The Magnitude of Celebrity Endorser in Terms of Influencing Followers Trust of Product in Instagram

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ABSTRACT: Instagram is considered as one of powerful social media that enable its user to promote and influence products and or services since the beginning of its existence. Then, the celebrity endorser act as influencer sometimes paid and or unpaid for products and or services. This research seeks the understanding how far could celebrity endorser affect Instagram users to trust products and or service offered by business. Studies found electronic words of mouth practiced within celebrity endorser, but limited studies raise issues between physical attractiveness and social attractiveness within electronic words of mouth with parasocial interaction, therefore specific literatures were elaborated to form research model. This research involves Instagram active users, with no specific locations but have interest in one Celebrity name Anya Geraldine, and Partial Least Square was used to assess the research model while respondents involved in this research were 115 person. After collecting data for one-month from 1st January 2023 to 1st February 2023 we may assess our hypothesis. This research conclude two factors are not supported, that are physical attractiveness and parasocial interactions.

Keywords: Parasocial Interactions, Electronic Words of Mouth, Trustworthiness, Physical Attractiveness, Social Attractiveness

INTRODUCTION

Electroning words of mouth or eWOM has enabled information to reach a much larger audience in the internet environment (S. Kim et al., 2017). Therefore there is an urgency to analyse people behavior during online, then this will be very useful to identify factors that can explain their level of trust given the importance of eWOM and therefore we may look for business's need in order to have get more attention from viewers (Marquez et al., 2021).

Current study, still lack on findings of consensus among consumers on the impact of eWOM whether it has severely limits the sharing of decisive results (Tien et al., 2018) or eWOM may be consist of both or only one between negative and positive feeling as result from interacting with a brand, product, or service, and the perceptions was happened in different time, whether in past,

present, and future, and it can be found from customers that were posting their comments in a thread and visible to anyone(Indrawati et al., 2022).

Marketing based influencer can be defined as marketing communications, in which situated by influencers promote brand offerings on their own social media accounts, and this probably paid or unpaid by specific company, but this activity expected to lead internet viewers to act at least knowing the brand as part of their knowledge (not necessarily bought the product or service)(Belanche et al., 2021).

Influencer marketing, build relationships with their followers and therefore there will be a sense of exploiting followers trust (Tafesse & Wood, 2020) by dragging them to have belief in a product or service. Encouraging follower to favorable attitudinal and behavioral responses regarding with brand interests through posts and even involving followers to participate in the co-creation(Lopez et al., 2020).

Social media refers to online platforms that enable users to create social networks or interpersonal connections with other users who share their interests, activities, histories, personal or professional identities, or in-person contacts(Akram & Kumar, 2018). People are more inclined to migrate their interactions to online platforms as social media applications become a bigger part of people's daily life (such as Facebook, Instagram, LinkedIn and Twitter) (Alalwan et al., 2017). People rely on social media platforms for all of their needs, including entertainment, connecting with family and friends, reviewing and recommending goods, services, and locations, finding emotional fulfillment, managing their jobs, and keeping up with fashion, to name a few, social media platforms are so ingrained in our daily lives(Kapoor et al., 2017). Social media is a "method of obtaining customer insights, accessing expertise, co-creating ideas and concepts with users, and supporting new product launches" since it fosters communication and links individuals and organizations(Bhimani et al., 2018). Social media are "new technologies and apps that employ the Internet and Web 2.0 technologies and enable users to build and engage in multiple communities through functions such as chatting, sharing, publishing, managing, and interacting," according to (Greenhow et al., 2019).

Parasocial Interaction
Parasocial Interaction is the way individuals communicate and engage with each other(Meyliana et al., 2020). Theoretically, because conventional media is seen as a one-way communication channel, viewers develop loyalty to media characters as a result of repeated exposure to their appearance in the media (H. Kim, 2021). PSI can occur in a variety of ways, such as when a person seeks advice from a media personality, views that person as a friend, imagines themselves in a popular program with that person, or wishes they could meet that person(Yilmazdogan et al., 2021). Parasocial interaction, which differs from the longer-lasting parasocial relationship, is defined by Dibble et al. (2016) as the audience's shared comprehension, attention, and adaption to media actors during the viewing experience (PSR)(Yang & Sanchi, 2022).

