

Influence of Influencer Post Characteristics through Peripheral Routes on Behavioral Intentions of TikTok Users

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Abstract

This study examines the influence of TikTok influencers' post characteristics on followers' behavioral intentions through peripheral route mechanisms, using the Elaboration Likelihood Model (ELM) and the Stimulus-Organism-Response (SOR) framework. By focusing on Indonesia, the country with the largest number of TikTok users globally, this research addresses the limitations of previous studies conducted in Spain, which has a smaller user base. The study explores how originality, quality, quantity, and humor in influencer posts impact hedonic experiences and perceptions of opinion leadership, subsequently shaping behavioral intentions, such as the intent to follow accounts and advice. Data was collected through a survey of 420 followers of Fadil Jaidi, a top Indonesian TikTok influencer. The findings indicate that originality and humor significantly enhance hedonic experiences and opinion leadership, which positively influence behavioral intentions. The study provides theoretical contributions to influencer marketing research and practical recommendations for influencers to optimize content strategies on TikTok.

Keywords: TikTok, influencers, post characteristics, peripheral route, behavioral intention.

I. INTRODUCTION

Social media has become an integral part of consumers' routines, including as a source of information in decision-making. This phenomenon has given rise to *influencers*, individuals who are popular on social media and considered role models by other users. Users often follow the advice and trust the views of *influencers* on topics such as *fashion*, lifestyle, photography and travel (Audrezet et al., 2020; Casaló et al., 2020). *Influencers* are now seen as an effective way to connect with consumers. They are proven to be able to establish more intimate relationships with their followers than celebrities, and build bonds that are more trusted and relied upon (Johnstone and Lindh, 2022).

Influencer marketing has been researched extensively across various *platforms* such as Instagram (Casaló et al., 2020; Tafesse and Wood, 2021), Facebook (Arora et al., 2019; Hughes et al., 2019), Twitter (Lahuerta-Otero and Cordero-Gutiérrez, 2016), and YouTube (Sokolova and Kefi, 2020). Each *platform* has unique characteristics that affect how *influencers* interact with their followers and how marketing messages are delivered.

Amidst these studies, Barta et al. (2023) conducted a pioneering study focusing on *influencer marketing* on TikTok as a social media *platform* that has never been studied before. With TikTok having a different social media format, content type, and target audience from other *platforms*, followers' reactions to *influencer marketing* on TikTok may differ from followers on other social media *platforms*.

The use of informal short videos as the main format, the use of humor to entertain followers, and the emphasis on a very young audience suggest that peripheral route persuasion strategies that rely on affective cues can be very successful on TikTok. The results show that the characteristics of posts in *influencer marketing* play an important role for *influencers* in persuading their followers on TikTok (Barta et al., 2023).

However, the study by Barta et al. (2023) has significant limitations in sample size as it was only conducted on TikTok users based in Spain. According to Statista (2023), Spain only had 12.67 million TikTok users in 2022, with the number of users expected to reach around 15.36 million by 2027.

Meanwhile, data from Statista (2024) in July showed Indonesia as the country with the largest TikTok audience in the world with 157.6 million users. The United States followed with about 120.5 million TikTok users. Brazil took third place with nearly 105.2 million TikTok users. All this data shows that using Spain as a research location in examining TikTok users is not enough to draw general conclusions.

This is because Spain has a small number of TikTok users when compared to countries that have the most TikTok users in the world. Therefore, it is possible that Spain has different TikTok user characteristics from countries that have a larger number of TikTok users, so Spain cannot represent the characteristics of TikTok users as a whole.

In order to complement the limitations of previous research, a well-known TikTok influencer who is highly influential to his/her followers is needed to be the subject of the study. Data from *influencer* analysis agencies can be used to find the most relevant influencers to be the subject of research. Indonesia has many influencers in various fields, one of the famous *influencers* in Indonesia is Fadil Muhammad Jaidi.

