


“The effect of influencer advertising on the intention to buy Wardah cosmetics in Indonesia”

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THE EFFECT OF INFLUENCER ADVERTISING ON THE INTENTION TO BUY WARDAH COSMETICS IN INDONESIA

Abstract

Brands use influencers to approach their target market and promote their products. When influencers advertise and recommend cosmetic products, their followers are more likely to believe they are high-quality and safe. This study aims to determine whether advertising value affects purchase intention through attitude toward ads and brand attitude as mediator variables. Respondents in this study were Instagram users in Indonesia who had seen Ayana Jihye Moon's advertising posts for Wardah products on Instagram. Data were collected through an online questionnaire from 312 respondents. This study uses a quantitative method and SEM-PLS. The results indicate a significant relationship between advertising value, purchase intention, attitude toward ads, and brand image. The findings also show that attitude toward ads and brand attitude significantly influence each other and purchase intention. The mediation test shows that the attitude toward the ad and brand attitude variables partially mediate. It means that the higher advertising value can increase favorable consumer attitudes toward ads, products, or brands. The more elevated the attitude of Instagram users toward influencer advertisements that appear on ads, the higher the attitude of Instagram users toward the brand.

Keywords

advertising value, brand attitude, attitude toward ads, credibility, entertainment, informativeness, irritation, purchase intention

JEL Classification

M30, M31, M37

INTRODUCTION

Social media has become part of the daily routine of its users as a channel that provides unlimited access to vast amounts of global information (Pentina et al., 2018). Social media usage is on the rise, which is influencing marketing trends and strategies. Marketers consider social media platforms the most important channel for customer communication and interaction. A few years ago, businesses utilized celebrities' popularity and social standing to market their brands, but social media network advertising has increased the visibility of influencers (Xu & Pratt, 2018; Chetioui et al., 2020). Influencers on social media frequently give information on everyday tasks, abilities, viewpoints, and suggestions based on their knowledge or experiences (Freberg et al., 2011).

One of the most downloaded apps is Instagram, which has over one billion active users (Statista, n.d.). Influencer marketing's expected growth from \$9.7 billion in 2020 to \$15 billion in 2022 is based on data from Statista (n.d.). Influencer marketing is a form of communication where influencers use social media for advertising brand offerings (Geysler, 2021). Customers find influencer marketing more appealing than conventional celebrity-based mass media advertising



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because they sense a deep connection to their preferred influencers (Sokolova & Kefi, 2020). This makes influencer marketing an essential part of the digital marketing strategy as a center for reaching audiences or target consumers.

Brands can benefit by asking influencers to market to consumers who have seen or heard these influencers' opinions or images (Rakuten Marketing, 2019). As consumers get more accustomed to and wary of inauthentic influencer marketing campaigns, there are challenges to their effectiveness (Bobila, 2019). The trend of the halal lifestyle is in demand due to the public's need for halal guarantees from various products, including cosmetics. In addition, the halal industry in Indonesia has quite promising potential. This is evidenced by Wardah's great success in identifying with the halal label. In 2014, Wardah controlled the cosmetic market share from 5% to 16% in urban areas (Global Business Guide, 2018). Until now, Wardah has still actively carried out various programs to maintain its position in the market.

1. LITERATURE REVIEW

Influencer marketing is a form of communication in which social media influencers promote brand offerings. Generally, influencers come from opinion leaders (Casaló et al., 2020). These are people who are believed to possess these characteristics: (1) their opinions are highly respected in any of the following topics; (2) they are active community members; (3) they frequently contribute significantly to society; and (4) other users believe them to have attractive taste in community themes (Leal et al., 2014; Ibáñez-Sánchez et al., 2022). Influencer marketing objectives may include enhanced brand recognition, awareness, social buzz about the company, and increased brand value and revenue.

Purchase intention measures the likelihood that consumers purchase a specific product, namely, consumer tendencies for a product (Halder et al., 2016). It is the potential of consumers considering buying a particular brand; consumers with higher approval and brand sensory value are more motivated to purchase a product (Trivedi & Sama, 2020). Purchase intention is a natural tendency for people to act toward a brand. A higher purchase intention indicates a higher probability of a customer buying a product (Wang & Sun, 2010).

