

How Influencer Attributes Drive Online Purchase Intention Through Value Co-Creation: Evidence from the SOR Framework

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ABSTRACT

This study aims to analyze the influence of personal influencer attributes such as Inspiration, Similarity, and Enjoyability on consumer behavior through Value Co-Creation (VCC) and Relationship Quality (RQ). Based on the Stimulus–Organism–Response (SOR) framework, a quantitative approach was used by distributing an online questionnaire to 121 respondents aged 17–31 years, and the data were analyzed using SEM–AMOS. The results show that Inspiration has a positive effect on VCC, while Similarity increases Relationship Quality, but Enjoyability has no significant effect. Furthermore, VCC was found to strengthen RQ, which in turn increases consumers' purchase intention toward products recommended by influencers. These findings confirm that emotional closeness and collaborative engagement between followers and influencers are more important than entertainment aspects alone. Further research is recommended to expand the influencer categories and add mediation or moderation variables to provide a more comprehensive understanding.

INTRODUCTION

In the digital marketing era, purchase intention (PI) has emerged as one of the key indicators for understanding consumer behavior. Purchase intention refers to an individual's inclination or plan to buy a product or service in the future after evaluating brands, products, and various influencing factors. In the context of influencer marketing, purchase intention is closely related to the quality of the relationship between consumers and influencers. Emotional aspects, trust, and satisfaction play a crucial role in shaping purchase intention. Previous studies revealed that the stronger the relationship quality between influencers and their audience, the higher the likelihood of the audience purchasing the recommended product (Bhardwaj et al., 2024).

A study conducted by Wang et al. (2025) emphasizes that purchase intention

is influenced by both personal attributes of influencers (such as inspiration, similarity, and enjoyability) and content attributes (such as visual appeal and informativeness). However, the study also found that the inspiration variable did not significantly affect relationship quality. This phenomenon is attributed to the growing skepticism toward influencer authenticity, which reduces perceived sincerity and weakens trust and emotional connection. According to Heide & Lim (2016), authenticity is a vital factor in building parasocial relationships, while Beckert & Naderer (2023) argue that inspiration has a meaningful impact only when accompanied by message credibility and authenticity. Therefore, even though inspiration may attract attention, its influence on relationship quality and purchase intention tends to diminish in practice.

Furthermore, other scholars suggest that purchase intention is an early indicator of actual purchase behavior influenced by attitudes, perceived value, and brand trust (Pandey & Srivastava, 2016). Research also indicates that purchase intention can be shaped by social interactions among individuals, which have become increasingly significant in the Industry 4.0 era (Princes et al., 2020). In other words, a positive outlook can influence a person's ability to succeed. As the number of customers increases, so does their ability to determine whether they are willing to make a purchase. This is in line with the findings of Sintia et al. (2023), who state that positive consumer perceptions and trust have a significant impact on businesses in the context of social commerce.

Within the Stimulus–Organism–Response (SOR) framework, purchase intention represents the response that arises from stimuli in the form of influencer attributes, with the organism reflecting followers' emotional connection and relationship with influencers.

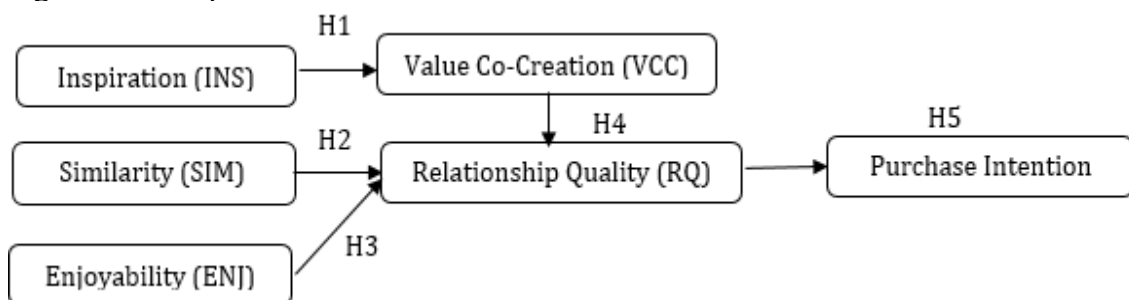
The novelty of this study lies in the use of Value Co-Creation (VCC) as a moderator variable that strengthens the relationship between relationship quality and purchase intention. This approach is based on the concept of Service-Dominant Logic according to Vargo & Lusch (2004), which emphasizes that value is created through collaboration among various parties. The

higher the consumer's involvement in this process, the stronger their loyalty and purchase intention. Thus, VCC offers a new perspective on understanding the role of collaboration between consumers and influencers in enhancing trust and emotional commitment.