This *influencer*, who has a TikTok account under the name Fadil Jaidi, features entertainment-based video content that shows funny videos of himself and the people around him (friends, family, coworkers, etc.). According to HypeAuditor (2024), after calculating the average number of *views* per video, average *likes*, comments, and *shares*, Fadil Jaidi has become a Top 3 TikTok *influencer* in Indonesia as of September 18, 2024. In fact, his TikTok account has more than 14.4 million followers, has more than 5.5 million average *views*, also received more than 490.6 thousand average "likes", 3.8 thousand average comments, and 7.1 thousand average "shares".

This study aims to understand the influence of *influencer* post characteristics through peripheral routes on followers' behavioral intentions using Indonesia as the research location. By using Indonesia as the country with the most TikTok users in the world as a research location, the results of this study are expected to provide stronger arguments and become a very useful comparison for previous research as well as a reference for future research.

Fadil Jaidi often posts funny videos featuring his annoyance towards his family, especially his father. In addition, he also does *endorsements* for various brands on his TikTok account, ranging from food and beverage brands, *e-commerce* and digital wallet brands, to cosmetic brands. Fadil's *endorsement* content is usually in the form of parody videos, funny moments from his daily activities that are connected to the *endorsed* brand, and brand review videos done with his father while teasing him.

Some research on the effect of post characteristics on followers' behavioral intentions has been conducted on Instagram by Casaló et al. (2017, 2020) which shows that post characteristics have a positive effect on followers' behavioral intentions. Then the research was continued and developed by Barta et al. (2023) on a different social media platform, TikTok, with the results showing that post characteristics that pass through the peripheral route are key to the success of *influencer* marketing on TikTok.

However, there are limitations in the study, namely the research location, especially Spain, has a small number of TikTok users compared to countries with the most TikTok users in the world, making the arguments of the research results not strong enough. So, conducting further research on TikTok using the country with the most TikTok users in the world, Indonesia, as the research location is necessary in order to provide stronger arguments and results that are very useful for previous and future research.

To achieve this goal, this research develops the Stimulus-Organism-Response (SOR) model by integrating Petty and Cacioppo's (1986) Elaboration Likelihood Model (ELM) theory. The combination of these two frameworks provides a deeper understanding of influencer marketing effectiveness. Specifically, the ELM explains the interaction between the initial two stages of the SOR model in the realm of *influencer* marketing.

Research into the effectiveness of *influencer* marketing on TikTok is becoming increasingly important given the *platform's* rapid growth. According to data from the Digital 2023 July Global Statshot Report, TikTok has become the most popular social *platform* globally, with users spending an average of 31 hours and 14 minutes per month (DataReportal, 2024). This shows the huge potential of TikTok as an effective *influencer* marketing platform.

In the context of *influencer* marketing on TikTok, the characteristics of posts are key factors that influence the success of marketing campaigns. This research will focus on four main characteristics of posts namely originality, quality, quantity, and humor. These four characteristics are chosen based on previous research that shows their influence on the effectiveness of influencer marketing on various social media *platforms*.

The selection of Fadil Jaidi as a research subject is not only based on his large number of followers, but also on his consistency in producing entertaining and relevant content for his audience. His distinctive humorous content style and authentic interactions with his family, especially his father, have created a unique persona that sets him apart from other *influencers* in Indonesia. This makes her an ideal research subject to understand how post characteristics influence followers' behavioral intentions.

The peripheral route as a mediating variable in this study is important due to the characteristics of the TikTok *platform* that prioritizes short and entertaining content. In contrast to other social media *platforms* that may rely more on deep elaboration (central route), TikTok tends to encourage information processing through peripheral routes that

rely more on surface cues such as humor and visual appeal. Understanding how peripheral routes mediate the relationship between post characteristics and behavioral intentions can provide valuable insights for the development of effective *influencer* marketing strategies.

This research also considers the cultural context of Indonesia as the country with the largest TikTok users in the world. The unique characteristics of Indonesian social media users, including content preferences and media consumption patterns, may provide a new perspective in understanding the effectiveness of *influencer* marketing on TikTok. The results are expected to not only complement previous research conducted in Spain, but also provide more comprehensive insights into how cultural characteristics can influence the effectiveness of *influencer* marketing strategies.