Another term used for the subjective measure of a product's usefulness or satisfaction is advertising value. Advertising value determines consumer perceptions of advertising (Ducoffe, 1995; Liu et al., 2012; Martins et al., 2019; Mustafi & Hosain, 2020). Advertising value is the subjective appraisal of advertising's relative worth or

utility to customers, a helpful tool for measuring advertising effectiveness (Mustafi & Hosain, 2020). It can be seen as a representation and overall assessment of advertising value. Advertising value influences attitudes toward ads through cognitive changes (Lou & Yuan, 2019). Because branding is one of the primary objectives of advertising, cognitive transformation affects both attitudes toward ads and brand attitude. In other words, a high advertising value will favorably affect the brand attitude of a product or service. Effective advertising can enhance consumer value. It is proven that purchase intention has increased the value and experience of ad flow (Wang & Wen, 2017). Liu et al. (2012) and Mustafi and Hosain (2020) discussed the relationship between online ads, which has been divided into five dimensions: credibility, irritation, informativeness, incentives, entertainment to flow experience, and advertising value. Data were collected to determine the role of online advertising in the smartphone purchase intention of Bangladesh customers. The results showed that purchase intention is strongly influenced by credibility, irritation, informativeness, incentives, and entertainment.

Entertainment from advertising involves the consumer's experience of pleasure when exposed to advertising (Wang & Sun, 2010; Mahatmavidya & Yasa, 2020). Advertising entertainment represents the liking of advertising and the pleasure and enjoyment consumers get from advertising (Zhou et al., 2021). One of the most critical variables that can affect the success of advertising in developing an emotional connection between brand messaging and customers is its ability to entertain (Wang

& Sun, 2010). Entertainment forms a positive consumer attitude toward advertising (K. H. Kim & E. Y. Kim, 2020). As a result, entertaining advertising can enable consumers to form a positive attitude toward the advertisement itself and the advertised brand (Feng & Xie, 2018).

Informativeness is the capacity of advertising to convey current, fast, and readily available information as well as accurate and helpful information (Feng & Xie, 2018; Wang & Sun, 2010). Informativeness is a personal belief factor that forms consumer opinion about an advertisement's instructive, educational, and informative character (Wang & Sun, 2010). It emphasizes the role of advertising as a reflector of information and an essential measure in describing market efficiency (Wang & Sun, 2010) and influences consumers' perceived value from social media advertising (Argyris et al., 2021).

Irritation is the ability to influence consumers negatively through advertisements by being offensive, annoying, and manipulative (Liu et al., 2012). In advertising, irritation can be defined as how the advertisement irritates consumers (Liu et al., 2012; Arora & Agarwal, 2019). The most common reason for advertising criticism is that the content is bothersome (Ducoffe, 1995; Liu et al., 2012). When a consumer receives excessive advertising from a provider, it is not delightful. Irritation is one of the primary reasons consumers criticize advertising, which decreases its efficacy (Ducoffe, 1995; Arora & Agarwal, 2019).

Credibility is an essential factor in advertising effectiveness and a means of developing long-term connections between customers and advertisers (Liu et al., 2012; Yang et al., 2013; Martins et al., 2019; Mustafi & Hosain, 2020). Credibility is the most critical factor for advertising if it succeeds in conveying trust. Therefore, trust and credibility must be prioritized to build a positive attitude toward advertising (Liu et al., 2012). Customers increasingly value social media advertising as a credible source of information about the product (Belanche et al., 2021). Credibility positively affects the website and advertising value (Liu et al., 2012). Positive credibility leads to a positive perception of the advertising value of social media. When people feel their colleagues are knowledgeable and

trustworthy, they are more likely to accept, trust, and purchase from their recommendations (Hu et al., 2019).

Attitude toward an ad is the tendency of viewers to react favorably or unfavorably to stimuli under certain advertising exposure conditions (Mackenzie, 1986). Attitude toward ads is a crucial variable that can predict brand attitude and purchase intention (Mackenzie, 1986). Brand attitude is heavily influenced by attitude toward ads (Spears & Singh, 2004). Consumer evaluation of certain advertisements is a relatively enduring assessment of the brands featured in the advertisements. In addition, consumers tend to have stronger intentions to buy products when consumers react positively to product advertisements.

A brand is a name, shape, sign, design, symbol, or some mix thereof that is used to differentiate the services or products of one seller or group of sellers from those of their competing brands (Kotler & Keller, 2016). Brand attitude also means the overall consumer evaluation of a brand related to trust regarding attributes related to products and features related to non-products and benefits symbolically (Kotler & Keller, 2016). Brand attitude significantly affects purchase intention because it is the most essential determinant of purchase intention (Abzari et al., 2014). Consumer purchase intentions develop due to attitudes toward certain brands (De Veirman et al., 2017).