One aspect of narrative engagement is with the plot, while the other is mediated and reinforced by narrative engagement with the influencer themselves (Vazquez et al., 2020). While parasocial relationships refer to sentiments built over time through repeated encounters, parasocial

interactions denote sense connections associated with encounters or conversations using communication technologies(Penttinen et al., 2022). Since PSI was first publicized through media and communication, a number of methods have been created to assess its impact, such as broad maps of specific mass perspectives(Choi et al., 2019). In addition, PSI emphasizes how interpersonal ideas relate to each other, for example, the interest in understanding how emerging media technologies can have an impact (Pornsakulvanich & Tongnok, 2020). Media users develop relationships with media personalities over time that reflect social but one-sided interactions(Ermec, 2022).

Trustworthiness

A trusted source is described as the capacity to rely on peers for reliable information as a result of the quality of the information (Balaban et al., 2020). The relationship between trust and successful communication was initially noted in communication research by Hovland and colleagues(Thomas & Johnson, 2019). Influencers make significant investments to build deep relationships with their fans by giving them glimpses into their personal lives and new content throughout the day (Hudders et al., 2021). Influencer trustworthiness is described by Lou and Yuan (2019) as judgments about people that are based on testimonials, honesty, or truthfulness (Aggad & Ahmad, 2021).

Social Attractiveness

Social appeal is the tendency of influencers to win over their fans more than collecting "likes" on social media platforms(Masuda et al., 2021). When people like or are exposed to items that are similar to them, it is said that the items are similar. The extent to which a person has the capacity to influence the mental state of others and is regarded favorably by society is referred to as social attractiveness (Serman & Sims, 2020). Furthermore, physical beauty relates to things that tend to be perceived as more attractive as mentioned earlier, an attractive looking celebrity endorser seems to successfully represent the product as it attracts people to sell more of the product, this is also known as attitude similarity.

Physical Attractiveness

Physical attractiveness, physical appearance, especially as perceived by others, is very important (Spielmann et al., 2020). Many academics have researched this issue and found that, in the right situation, the use of beautiful models can increase the effectiveness of advertisements. Physical attractiveness significantly affects how consumers feel about the brand and their willingness to make a purchase. Many conjectures have been put forward to explain this physical attractiveness, one of which is the idea that people often compare themselves to the models used in advertisements and often project their qualities (beauty, confidence) on the products they use, which leads them to believe that having such products will somehow make them closer to those models. That seems entirely arbitrary, yet there is a useful heuristic for determining what is physically attractive: beauty is connected to physical and psychological characteristics that are considered a sign of good bodily (and reproductive) health(Elmer et al., 2020).

Electronic Word of Mouth

Electronic word-of-mouth (eWOM), which has emerged as a result of the explosive expansion of online platforms, allows users to share their opinions about a particular brand, product or service on social media and online review sites(Nam et al., 2018). The dissemination and exchange of consumer knowledge about a brand or organization through the Internet, social media, and mobile communications is known as eWOM. Any online comment - whether favorable or unfavorable - made by a potential, present, or past consumer regarding a brand or business is referred to as "eWOM" (Glucksman, 2017). The spread of information about a good or service through social media recommendations, online reviews, or materials generated by influencers is known as eWOM, or electronic word of mouth. Marketers of multi-location companies have many opportunities thanks to the steady growth of eWOM in recent years. A strong link between online search and in-person purchase activity is provided by eWOM.

