content is more persuasive in encouraging consideration and purchase intention (purchase intention). Influencers are often seen as expert sources of information (source expertise) compared to the other consumers or social media users (Hughes et al., 2019). This source of expertise influences trust and positivity, which changes behaviour and leads to a higher level of persuasion. In addition, the popularity and number of digital activities, which tend to be higher on social media, also have a greater influence on the effectiveness of persuasion and the dissemination of information conveyed (Farivar and Wang, 2022). The findings of Farivar and Wang (2022) also reveal that information can be considered more credible if it is conveyed by social media influencers engaged in the product reviewer category compared to well-known traditional celebrities. This literature aligns with the research that uses review content from Tyna Dwi Jayanti, an influencer in the lifestyle category and

product reviewer, as an IGR stimulus.

### **Differences in Effect and Level of Perceived Review Credibility**

However, the results of the study show that there is no difference in Perceived Review Credibility between User-Generated Reviews and Influencer-Generated Reviews. Based on the results of the MGA analysis, there is no significant difference in the influence of Perceived Review Credibility (PRC) on Purchase Intention (PI) between UGR and IGR. The analysis results also show no difference in the level of Perceived Review Credibility between User-Generated Reviews and Influencer-Generated Reviews. Therefore, hypotheses 3.a and 3.b are rejected. It is because the respondents considered the two types of reviews to come from equally credible sources. Influencers can be said to be experts because they are considered competent, have relevant knowledge, and have the ability to share the information with others (Hughes et al., 2019). At the same time, User-generated reviews reflect the real opinions of people who have tried the products reviewed (Grewal and Stephen, 2019) and are made by the consumers who do not expect the compensation, so they are considered authentic and unbiased (Moon et al., 2021).

### **Differences in Effect and Level of Perceived Review Making Effort**

This study's results found a significant difference in the influence on the relationship between Perceived Review Making Effort (PRME) and Perceived Review Credibility (PRC). The result also shows respondents who saw "Influencer-Generated Reviews" produced higher level of perceived review-making effort than those who saw User-Generated Reviews. These results indicate that hypotheses 4.a and 4.b can be accepted. Research (Chloe-Ki et al., 2022) reveals that consumers perceive influencers as having better abilities in creating exciting and inspiring social media content than other social media users. Such interesting content can be attributed to the extra effort put in by influencers in creating quality content (Chloe-Ki et al., 2022; Grewal and Stephen, 2019). The extra efforts made by influencers can influence consumer perceptions of review content so that reviews are considered to be of higher quality which in turn increases perceived review credibility (in-

creases perceived review credibility) (Chloe-Ki et al., 2022; Grewal and Stephen, 2019).

### **Reviewer's Motivation**

The reviewer's motivation is an estimate of the reviewer's motivation in doing his review that is felt by consumers (respondents) and is expected to show why consumers trust the review. The analysis results with MGA show that between UGR and IGR, there is no significant difference in the role of the reviewer's motivation as a moderator, strengthening the influence of perceived review-making effort on perceived review credibility. The results of the analysis show that hypothesis 5a is rejected. Meanwhile, testing results with ANOVA show a significant difference in the level of Reviewer's Motivation between User-Generated Reviews and Influencer-Generated Reviews. These results indicate that Hypothesis 5.b can be accepted.

The results of this study, in general, found that even though there were differences in the level of the reviewer's motivation, it was felt due to the presence of external motivation in IGR. However, there is no difference in the effect of the reviewer's motivation on purchase intention because the two types of online reviews indicate the presence of perceived internal motivation. The existence of a balance between external motivation and internal motivation causes followers (followers) to associate product reviews that are compensated with the influencer's personal preferences, such as interest in and admiration for the brand (Gerrath and Usrey, 2021).

### **IMPLICATIONS**

The rising use of mobile devices, social media, and online reviews (UGR and IGR) are increasingly crucial in spreading WOM and play an important role in making important consumer decisions and journeys. So, this study also contributes to the practical world; this research contributes to the marketer's understanding of consumer decision-making processes and journeys when processing online reviews. This research finds that consumers make important conclusions when viewing online reviews posted on Instagram social media. First, consumers believe that creating quality review content requires more significant effort. The existence of a greater effort perceived by consumers results in a review being considered more cre-

dible because it triggers an effort heuristic. Then, because of this perceived effort and credibility, reviews are more persuasive in influencing purchases.