2. AIM AND HYPOTHESES

The paper aims to examine the relationship between advertising value and purchase intention through attitude toward ads and brand attitude (Figure 1). This paper differs from previous research by adding purchase intention as a dependent variable and attitude toward ads as a mediating variable. Variables were identified through journal replication and confirmed through previous research (Liu et al., 2012). Thus, the model is expected to have a high predictive effectiveness of influencer advertising on Instagram for Wardah cosmetics.

The hypotheses were established in line with the literature review:

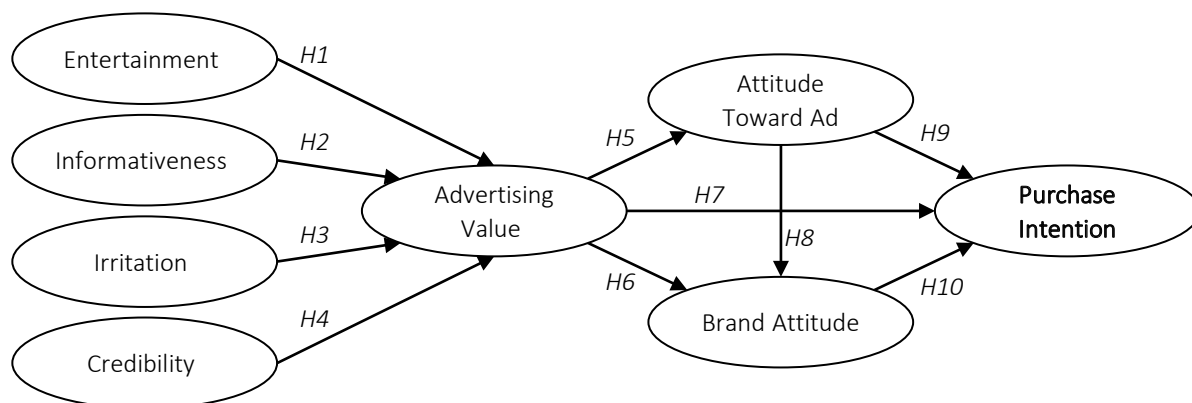


Figure 1. Research framework

- H1: *Entertainment affects advertising value.*
- H2: *Informativeness affects advertising value.*
- H3: *Irritation affects advertising value.*
- H4: *Credibility affects advertising value.*
- H5: *Advertising value affects attitude toward ads.*
- H6: *Advertising value affects brand attitude.*
- H7: *Advertising value affects purchase intention.*
- H8: *Attitude toward ads affects brand attitude.*
- H9: *Attitude toward ads affects purchase intention.*
- H10: *Brand attitude affects purchase intention.*

3. METHODOLOGY

The population in this study was all individuals who saw Wardah’s influencer advertising posts, namely Ayana Jihye Moon. This population was selected to determine the effectiveness of Wardah cosmetic advertisements. The sample is followers of Ayana Jihye Moon; the basic rule in determining sample size is 5-10 times the total indicator of the variable studied (Hair et al., 2017). There are 40 indicators in this study. In that case, the number of samples is 40 indicators x 5 = 200. The sample size between 30 and 500 meets the requirements (Sekaran & Bougie, 2016).

The sampling technique was purposive sampling. This technique uses specific criteria to obtain respondents corresponding to the studied phenomenon. The criteria used to obtain samples were individuals who saw or knew Ayana Jihye Moon’s advertising posts on Wardah products. Primary data are information collected directly through research participants utilizing techniques for measuring or gathering data while actively participating (Sekaran & Bougie, 2016). A survey was conducted in this study. The Google Form application was used to distribute the research questionnaire online. Respondents were then sent links to the survey via social media following pre-established sample criteria. The survey collects data using a Likert scale, with an interval score ranging from 1 to 5.

The applicability of the measurement scale is confirmed using reliability and validity testing. In SmartPLS, the validity test is seen in the outer loading value. Questionnaire question items are said to be valid if the outer loading value is more than 0.05 (Hair et al., 2017). The next stage is reliability testing after testing the validity and the research instruments are declared valid. Reliability tests include Cronbach’s alpha (CA), Composite Reliability (CR), and Average Variance Extracted (AVE). If the construct reliability value is more than 0.70, this indicates a good reliability value. That demonstrates how indicators and variables are related. The route coefficient in this study exhibits the hypothesis test. For the results test, viewing the t-statistic and probability values is possible.