Hyphothesis Development

From (Sokolova & Kefi, 2019) said that social attractiveness has been shown to be a predictor of PSI for media people, the possibility of making friends or choosing media figures as social or business partners is known as social attractiveness. From the authors, (Jansom & Pongsakornrungsilp, 2021) said social and physical attention is attracted to media figures, which can be utilized to promote PSI with attraction to media figures can increase the number of pleasant contacts or cause the survey to be repeated. The possibility of befriending or choosing a media figure as a social or business partner is referred to as social attraction. Other authors also say Homophily is a state of mind in which people seek out others with whom they have a lot in common, such as education, social status, and interests because the more individuals believe they have in common with others, the greater their tendency to interact with those others, therefore Interaction with others can help confirm a person's opinion of the world around them from the words of (Putri & Astuti, 2021). Media figures generate social and physical attention, which can be used to promote PSI. Social attractiveness refers to the prospect of befriending or choosing a media celebrity as a social or commercial partner. By interacting with others it can help affirm a person's perception of the world around them.
Hypothesis 1 : Social Attractivenes of Marketing Influencers are positively related to PSI

Physical attractiveness is a powerful social signal that triggers certain emotions and behaviors in others. The physical beauty of media celebrities has been recognized as a major predictor of PSI in conventional media such as television. (Purnamaningsih & Rizkalla, 2022), beauty vloggers must have an attractive appearance when reviewing beauty products in order to get more customers to watch the material. As a consequence, customers will feel a connection with them and see them as friends. This will inspire people to follow whatever the beauty vlogger posts. Lee and Watkins (2016), said as a result, the physicality of the vlogger seen in the video is an important feature to have in order to attract viewers, provide a sense of interest, and arouse the desire of viewers to "get to know" the vlogger more closely. Physical attractiveness is a powerful social signal that causes others to experience certain feelings and actions. The physical attractiveness of media personalities has been identified as a significant predictor of PSI in traditional media such as television. To encourage more people to watch the content, beauty vloggers must have an

attractive appearance when evaluating beauty items. Therefore, a hypothesis can be found which is:

Hypothesis 2 : Physical Attractiveness of Marketing Influencer positively reated on PSI

In (Lin et al., 2021), it is also expected that higher levels of PSI between consumers and influencers will result in increased consumer trust in influencers. Chung and Cho (2017) investigated consumers' parasocial relationships with celebrities in a celebrity endorsement setting and found that building parasocial interactions with celebrities leads to perceived celebrity trust.

Hypothesis 3 : Trustworthiness towards recommendation post positively effects on Parasocial Interaction.

In research, (Yang & Sanchi, 2022), EWOM has been described as "positive or negative comments made about a product or company by potential, current, or past consumers". Numerous studies have shown that eWOM, also known as peer-to-peer communication, has a significant impact on customers' online purchases. The more consumers know about a product, the more likely they are to share that information with others.

H4 : Parasocial Interaction of Marketing Influencers is significant on EWOM
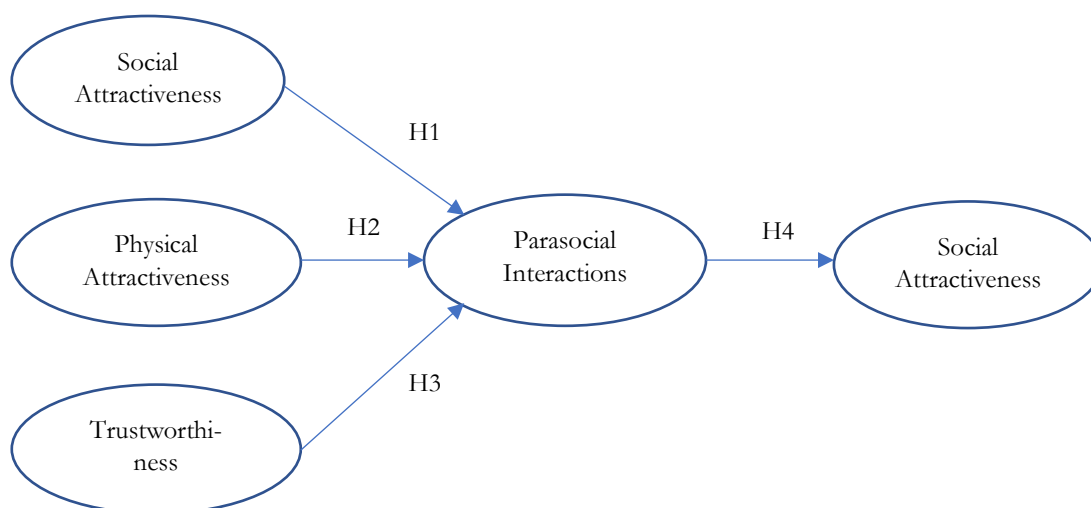