The theory used in this study is the Stimulus–Organism–Response (SOR) model, which was first introduced by Mehrabian & Russell (1974). This model explains that stimuli from the environment (S) can cause internal reactions in individuals (O), which then trigger certain behavioral responses (R). In the context of digital marketing, the SOR model is used to understand how various attributes of online experiences influence consumers' psychological responses, which ultimately lead to purchase intention.

In the context of social media marketing, this model is used to explain how influencer attributes, such as visual appeal, similarity, and content enjoyment, act as stimuli that can influence the emotions and perceptions of the relationship between followers and influencers (organism). These emotional responses then result in the final behavior, namely purchase intention. A number of previous researchers have proven that the SOR model is effective in explaining consumer behavior in the digital environment because it considers the emotional aspects and subjective experiences of users (Bhardwaj et al., 2024).

Figure 1. Conceptual Framework



This study uses the SOR model to explain how influencer attributes and content, as stimuli, trigger psychological responses (value co-creation and relationship quality) that subsequently drive purchase intention. Inspiration, Similarity, and Enjoyability serve as stimuli; Value Co-Creation and Relationship Quality as psychological responses; and Purchase Intention as the final outcome. Overall, positive stimuli from digital experiences strengthen the emotional bond between followers and influencers, thereby increasing purchase intention.

This study aims to analyze the influence of the quality of the relationship between followers and influencers on purchase intent, which refers to consumers' tendency to make purchases based on trust and positive experiences (Bhardwaj et al., 2024). Additionally, this study examines how the relationships and trust built through interactions with influencers can enhance the effectiveness of digital marketing strategies.

H1. Inspiration has a positive effect on value co-creation

According to the Stimulus-Organism-Response (SOR) Theory developed by (Mehrabian and Russell in 1974), external stimuli can cause emotional reactions (organism) which then influence responses (reactions). In this context, inspiration from influencers acts as a stimulus that can motivate followers to engage in the process of creating value together with influencers.

Inspiration is a motivational factor that encourages people to engage in creative or productive activities after being influenced by external factors (Oleynick et al., 2014). In the context of social media, inspirational content from influencers can increase followers' active participation in creating shared value (Pralhad & Ramaswamy, 2004). Other studies also show that followers who feel inspired by influencers tend to participate more in digital activities such as commenting or supporting brands promoted by these influencers (Ki & Kim, 2019). In addition, other researchers have also found that inspiration from influencers

builds emotional connections and enhances the perception of collaborative value between followers and influencers (Beckert & Naderer, 2023).

Therefore, it can be assumed that the higher the level of inspiration provided by influencers, the higher the level of follower engagement in creating shared value.

H2. Similarity has a positive effect on Relationship Quality

Lazarsfeld & Merton (1954) proposed the "Homophily Theory," which states that individuals tend to form more intimate social relationships with people they consider similar. In another study, it was found that similarities in perception between influencers and followers strengthen trust and psychological closeness, which ultimately improves relationship quality with customers (Schouten et al., 2020). This also confirms that shared values between customers and brands strengthen loyalty through closer emotional bonds (Casaló et al., 2021).

Other research also shows that perceived similarities in digital interactions strengthen user satisfaction and commitment to the platform (Lee & Jeong, 2023). Other researchers also emphasize that similarity can increase engagement and strengthen the Quality of Relationships between users and digital brands (Zhang et al., 2022).

H3. Enjoyability has a positive effect on Relationship Quality.

This shows that the higher the level of pleasure or enjoyment a person feels when interacting with other people or brands, the better the relationship quality that is formed. Pleasure creates positive emotional experiences that strengthen trust, closeness, and comfort in long-term relationships.

This is in line with research Paizan et al. (2024) which shows that enjoyment in social interactions is very important for improving relationship quality, as it strengthens emotional bonds between individuals. Another study by Yang et al. (2023) also shows that pleasure can create a positive feedback loop that strengthens

relationships between individuals through enjoyable interactions.

This shows that social and emotional connections are important factors in creating and maintaining long-term relationship quality (Latham-Mintus et al., 2022). Thus, it can be concluded that enjoyment is an emotional component that enhances relationship quality through positive experiences, positive emotions, and engaging interactions between individuals or with others.

H4. Value Co-Creation has a positive effect on Relationship Quality (RQ).