Thus, quantitative research on Fadil Jaidi's Followers is needed to collect data on the influence of *influencer* post characteristics through peripheral routes on the behavioral intention of TikTok users in Indonesia. Therefore, further research is needed with the title "The Influence of Influencer Post Characteristics Through Peripheral Routes on TikTok Users' Behavioral Intentions".

II. LITERATURE REVIEW

A. Social Media and TikTok

Social media is a *platform* that emphasizes user presence by offering features that enable activity and collaboration (Van Dijck, 2013). The impact of social media is so great that it was hard to imagine a few years ago, affecting not only individuals but also organizations and society as a whole (Ngai et al., 2015).

TikTok emerged as a video-based social networking app that allows individuals to seek entertainment and package information in an interactive form. Data from the Digital 2023 July Global Statshot Report shows that TikTok has become the most popular social platform globally, with users spending an average of 31 hours and 14 minutes per month (DataReportal, 2024).

B. Influencer Marketing

Influencers are well-known social media users who are considered role models by their followers (Johnstone and Lindh, 2022). Followers feel close to *influencers* because they feel connected to them (Taillon et al., 2020). Data from Santora (2024) shows that *influencer* marketing increased during the pandemic and continues to grow, with the industry projected to be worth around \$21.1 billion by 2023.

C. SOR and ELM models

The Stimulus-Organism-Response (S-O-R) model according to Mehrabian and Russell in (Pan et al., 2024) explains that individuals base their choices on their internal states and then respond accordingly. Meanwhile, Petty and Cacioppo's (1986) Elaboration Likelihood Model (ELM) defines ELM as one of the most popular persuasion models in consumer research and social psychology.

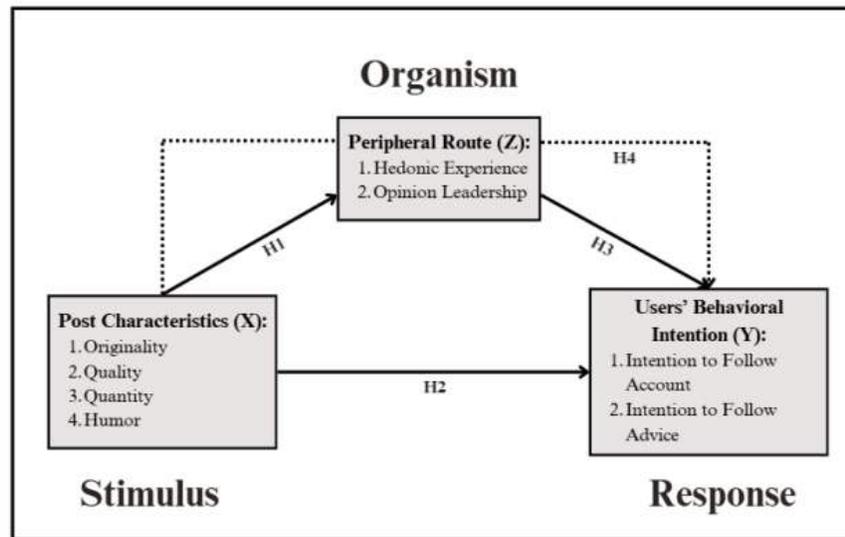
D. Characteristics of Posts and Peripheral Routes

Post characteristics refer to the quality and attributes of content shared on social media. According to Casaló et al. (2020), the attributes of post characteristics can include originality, uniqueness, quality, and quantity of posts. Meanwhile, the peripheral route according to Petty and Cacioppo (1986) emphasizes the superficial elements of a persuasive message instead of its core content.

E. Behavioral Intention

Warshaw and Davis (1985) define behavioral intention as a state in which a person has made a conscious plan to perform or not perform certain behaviors in the future. According to Barta et al. (2023), followers have two main behavioral intentions, namely the intention to follow the account and the intention to follow the advice given.