Figure 1. Model

METHOD

Research design refers to the researcher's methods to ensure that the research topic is properly addressed. This framework is used to achieve research objectives, answer research questions, and ensure the validity of research results. The research topic is often very important in choosing which methodology and approach to use and which type of analysis will be most useful.

The descriptive research approach is used in this study to examine how the influence of using Influencers, namely Anya Geraldine by means of Parasocial Interaction Influencer marketing on EWOM on customers or consumers, because this approach is commonly used to detect and analyze relationships. Descriptive techniques are used to analyze the characteristics of the target population. To fulfill the objectives of this study, a quantitative design was used and through a

cross-sectional survey approach. The questionnaire was created with Google Forms and sent according to each region via WA.

The research design is a road map that directs the researcher in gathering and analyzing data; in other words, the research design acts as a blueprint that is followed throughout the research, this is in accordance with research (Solanki, 2022), when a study is conducted, it follows a specific pattern or plan of action throughout the entire procedure, i.e., from problem identification to report preparation and presentation.

The instrument that the researcher used to achieve the research objectives was a questionnaire. A questionnaire was used because of the literature review in the previous section. The questionnaire that writes down this interaction has a significant impact on the survey results. Questionnaires should be designed according to the best standards to reduce response errors. At first, the authors present general wisdom-based suggestions for effective questionnaire design, followed by recommendations based on methodological research studies.

Table 1. Operationalization

No	Criteria in variable assesment		
	Aspects	*Indicator*	*Reference*
1	Social Attractiveness	Think like me	Tri, L. M., & Thao, N. H. (2020). EFFECT OF PARASOCIAL RELATIONSHIP AND SPONSORSHIP . Proceeding of The 2nd International Conference on Economics, Business and Tourism, 11-24.
		Have similar values	
		Have a lot in common	
		Act similarity	
2	Physical Attractiveness	Physical competent	Tri, L. M., & Thao, N. H. (2020). EFFECT OF PARASOCIAL RELATIONSHIP AND SPONSORSHIP . Proceeding of The 2nd International Conference on Economics, Business and Tourism, 11-24.
		Attractive	
		Moderately attractive	
3	Trustwlorthiness	Honest Delivery	Yang, D. J., & Sanchi, L. (2022). Users' Personality Traits How to Affect Parasocial Interaction and Influence on . International Journal of Business Management and Commerce, 6-11.
		Trustworthy	
		Valid delivery	
4	Parasocial Interaction	Feeling part of the post	Tri, L. M., & Thao, N. H. (2020). EFFECT OF PARASOCIAL RELATIONSHIP AND SPONSORSHIP . Proceeding of

No	Criteria in variable assesment		
	Aspects	*Indicator*	*Reference*
		Communicate with the influencer through the platforn	The 2nd International Conference on Economics, Business and Tourism, 11-24.
		Hear the influencer's delivery	
		Support the influencer	
5	Electronic Word of Mouth	Praising the influencer	
		Posts on influencer are highly regarded	Tri, L. M., & Thao, N. H. (2020). EFFECT OF PARASOCIAL RELATIONSHIP AND SPONSORSHIP . Proceeding of The 2nd International Conference on Economics, Business and Tourism, 11-24.
		Forward influencer's post	
		Liked the influencer's post	