Explaining the collaborative process between influencers and followers in creating shared value through active engagement. Value co-creation increases consumer participation and strengthens emotional bonds between the parties involved (Prahalad & Ramaswamy, 2004). It also emphasizes that consumer participation in value creation can increase commitment and satisfaction (Yi & Gong, 2013).

Value co-creation has a positive impact on customer relationship quality because it creates a greater sense of ownership (Indarti et al., 2023). This is supported by findings stating that collaboration between consumers and service providers results in more intimate and trusting relationships (Frasquet et al., 2021). Therefore, value co-creation serves as a bridge between customer loyalty and high-quality relationships.

H5. Relationship Quality has a positive effect on Purchase Intention.

According to Aritonang & Yusran (2012), relationship quality is the result of general research on the effectiveness of relationships in meeting the needs and expectations of all parties involved. Demonstrates the level of customer trust, confidence, and commitment to service provision. According to "Relationship Marketing Theory," strong customer relationships will result in higher levels of loyalty and purchase intent (Morgan & Hunt, 1994). Previous research shows that Relationship Quality has a significant impact on e-commerce purchase intent because it increases customer trust (Zhou et al.,

2023). This also highlights the importance of Relationship Quality in improving digital purchase decisions (Song et al., 2023). While other research shows that loyalty derived from Relationship Quality increases the likelihood of purchase (Bhardwaj et al., 2024), consumers with high levels of trust are more likely to make repeat purchases (Lin et al., 2022).

According to the SOR theory, influencer characteristics (inspiration, similarity, and enjoyability) serve as stimuli that influence relationship quality, which in turn drives purchase intention. The better the relationship, emotions, and communication between the influencer and their followers, the higher the desire to purchase the recommended product.

RESEARCH METHODS

Data Collection

Data collection in this study was conducted using Google Forms as the primary tool for obtaining responses from participants online. This method was chosen based on considerations of efficiency, ease of access, and its ability to reach a large number of respondents with diverse characteristics. The criteria for respondents were set at ages 17 to 31, as this age group is considered to represent the younger generation who are most active on social media and most influenced by content and recommendations from influencers. The questionnaire distributed through Google Forms contained a number of questions related to consumer behavior towards the influence of influencers on social media. The opening question, "Have you ever bought a product recommended by an influencer?", aimed to identify the extent to which influencer recommendations influence respondents' purchasing decisions. The next question, "Who is your favorite influencer?", was intended to find out which influencers are the most attractive and have the most dominant influence among the younger generation.

All data obtained from the questionnaire was then analyzed quantitatively to explore the relationship between influencer

influence and consumer purchasing behavior, especially among younger generation social media users.

Sample Characteristic

Survey data from 121 people shows that most participants were women, reaching 71.1%, while men only accounted for 28.9% of respondents. In terms of age, most respondents were between 21 and 24 years old (57.9%), followed by those aged 25 to 28 (31.4%). On the other hand, respondents aged 29 to 31 years old only accounted for 7.4%, while the 17 to 20 age group was the smallest, at only 3.3%. In terms of shopping habits, almost all respondents, around 98.3%, said they had bought something because it was recommended by an influencer. This really shows how much influence influencers have on people's shopping choices, especially among young adults. As for which influencers are the most popular, the survey found that Tasya Farasya is the most popular, with 29.2% of the votes. Other influencers such as Suhay Salim (19.2%), Abel Cantika (15.8%), Keanu (11.7%), Rachel Vennya (10.8%), Jovi Adhiguna (10%), and Maharaja (3.3%) are also liked by many people. These results indicate that influencers who focus on beauty and lifestyle topics tend to receive more attention. Overall, these findings show that most respondents are young women who actively watch influencer content and respond well to influencer-based marketing methods.

Measurement Scale and Common Method Bias

This study consists of six variables, namely Inspiration (INS), Similarity (SIM), Enjoyability (ENJ), Value Co-Creation (VCC), Relationship Quality (RQ), and Purchase Intention (PI). Inspiration (INS) variable consists of 3 items (Ki et al., 2020), while the Similarity (SIM) variable consists of 3 items adapted from (Ki et al., 2020; Schouten et al., 2020), Enjoyability (ENJ) variable consists of 4 items from (Chang et al., 2013), the Value Co-Creation (VCC) variable consists of

6 items (Zhang et al., 2015); (Claro & Claro 2010), Relationship Quality (RQ) variable consists of 3 items (Su et al., 2015; De Wulf et al., 2001), the Purchase Intention (PI) variable consists of 3 items (Ki & Kim, 2019).