F. Research Hypothesis



This research uses a combination of the SOR (Stimulus-Organism-Response) and ELM (Elaboration Likelihood Model) models in examining the influence of *influencer* post characteristics (stimulus) through the peripheral route (organism) on follower behavioral intentions (response). The indicators used to measure *influencer* post characteristics include perceived originality, perceived quality, perceived quantity, and humor.

In this study, the peripheral route is applied as a mediating variable that affects followers' internal states, which will then impact their behavioral intentions. The main objective of this study is to determine the behavioral intentions of followers influenced by *influencer* post characteristics.

The research framework used adapts the theoretical model developed by Barta et al. (2023) as shown in the figure above. This model illustrates the relationship between the proposed research variables, namely post characteristics as stimulus, peripheral route as organism, and behavioral intention as response.

III. RESEARCH METHODOLOGY

This research uses quantitative methods, where the data collected is in the form of numbers and processed through mathematical calculations to obtain accurate information. The data collection method uses a survey method by distributing questionnaires. The approach used is a descriptive quantitative approach that aims to understand events that are happening and can still be observed by researchers (Creswell, 2014).

The object of research is the followers of Fadil Jaidi's TikTok account with a total population of 14.4 million followers. Data was collected through questionnaires distributed via *Google Forms*. The research only uses primary data obtained directly from the object of research. Using *nonprobability sampling* technique with *convenience sampling* method, where researchers determine sample members based on ease of contact (Rahi, 2017). Determination of the number of samples using the Slovin formula with an *error* rate of 5% so that a sample of 420 respondents was obtained.

In this study, there are three variables that are operationalized, namely the independent variable (X) in the form of *influencer* posting characteristics measured through indicators of originality, quality, quantity, and humor; the mediating variable (Z) is the peripheral route measured through indicators of hedonic experience and opinion leadership and the dependent variable (Y) in the form of follower behavioral intentions measured through indicators of intention to follow accounts and intention to follow advice.

The data analysis technique uses Structural Equation Modeling-Partial Least Square (SEM-PLS) with SmartPLS 4 software. According to Hair et al. (2019), the main advantage of PLS-SEM is its ability to estimate complex models with many constructs, indicator variables, and structural paths without applying distribution assumptions to the data.

The analysis is carried out through two stages, namely Measurement Model Assessment which includes indicator reliability tests, internal consistency reliability, convergent validity, and discriminant validity (Hair et al., 2022) and Structural Model Assessment which includes collinearity tests, significance and relevance of model relationships, model explanatory power, and model predictive power (Hair et al., 2022).

IV. RESULTS AND DISCUSSION

Table 1: Respondent Characteristics

Characteristics	Category	Total	Percentage
Gender	Female	249	59,3%
	Male	171	40.7%
Age	21-25 years old	159	37,9%
	26-30 years old	121	28,8%
	>30 years	93	22.1%
	15-20 years	47	11,2%

The analysis of respondent characteristics shows an interesting gender distribution, where the majority of respondents are female with a proportion of 59.3%, while male respondents account for 40.7% of the total sample. This difference of almost 20% indicates that the content created by Fadil Jaidi has a stronger appeal among female audiences.

In terms of age demographics, the study revealed that the 21-25 age group dominated with a proportion of 37.9% of the total respondents. This was followed by the 26-30 age group which accounted for 28.8% of the sample, indicating that more than two-thirds of the respondents were within the young adult age range of 21-30 years old.

The age distribution further shows that respondents above 30 years old form a significant segment with 22.1% of the total sample. Meanwhile, the youngest age group of 15-20 years constitutes the smallest proportion with only 11.2% of the overall respondents, indicating lower penetration among teenagers and early adults.

This data reveals that Fadil Jaidi's content resonates strongly with the young adult female demographic, particularly those who are in a phase of career transition and professional identity formation. The dominance of the 21-30 age group, which accounts for 66.7% of the total respondents, suggests that the content is highly relevant to the needs and preferences of late millennials and early generation Z.

These demographic findings have important implications for content strategy and audience targeting. With the understanding that the follower base is dominated by young adult females, Fadil Jaidi and his creative team can more effectively tailor their content to meet the expectations and needs of this demographic segment, while still maintaining a universal appeal that allows for growth in other demographic segments.