The population of this research consists of male and female that are active Instagram users, their age were between 16 years old to 30 years old to be eligible as respondents, this criteria was the similar like Anya Geraldine's target of audience, and all respondents were located from specific cities in Indonesia namely DKI Jakarta, Outside DKI Jakarta but still in Java Island, Sumatra Island, Kalimantan Island, Sulawesi Island, and Bali Island. Since we have no exact numbers of population therefore we use convenience sampling. Where according to Dornyei (2007), convenience sampling is used to include members of the target population in research who meet certain practical requirements, such as ease of access, proximity to other locations, availability at a particular time, or willingness to participate (also known as Haphazard Sampling or Accidental Sampling). Since this research will utilize PLS approach, then as according to (Hair et al., 2017) in conclusion, the established PLS-SEM technique is rarely the goal when using it, therefore this consistent PLS approach is made for situations where the study goal is to obtain the same findings as CB-SEM (Hair et al., 2017). Researchers should limit the sample size in sampling considering the large population, limited time, and high research costs. To use interpretation estimation with the Structural Equation Model, it is recommended that the sample size is between 100 and 200 respondents. Therefore, the results of the minimum sample calculation will be used to determine the sample size. Hair et al. (2010) determine the minimum sample size for SEM as follows:

(number of indicators + number of latent variables) x (parameter estimates) Based on these recommendations, the minimum sample size for this study is:

Minimum sample = (18 + 5) * 5 = 115 respondents. Based on this formula, the minimum sample size in this study was 115 respondents.

Data was collected by making a google form available online, which allowed men and women following Instagram influencers to access the questionnaire. Since social media, namely Instagram, is a mobile application. Respondents could fill out the questionnaire on their mobile or other devices. Therefore, the survey research can produce findings that can be applied generally. To increase external validity, this research tries to have as many respondents as possible completing the survey. Therefore, the survey questions are based on data that shows how Instagram influencers have changed customers' views to purchase the reviewed products. The Likert scale worked well in the researcher's questionnaire to measure respondents' opinions. Respondents answered with strongly disagree to strongly agree each question to categorize the hooked ones. It was evaluated using a Likert scale with a maximum of 5 points (strongly disagree = 1 and strongly agree = 5).

For data analysis, researchers use an application with smart PLS to examine data to get more precise results. To get maximum results using the method, namely PLS-SEM with the outer model technique to understand the indicators of certain variables. Use a PLS Algorithm with calculate Construct Validity and Realibility, Dicriminant Validity which is (Forner Lacker Criteria, Heterotrait-Monotrait Ratio, R Square, F Square, Collinearity Statitstic/VIF, Model Fit, and Outer Loading). And using to calculate a Bootstrapping only Coefficient Path.

RESULT AND DISCUSSION

Characteristics of Respondents

Respondent characteristics are used to determine the diversity of respondents based on gender, age and occupation. This is expected to provide a fairly clear picture of the condition of the respondents and the objectives of the study.

Table 2. Respondents Profile

Characteristics		Total (Person)
Gender	Male	16
	Female	99
	Total	115
Age	<19 years old	9
	20-25 years old	50
	26-30 years old	46 people
	31-35 years old	10 people
	Total	115 people
Occupation	Students/College Students	21 people
	Employed	43 people

Entrepreneur	40 people	
Other	11 people	
Total	115 people	

Source: Primary Data

Based on the gender characteristics of respondents, it can be seen that there were 16 male respondents and 99 female respondents. Most of the respondents were female respondents as many as 99 people. This is because women follow these influencers a lot and see their posts. Based on the age characteristics it shows that respondents aged under 19 years, namely at least 16 years old, were 9 people, respondents aged between 20-25 years were 50 people, respondents aged between 26-30 years were 46 people, and respondents aged between 31-35 years were 10 people. Based on the age characteristics of the respondents, most of the respondents were 20-25 years old. This is because the research that became a case study was an Influencer with many followers. Based on the employment characteristics of respondents it shows that respondents with jobs as schools or college as many as 21 people, working as many as 43 people, self-employed as many as 40 people, and outside the category as many as 11 people.