Data Analysis Technic

Data analysis was performed using Structural Equation Modeling (SEM) with AMOS and SPSS to test the validity and reliability of the instruments. This method was chosen because it is capable of analyzing causal relationships between latent variables simultaneously, both directly and indirectly, and is suitable for studies involving mediating variables.

The initial stage used SPSS for validity and reliability testing. Validity testing was performed using Pearson's correlation analysis (valid if $r_{count} > r_{table}$, $\alpha = 0.05$), while reliability was tested using Cronbach's Alpha ($\alpha \geq 0.70$).

RESULT AND DISCUSSION

During the validity and reliability testing process, it was found that one of the indicators in the Value Co-Creation (VCC) variable, namely VCC6, did not meet the validity criteria set. The analysis results showed that this indicator had a Pearson Correlation value of 0.330 with a significance level of 0.070 ($p > 0.05$), which was below the minimum limit of $r_{table} = 0.355$ ($\alpha = 0.05$). Therefore, the VCC6 indicator was declared invalid and was not included in the next stage of analysis. Meanwhile, all other indicators in the VCC variable and other research variables showed Pearson Correlation values above 0.355 with a significance level ≤ 0.05 , so they were considered valid and suitable for use in the study.

An indicator is considered valid if it has a significant correlation ($p < 0.05$) and shows a relationship between the item and the total score that exceeds the minimum threshold of 0.30 (Hair et al., 2019). A low correlation value indicates that the statement item does not sufficiently represent the construct being measured, so its contribution to the formation of latent variables is weak.

Table 1
Validity & Reliability Analysis

Constructs	Items	Convergent Validity		Reliability
		Pearson Correlation	Sig. (2 tailed)	Cronbach's Alpha
Inspiration	This beauty influencer often gives me interesting new ideas.	0,731	0	0,884
	This influencer helped me expand my knowledge about the world of beauty.	0,649	0	
	This influencer inspires me to try new things in beauty care.	0,61	0	
Similarity	I feel like this beauty influencer has a personality similar to mine	0,682	0	0,864
	I feel like this influencer has a similar taste in beauty to me	0,725	0	
	I feel like I have a lot in common with this beauty influencer, both in terms of style and way of thinking	0,705	0	
Enjoyability	I feel happy when participating in live shopping sessions	0,756	0	0,864
	I found the live broadcast I watched quite entertaining	0,803	0,000	
	I enjoy interacting during live shopping sessions	0,861	0	
	I found the atmosphere and presentation style of the live shopping event enjoyable	0,868	0	
Relationship Quality	I feel like I want to keep following this beauty influencer	0,768	0	0,89
	I feel loyal to these influencers and continue to trust their recommendations	0,868	0	
	I want to continue to build a long-term relationship as a follower of this influencer	0,859	0	
Purchase Intention	In the future, I might try the beauty products recommended by this influencer	0,758	0	0,839
	I am interested in trying the beauty services promoted by this influencer	0,795	0	
	I plan to buy products from brands recommended by these influencers	0,75	0	
Value cocreation	I often see these influencers directly involved in the development or promotion of new beauty products	0,732	0	0,891
	This influencer openly shares information or plans about new products from beauty brands with their followers	0,765	0	
	When there are complaints or issues related to the product, influencers and brands work together to find solutions	0,8	0	
	This influencer helps explain beauty products honestly and responsibly to their followers	0,704	0	
	The brand and influencer appear flexible in responding to feedback or changes from their followers	0,687	0	

Source: Data Processed

Based on the results of validity and reliability tests, each item in this research instrument is considered valid and reliable. The validity test was conducted using Pearson's correlation analysis between the score of each item and the overall construction score. The results of the analysis show that each item has a correlation between 0.610 and 0.868 with a significance level of 0.000 (< 0.05), meeting the criteria of $r_{count} > r_{table}$ (α

= 0.05). This indicates that each indicator has the ability to accurately describe the constructed construct. This is in line with the findings of Hair et al. (2019), who stated that a significant correlation between items and constructs indicates that the research instrument has good convergent validity.