Table 2: Measurement Model Testing Results

Criteria	Minimum Value	Results	Description
Outer Loading	>0,7	Fulfilled	Good reliability
Cronbach's Alpha	>0,6	Fulfilled	Strong internal consistency
Composite Reliability	>0,6	Fulfilled	Strong internal consistency
AVE	>0,5	Fulfilled	Good convergent validity

The results of testing the measurement model in this study demonstrated significant methodological strength, with all validity and reliability criteria meeting or exceeding the thresholds set in the literature. These findings provide a strong foundation for further analysis, given that measurement quality is a fundamental prerequisite for reliable conclusions in quantitative research.

The outer loading analysis showed very satisfactory results, with all indicators achieving values above the critical threshold of 0.7. This achievement confirms that each indicator used in the study effectively measures the construct in question, demonstrating strong indicator reliability. The consistency of these values across models provides additional confidence about the quality of the measurements used.

Evaluation of internal consistency through *Cronbach's Alpha* and *Composite Reliability* yielded values that substantially exceeded the minimum threshold of 0.6. These results indicate that the items within each construct work harmoniously to measure the same concept, demonstrating strong internal coherence in the research instrument. These high values also imply that respondents understood and responded to the questions in a consistent manner.

Examination of convergent validity through *Average Variance Extracted* (AVE) yielded values above the 0.5 threshold for all constructs. This achievement indicates that each construct is able to explain more than half of the variance of its indicators, providing strong evidence that the measurement accurately captures the intended concept. These results also confirm that the latent variables in the model effectively represent the characteristics they are intended to measure.

Collectively, the results of these measurement model tests provide a solid methodological basis for the subsequent analysis. The combination of strong indicator reliability, high internal consistency and adequate convergent validity results in a research instrument that can reliably measure the phenomenon under study. This measurement quality increases confidence in the research findings and supports the credibility of the conclusions to be drawn from the data analysis.

Table 3: Structural Model Testing Results

Path	Coefficient	Power of Influence
Post Characteristics → Peripheral Routes	0,701	Strong
Post Characteristics → Behavioral Intention	0,472	Moderate
Peripheral Route → Behavioral Intention	0,348	Moderate
R ² Value (Behavioral Intention)	0,574	57.4% of variation explained
VIF	<5	No collinearity problem

Testing the structural model revealed complex dynamics in the relationships between the research variables. The most prominent finding is the strong influence of post characteristics on the peripheral route, with a path coefficient of 0.701, indicating that elements in influencer posts such as originality, quality, quantity, and humor are highly effective in shaping the hedonic experience and perceived leadership of followers' opinions.

Post characteristics also showed a moderate influence on behavioral intention with a coefficient of 0.472, indicating that the content created by the influencer has a substantial direct impact on followers' desire to follow the account and receive advice.

The peripheral route showed a moderate influence on behavioral intention with a coefficient of 0.348, indicating that hedonic experience and perceived opinion leadership play a significant role in shaping followers' decisions.

The R² value of 0.574 indicates that the research model is able to explain 57.4% of the variation in followers' behavioral intention. This figure indicates the substantial predictive power of the model.

Consistent VIF values below 5 confirm the absence of multicollinearity problems in the model, indicating that each independent variable makes a unique contribution in explaining the dependent variable.

Table 4: Comparison with Previous Research

Aspects	This Study	Research by Barta et al. (2023)
Location	Indonesia	Spain
Influence of Post Characteristics	Influencing collectively	Only the originality dimension
Peripheral Route Influence	Collectively positively affected	Partially influenced
Mediation Effect	0.244 (significant but low)	Not mentioned

Comparison with the research of Barta et al. (2023) revealed significant differences in results between the Indonesian and Spanish contexts. The most striking difference lies in how post characteristics influence follower behavior, where the Indonesian study found a collective influence of all dimensions, while the Spanish study only identified the influence of the originality dimension.