Measurement Model

Cronbach's Alpha assessment is from the assessment of the reliability and composite reliability of the latent variables, namely (Electronic Word Of Mouth, Parasocial Interaction, Physical Attractiveness, Social Attractiveness, and Trustworthiness). For criteria in (Cronbach's Alpha or Composite Reliability) greater than 0.7, it can be concluded that latent variables have good reliability, have good reliability in measuring variable assessments.

For the measurement of variable assessment, it is only seen from Cronbach's Alpha with each latent variable, namely (Parasocial Interaction, Social Attractiveness, Trustworthiness), each variable value is (0.757), (0.711), (0.718) which is greater than (0.7). So it can be concluded that each variable value has good reliability or reliability.

Table 3. Construct Validity and Reliability

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
EWOM	0.663	0.673	0.798	0.699
PA	0.650	0.669	0.721	0.668
PI	0.757	0.759	0.846	0.578
SA	0.711	0.722	0.821	0.535
T	0.718	0.724	0.842	0.640

Furthermore, the Average Variance Extracted (AVE) to measure convergent validity. Criteria, if the AVE value is greater than (0.5) then these indicators have a good convergent validity value. For the measurement of variable assessment seen from the AVE value with each variable value, namely (Parasocial Interaction, Social Attractiveness, and Trustworthiness) with each value,

namely (0.578), (0.535), (0.640) which is greater than (0.5). So it can be concluded that each variable value has a good convergent validity value.

Discriminant Validity

Table 3. Fornell-Lacker Criteria

	EWOM	PA	PI	SA	T
EWOM	0.706				
PA	0.480	0.684			
PI	0.723	0.477	0.760		
SA	0.703	0.349	0.658	0.732	
T	0.722	0.415	0.738	0.654	0.800

It can be seen that the root value of AVE with the variable (Electronic Word Of Mouth) value of (0.706) is greater than the correlation value of the latent variables, namely (Physical Attractiveness), and (Social Attractiveness) with each variable value of (0.480) and (0.703) with a good Discriminant Validity value.

The root value of AVE with the variable (Physical Attractiveness) with a value of (0.684) is greater than the correlation value of the latent variables, namely (Parasocial Interaction), (Social Attractiveness), and (Trustworthiness) with each variable value of (0.477), (0.349), and (0.415) with good Discriminate Validity value.

The root value of AVE with the variable (Parasocial Interaction) with a value of (0.760) is greater than the correlation value of the latent variables, namely (Social Attractiveness), and (Trustworthiness) with variable values of (0.658) and (0.738) respectively, with good Discriminant Validity values.

The root value of AVE with the variable (Social Attractiveness) with a value of (0.732) is greater than the correlation value of the latent variable (Trustworthiness) with a value of (0.654), which has a good Discriminant Validity value.

The root value of AVE with the variable (Trustworthines) with a value of (0.800) has a good Discriminant Validity value.

Table 4. R-Square

	R-square	Adjusted R-square
EWOM	0.522	0.518

Based on the PLS-SEM table, namely R Square above, it is known that the coefficient of determination or R Square is (0.522), we may predict e-wom will be affected by factors as much as 52,2 %.

Table 5. F-Square

	EWOM	PA	PI	SA	T
EWOM					
PA			0.070		
PI	1.093				
SA			0.120		
T			0.327		

Based on the table of F Square values above, the effect size is large with the F Square criterion of> 0.35 is none. And the medium effect, namely with F Square between 0.15 to 0.35, is the effect of (Trustworthiness) on Electronic Word Of Mouth. The influence of (Trustworthiness, Social Attractiveness, Physical Attractiveness) on (Parasocial Interaction) and (Parasocial Interaction) on (Electronic Word Of Mouth) is large because the F Square value is in the range (0.02) to (0.15). While the effect is negligible because no one has an F Square value <0.02.