In addition, the reliability test results show that each construct has a minimum Cronbach's Alpha value of 0.70, which indicates a high level of internal consistency

**Table 2
Goodness of Fit Test**

Types of Measurement	Measurement	Value	Recommended Acceptance Limit	Conclusion
Absolute Fit Measure	P-VALUE	0,000	≥ 0.05	Poor fit
	ECVI	4,412	Approaching the Saturated Value Compared to Independent	Goodness of Fit
	RMSEA	0,098	≤ 0.1	Goodness of Fit
Incremental Fit Measure	IFI	0,871	≥ 0.90	Marginal fit
	NFI	0,783	≥ 0.90	Marginal fit
	TLI	0,848	≥ 0.90	Marginal fit
	CFI	0,869	≥ 0.90	Marginal fit
	RFI	0,748	≥ 0.90	Marginal fit
Parsimonius Fit Measure	CMIN/DF	2,141	Lower Limit 1, Upper Limit 5	Goodness of Fit
	AIC	529,483	Approaching the Saturated Value Compared to Independent	Goodness of Fit

Source: Data Processed

**Table 3
Direct Effect**

Hypothesis	Relationship	Coefficient	P-Value	Conclusion
H1	VCC <--- INS	0,833	0,000	H1 Supported
H2	RQ <--- VCC	0,360	0,000	H2 Supported
H3	RQ <--- ENJ	-0,006	0,841	H3 Not Supported
H4	RQ <--- VCC	1,126	0,000	H4 Supported
H5	PI <--- RQ	0,659	0,000	H5 Supported

Source: Data Processed

among the items in a construct. The Cronbach's Alpha values obtained for each variable are as follows: Purchase Intention (0.839), Inspiration (0.844), Similarity (0.864), Enjoyability (0.864), Relationship Quality (0.890), and Co-creation of Value (0.891). These values are below the minimum threshold recommended by Nunnally & Bernstein (1994), which is 0.70 to indicate reliability that can be found in social research.

Thus, all constructs in this study can be said to have good validity and reliability, making the research instruments suitable for use in strengthening the relationship between these variables. This is in line with the recommendations of Hair et al. (2019), who state that instruments with high factor loadings and Cronbach's Alpha demonstrate a good ability to produce consistent and accurate results.

The table analysis shows that several indicators, including ECVI, RMSEA, CMIN/DF, and AIC, have met the Goodness of Fit. This indicates that the model has an adequate level of suitability, predictive power, and parsimony efficiency. Other indicators, such as IFI, NFI, TLI, CFI, and RFI, fall into the Marginal Fit category. This indicates that although the model has shown fairly good fit compared to the baseline model, there are still some aspects that need to be improved in order for the model to achieve a more optimal level of fit. The current P-value falls into the Poor Fit category, indicating a significant difference between the model used and the observed data. However, this phenomenon can be considered reasonable because the Chi-Square test shows high sensitivity to sample size.

Overall, since several key indicators have met the Goodness of Fit criteria, this research model can be evaluated and used for further analysis, including hypothesis testing. Based on the findings of Hair et al. (2021), a model can be determined if one of the Goodness of Fit indices meets the recommended criteria, indicating that the model can accurately describe the theoretical relationship with observational data. However, indicators that fall into the marginal category must still be

carefully considered to assess the overall validity and accuracy of the model.

H1. Inspiration has a positive effect on value co-creation

Based on the table above, the hypothesis test results show a P-value of $0.000 < 0.05$ (5% significance level) and a coefficient of 0.833, which indicates that H0 Not Supported and Ha (H1) Supported, meaning that Inspiration has a positive effect on Co-Creation of Value.

The results of the study show that as the level of consumer inspiration increases, their level of participation in the collaborative business strategy development process also increases. Inspiration is a good emotional or cognitive motivational factor that encourages people to make decisions that are in line with their values (Böttger et al., 2017). Inspiration plays an important role in encouraging active participant involvement in joint value creation activities.

This is also in line with the findings of Vargo & Lusch (2008) regarding Service-Dominant Logic (SDL), which states that value is not entirely generated by companies, but rather through interaction and collaboration between businesses and consumers. Therefore, when customers are inspired by their experiences, they are more motivated to work hard and collaborate with influencers and businesses.

H2. Similarity has a positive effect on Relationship Quality

Based on the table above, the hypothesis test results show a P value of $0.000 < 0.05$ (5% significance level) and a coefficient of 0.360, which indicates H0 Not Supported and Ha (H2) Supported, meaning that Similarity has a positive impact on Relationship Quality.

These results show that good communication between consumers and influencers can improve the quality of the relationship between the two parties. Consumers who have perceptions or characteristics similar to themselves tend to be closer and trust each other more. social media interactions based on togetherness can improve relationship quality by increasing trust and emotions. These

results are also supported by other studies, in which social interactions that show equality between consumers and merchants significantly improve customer relationship quality (Hariguna & Ruangkanjanases, 2023).