The findings on peripheral routes also showed interesting variations, with this study revealing a more comprehensive positive influence compared to the partial findings in previous studies. This indicates that hedonic experiences and opinion leadership may have different resonances in different cultural contexts.

The measured mediation effect of 0.244 in this study provides new insights not available in the study of Barta et al. (2023). Although the effect is relatively low, this finding is important as it demonstrates the role of peripheral routes as a mechanism linking post characteristics to behavioral intentions.

These differences may reflect variations in cultural preferences and social media consumption patterns between Indonesian and Spanish audiences. Factors such as market size, platform penetration, and user demographic characteristics may have contributed to these differences in results.

Table 5: Model Implications and Strengths

Aspects	Results	Description
Generalization	Limited	Cannot be generalized universally
Difference Factor	Culture and preferences	Influencing research results
Predictive Power	Medium	The majority of PLS-SEM RMS E values < LM
Mediation Effect	0,244	Significant but relatively low

The results of the PLSpredict analysis provide deep insight into the predictive power of this research model. With the majority of PLS-SEM RMSE values being smaller than LM (Linear Model) values, this finding indicates that the model has medium predictive ability that can be relied upon to estimate TikTok user behavior in the context under study. This predictive power provides a strong foundation for understanding the dynamics of the influence of influencer post characteristics on followers' behavioral intentions.

Although the mediation effect proved to be statistically significant, the relatively low coefficient value (0.244) suggests that the peripheral route is not the only pathway that influences followers' behavioral intention. This finding suggests that there are other mechanisms or pathways of influence that may play a role in shaping TikTok followers' behavioral intentions. This opens up opportunities for further exploration of other factors that might influence the relationship between post characteristics and behavioral intention.

This research reveals important limitations in terms of generalizability of findings, especially given the complexity of cultural factors and preferences that differ between regions. Although Indonesia is the largest TikTok market in the world, the unique characteristics of Indonesian social media users - including cultural values, content consumption patterns, and expectations of influencers - may differ significantly from other countries. This highlights the importance of caution in generalizing research findings to different cultural contexts.

Local context plays a crucial role in understanding and interpreting the results of this study. Factors such as social norms, content preferences, and ways of interacting with social media that are unique to Indonesia might influence how followers respond to the characteristics of an *influencer's* posts. An in-depth understanding of these local cultural nuances is important for optimizing influencer marketing strategies and achieving maximum effectiveness in follower engagement.

V. CONCLUSIONS AND SUGGESTIONS

A. Conclusion:

1. *Post characteristics* have a significant influence on peripheral routes on the TikTok *platform*. This is shown through hypothesis testing with a *path coefficient* value of 0.701, which means it has an influence of 70.1% and indicates a strong positive relationship, so the hypothesis is accepted (Barta et al., 2023).
2. There is a significant influence of post characteristics on *behavioral intentions* of TikTok users. This is evidenced by hypothesis testing with a *path coefficient* value of 0.472, which means it has an influence of 47.2% and shows a moderate positive relationship (Casaló et al., 2020).

3. Peripheral routes have a significant influence on TikTok users' behavioral intentions. The hypothesis test results show a path coefficient value of 0.348, which means it has an influence of 34.8% and indicates a moderate positive relationship (Audrezet et al., 2020).
4. Post characteristics have an influence on behavioral intention through the peripheral route. This is shown through hypothesis testing with a *path coefficient* value of 0.244, which means it has an influence of 24.4%. This result shows a low positive mediation effect (Johnstone & Lindh, 2022).

B. Suggestion:

1. Theoretical Suggestions:

This research uses a marketing communication approach with the S-O-R and ELM models. Future research is suggested to explore other perspectives in communication studies by using relevant theoretical frameworks in the field.

2. Practical Advice:

- Influencers are advised to improve the accuracy and attractiveness of their post characteristics to be more effective in attracting TikTok users' attention and shaping their behavioral intentions.
- For entrepreneurs, this research emphasizes the importance of a more strategic and data-driven approach in selecting TikTok influencers for endorsement campaigns. This includes evaluating influencers not only based on the number of followers but also the characteristics of their posts.

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