Table 6. Collinearity Statistics (VIF)

	VIF
EWOM1	1.299
EWOM2	1.250
EWOM3	1.344
EWOM4	1.192
PA1	1.053
PA2	1.119
PA3	1.102
PI1	1.498
PI2	1.448
PI3	1.442
PI4	1.435
SA1	1.318
SA2	1.312
SA3	1.498
SA4	1.399
T1	1.432
T2	1.339
T3	1.490

Based on the outer VIF table above, it shows that all indicators have a VIF value <5 so that all indicators do not experience multicollinearity problems.

Table 7. Model fit

	Saturated model	Model estimate
SRMR	0.091	0.103
d_ULS	1.423	1.821
d_G	0.493	0.567
Chi-square	307.138	332.929
NFI	0.622	0.590

Based on the model fit calculation, the NFI value (0.622) < 0.9. Therefore, based on both assessments it does not meet the criteria. Then based on the SRMR or Standardized Root Mean Square value with a value of (0.091) <0.10, it can be concluded that this value has a model fit with the data.

Tabel 8. Outer Loading

	EWOM	PA	PI	SA	T
EWOM1	0.732				
EWOM2	0.698				
EWOM3	0.767				
EWOM4	0.619				
PA1		0.681			
PA2		0.797			
PA3		0.552			
PI1			0.777		
PI2			0.771		
PI3			0.757		
PI4			0.737		
SA1				0.726	
SA2				0.699	
SA3				0.798	
SA4				0.699	
T1					0.801
T2					0.763
T3					0.834

Based on the value of the outer loading table with indicators, the outer loading value is> 0.5, although it is still <0.7. With a limitation value of> 0.5, it is still acceptable, the validity and reliability of the construct to meet the requirements and the new model that is starting to be developed. Therefore, the outer loading indicator value can be declared valid based on its validity.
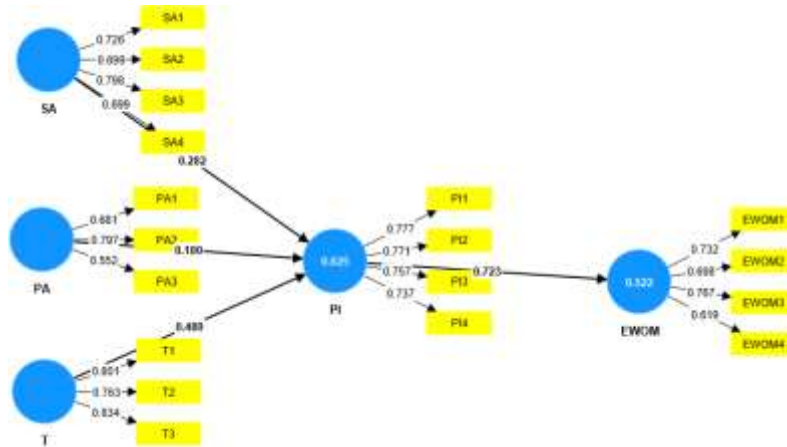
Figure 2. Outer Model

Measurement of variable values with Bootstrapping

Table 9. Path Coefficient

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistic (|O/STDEV|)	P values
PA -> PI	0.157	0.132	0.113	1.386	0.046
PI -> EWOM	0.428	0.351	0.254	1.681	0.000
SA -> PI	0.723	0.713	0.092	7.849	0.000
T -> PI	0.484	0.477	0.092	5.288	0.000