In addition, research by Fajarwati et al. (2024) shows that positive perceptions and interactions between users and content can improve relationship quality through trust and cooperation. As a result, it can be concluded that the quality of the relationship quality that develops between consumers and merchants will increase as their level of closeness increases.

H3. Enjoyability has a negative effect on Relationship Quality

Based on the table above, the hypothesis test results show a P value of $0.841 \geq 0.05$ (5% significance level) and a coefficient value of -0.006, which indicates H0 Supported and Ha (H3) Not Supported, meaning that enjoyability has no positive effect on Relationship Quality.

These results indicate that the enjoyment consumers experience when interacting with a product does not always improve relationship quality. Several previous studies have shown that enjoyment is inconsistent and does not consistently improve relationship quality because it focuses more on specific aspects than on long-term emotional bonds (Gao et al., 2021).

Hedonistic motivations, such as pleasure, can reduce relationship quality if they are not accompanied by trust and utilitarian values in customer interactions with them (Lee & Chen, 2022). This is in line with the findings of Osei-Frimpong et al. (2022), which show that social media use often increases temporary engagement but does not increase emotional bonds between users and themselves.

Therefore, the findings of this study support the idea that enjoyability is not a major factor in improving relationship quality; rather, it only serves as a complementary factor that can increase customer satisfaction but is not sufficient to

build trust or commitment to one another.

H4. Value Co-Creation has a positive effect on Relationship Quality (RQ)

Based on the table above, the hypothesis test results show a P value of $0.000 \leq 0.05$ (5% significance level) and a coefficient value of 1.126, which means that H0 Not Supported and Ha (H4) Supported, meaning that Value Co-Creation has a positive effect on Relationship Quality.

This shows that active consumer participation in the value co-creation process strengthens emotional bonds, trust, and commitment between consumers and companies. According to research by Zhang et al. (2022), value co-creation significantly improves relationship quality, especially when consumers are satisfied with the benefits of meaningful experiences. These results are consistent with research by Tajvidi et al. (2020), which shows that value co-creation through social media interactions increases emotional intelligence and self-confidence.

Emphasizes that consumer participation in co-creation not only improves relationship quality but also has a positive impact on business loyalty and productivity (Prasetya, 2024). Therefore, these results support the theory that value co-creation is a crucial component in creating strong and sustainable relationships.

H5. Relationship Quality has a positive effect on Purchase Intention

Based on the table above, the hypothesis testing results show a P-Value of $0.000 \leq 0.05$ (5% significance level) and a coefficient value of 0.659, which means H0 Not Supported and Ha (H5) Supported, meaning that Relationship Quality has a positive effect on Purchase Intention.

These results indicate that as the relationship quality between customers and businesses improves, customers' desire to purchase goods or recommend them to others also increases. As key dimensions of Relationship Quality, commitment, satisfaction, and trust can create strong emotional bonds and increase consumer interest in the products or goods in question.

This is in line with research by Taeratanachai et al. (2024), which shows that Relationship Quality serves as a mediator that enhances social interaction and platform quality in relation to Purchase Intent in the context of social commerce. Another study by Yunita et al. (2023) also shows that Relationship Quality has a positive impact on Purchase Intent, where high-quality relationships encourage customers to continue making purchases and demonstrate their loyalty

CONCLUSION

This study shows that personal influencer attributes play a significant role in building loyalty and influencing purchasing decisions. Inspiration fosters the creation of shared value, while similarity strengthens the quality of the relationship. Enjoyment does not have a significant influence. Furthermore, the creation of shared value enhances the quality of the relationship, which ultimately drives purchase intent through trust and emotional closeness. This study shows that the success of influencer marketing is determined by emotional connections and engagement in value co-creation, rather than merely visual or entertainment aspects. Such engagement fosters collaborative relationships that enhance purchase intent, in line with the Service-Dominant Logic (SDL) concept that value is created through interaction and collaboration. For future researchers, it is recommended that research be conducted using several categories of influencers, such as technology, fashion, or education, in order to obtain more comprehensive and broader results. To further understand the mechanisms underlying the relationship between influencer attributes and consumer behavior, this study could also use moderator variables such as Perceived Authenticity and Trust. In addition, the use of mixed methods, which combine quantitative and qualitative research, can provide a more comprehensive picture of the emotional, social, and psychological aspects that arise in the interaction between influencers and their followers.

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