Second, this study found that influencer-generated reviews are more effective in influencing consumer purchase intention. Consumers consider influencers to give greater effort in making reviews so that reviews are more credible and persuasive in influencing purchase intentions. Influencers are better able to create new and creative ideas, which then transform these ideas into more persuasive online content to influence and inspire consumers. This interesting content can be attributed to the extra effort made by influencers in creating quality content. The influencers are also considered more credible sources than social media users because of their expertise and abilities. Influencers who are engaged in the product reviewer category and have the knowledge and a lifestyle that are in line with the product are considered a more credible and trusted source of information so that they encourage more purchase intentions in consumers.

Third, even though consumers see external motivation (such as making a review because they are paid or being compensated) when internal motivation (such as making a review because they are happy and wanting to share the experiences and knowledge) is seen, this still has a positive impact on the credibility of the review. The existence of a balance between external motivation and internal motivation causes followers (followers) to associate product reviews that are compensated with the influencer's personal preferences, such as interest in and admiration for the brand.

Based on these findings, marketers need to pay attention to the factors that influence the effectiveness of online reviews, such as the quality of review content, which can trigger heuristic efforts and increase the credibility of reviews, which are more persuasive in influencing consumer intentions and consumer behaviour. Marketers may also consider the influencers with product-related knowledge and lifestyle as key opinion leaders who are more effective in spreading WOM about their products and services as they are perceived as more credible sources.

## RECOMMENDATIONS

Many avenues for future research stem from

the current work. These findings may offer a new perspective on exploring the two online reviews (user-generated reviews and influencer-generated reviews) between social media platforms such as TikTok, YouTube, Twitter, and Facebook. Future research can discuss other factors that influence purchase intention for products reviewed in online reviews. Future research can also compare the effect of online reviews on different groups of respondents, such as between genders or age generations. Another direction for future research should consider whether the respondent is an influencer follower or not an influencer follower in the screening stage. Then, future research can compare the effect of Influencer-Generated Reviews between influencers who are in line with the product and influencers who are not in line with the product.

This study has found limitations in research. First, this research only compares the two online reviews (user-generated and influencer-generated reviews) on the Instagram platform. At the same time, consumers access various types of platforms on their mobile devices. Second, this study only discusses the factors of effort, credibility review, and reviewer's motivation that influence the purchase intention of products reviewed in online reviews. At the same time, there are many possible factors influencing purchase intention. Third, this study did not conduct narrower screening on the demographic categories of respondents, such as between genders or age generations. In contrast, there may be different influences on different groups of respondents. Fourth, this study did not screen the background of the respondents who were influencer followers and had seen the review content. This research does not look at whether there are differences between influencer and non-influencer followers in the resulting influence, while there may be differences in the resulting influence. Fifth, this research uses influencers with knowledge and lifestyle and actively creates content that aligns with the product. Meanwhile, there may be differences in the resulting influence between influencers who are in line with the product and influencers who are not in line with the product.

## CONCLUSIONS

This research makes several contributions to the literature on online WOM, online reviews, and mobile marketing. This finding shows a signi-

ficant influence between the two Types of Online Reviews (UGR and IGR) on Purchase Intention (H1). The results of this study also show that respondents who see "Influencer-Generated Reviews" have a higher level of purchase intention than respondents who see User-Generated Reviews (H2). However, the study results show no difference in Perceived Review Credibility between User-Generated Reviews and Influencer-Generated Reviews (H3). It is because the respondents considered the two types of reviews to come from equally credible sources. Conversely, respondents who saw "Influencer-Generated Reviews" produced a higher perceived review-making effort than those who saw User-Generated Reviews (H4). The results of this study, in general, also found that even though there were differences in the level of the reviewer's motivation, it was felt due to the presence of external motivation in IGR. However, there is no difference in the effect of the reviewer's motivation on purchase intention because the two types of online reviews indicate the presence of perceived internal motivation (H5).

The study results show that the extra efforts made by influencers can influence consumer perceptions of review content so that reviews are considered higher quality, influencing different purchase intentions. In addition, the results of this study also found that even though there were differences in the level of the reviewer's motivation, it was felt due to the presence of external motivation in IGR. The existence of a balance between the external motivation and internal motivation causes followers (followers) to associate product reviews that are compensated with the influencer's personal preferences, such as interest in and admiration for the brand.

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