Based on the Path Coefficient table, the P Values of each variable value, namely (Physical Attractiveness with Parasocial Interaction) has a value of (0.046), (Parasocial Interaction with EWOM) has a value of (0.000), (Social Attractiveness with Parasocial Interaction) has a value of (0.000), and (Trustworthiness with Parasocial Interaction) has a value of (0.000). Therefore the values of these variables have a (Positive) relationship.
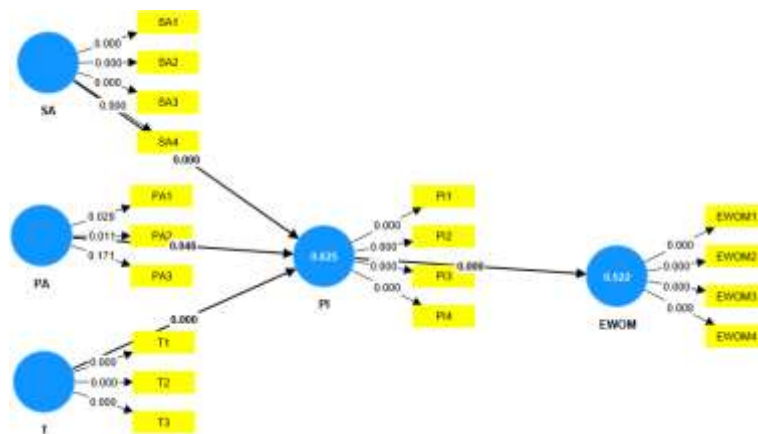

Figure 3. Structural Model

EWOM and parasocial engagement with influencers have positive effects. For one influencer, parasocial contact was slightly greater than EWOM, and substantially stronger for 20-25 year olds. Social Attractiveness and Physical Attractiveness had an impact on trust and parasocial contact, indicating the importance of sharing values in persuasion. Parasocial relationships are more similar to addiction and content consumption. This may indicate a shift in how different generations view parasocial interactions.

However, for one influencer, Anya Geraldine, researchers confirmed that social attractiveness is positively associated with parasocial interactions. In addition, the path coefficient has a greater relationship than other influences (0.046) between Physical Attractiveness and Parasocial Interaction, while the relationship between the other variables that get a (positive) relationship has the same value of (0.000). This unexpected result can be explained by influencers playing different roles on social media.

Influencers on social media are crucial in influencing customer sentiment. While they often inform the audience about the latest developments in their field of expertise. To stay up-to-date and fashionable, audiences also look for social influencers who share similar interests with them to gain inspiration and motivation from their material. Influencers are crucial in improving Audience's attitude and purchase propensity. Indicators that include Instagram exposure, Trust, Physical Attractiveness, Social Attractiveness, Parasocial Interaction, and EWOM and are used in the conceptual model of this study to analyze how Instagram influencers affect Audience and purchase intention.

The study also found that when social influencers stay in touch and tell their audience about their experiences, their trust grows. This reinforces the Audience to follow the influencer, and therefore this research supports the idea that parasocial interactions from influencer marketing can influence EWOM. This result supports previous research by Yang and Sanchi (2022) that EWOM is actually considered as positive or negative feedback given by consumers. The current research suggests that influencers will influence EWOM when they are perceived as a genuine part of influencer marketing.

CONCLUSION

In shopping on Instagram, the information conveyed from Influencers on their reviews is very important if you need the item. Electronic Word Of Mouth is considered a reliable source of information. Since it involves influencers sharing their opinions and experiences with their followers, reviews and recommendations from Influencers can be categorized as EWOM. This study shows that EWOM has a significant impact on the information conveyed. Influencer endorsement influences Influencers to trust each review.

The findings from this study contribute to research showing that EWOM affects trust in social media trust. This research shows that Influencer endorsement has an impact on trust. This research also has several limitations, first, this research was only conducted in the context of all of Indonesia, Second, in this case the method used in this research is only quantitative analysis.

We recommend that this research go through qualitative analysis by interviewing sources with more specific and open questions, Third, the samples used are Convenience Samples which are Non-Probabilistic. Fourth, this research sample has not presented details such as how many times they saw the influencer's post, how long they followed the influencer and the things needed in this research. Then, further research is needed on what challenges are faced as a social media influencer and how to maintain engagement to retain followers, whether the influencer makes himself credible and trustworthy and how the audience can like the influencer in any aspect.

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