4. RESULTS

Descriptive analysis is used to characterize the respondents' characteristics, such as gender, level of education, age, status, final educational attainment, occupation, income, and place of residence (Table 1). The research questionnaire was distributed online by Google Forms via WhatsApp, Instagram, Telegram, Facebook, and Twitter applications. 372 respondents filled out the questionnaire, but only 312 had seen Ayana Jihye Moon's advertising posts on Wardah products on Instagram. So, only 312 respondents met the criteria.

Table 1 shows that 100 respondents (26.88%) were male and 272 (73.12%) female. Table 1 also shows 49 (13.17%) respondents aged less than 18 years, 229 (61.56%) respondents aged 18-25 years, 69 (18) respondents were between the ages of 26-35 (18.55%), and respondents aged more than 36

years amounted to 25 (6.72%). Regarding education, Senior High School/Equivalent levels has 139 respondents (37.37%), followed by Diploma level with 51 respondents (13.71%), S1/Equivalent level with 174 (46.77%) of respondents, and S2/S3 level with 8 (2.15%) respondents.

Regarding income/pocket money level, the majority earns < IDR 500,000 with 180 (48.39%) respondents, then IDR 500,000-1,500,000 with 59 (15.86%) respondents, IDR 1,500,000-2,500,000 with 36 (9.68%) respondents, and > IDR 2,500,000 with 97 (26.07%). Domicile distribution was dominated by respondents from Central Java, 298 (80.11%), East Java amounted to 31 (8.33%), DI Yogyakarta – 22 (5.91%), West Java – 11 (2.96%), DKI Jakarta – 9 (2.42%), and West Kalimantan – 1 (0.27%). 203 respondents (54.57%) were followers of Ayana Jihye Moon, while 169 (45.43%) were not followers of Ayana Jihye Moon.

Table 1. Respondent characteristics

Characteristics of Respondents	Group	Amount	Percentage
Gender	Female	272	73.12%
	Male	100	26.88%
Age	<18 years	49	13.17%
	18-25 years	229	61.56%
	26-35 years	69	18.55%
	>36 years	25	6.72%
Education	High School/Equivalent	139	37.37%
	Diploma	51	13.71%
	S1/D4	174	46.77%
	S2/S3	8	2.15%
Work	Student	226	60.75%
	Private employee	64	17.20%
	Businessman	32	8.60%
	Civil servant	19	5.11%
	Lecturer/Teacher	10	2.69%
	BUMD employee	8	2.15%
	Nurse	5	1.35%
	Other: Housewife, Freelancer, Unemployed, and Laborer	8	2.15%
Income/Pocket Money	< IDR 500,000	180	48.39%
	IDR 500,000 – IDR 1,500,000	59	15.86%
	IDR 1,500,000 – IDR 2,500,000	36	9.68%
	> IDR 2.500.000	97	26.07%
Domicile	Central Java	298	80.11%
	East Java	31	8.33%
	DI Yogyakarta	22	5.91%
	West Java	11	2.96%
	DKI Jakarta	9	2.42%
	West Kalimantan	1	0.27%
Follower of Ayana Jihye Moon	Yes	203	54.57%
	No	169	45.43%

The validity test calculates the correlation between each question or statement's scores and the total score. A validity test aims to determine whether the instrument is feasible as a valid measuring instrument. The reliability test in this study aims to measure the internal consistency of measuring instruments. Reliability shows an instrument's accuracy, consistency, and precision in making measurements. The relationship between each indicator and variable is depicted in Table 2.

Table 2. Validity and reliability test

Variable	Question Items	Factor Loading	Cronbach's α	CR	AVE
Entertainment			0.820	0.874	0.582
EN1	Entertain	0.796			
EN2	Innovative	0.779			
EN3	Creative	0.781			
EN4	Pleasant	0.718			
EN5	Draw attention	0.736			
Informativeness			0.761	0.848	0.583
IN1	Good	0.774			
IN2	Relevant	0.701			
IN3	On-time	0.617			
IN4	Good latest product	0.705			
IN5	Immediately accessible	0.688			
IN6	Comfortable	0.741			
IN7	Complete	0.692			
Irritation			0.940	0.954	0.806
IR1	Insult	0.922			
IR2	Bother	0.894			
IR3	Cheat	0.879			
IR4	Confusing	0.883			
IR5	Annoying	0.911			
Credibility			0.775	0.855	0.597
CR1	Accurate	0.797			
CR2	Reliable	0.794			
CR3	Do not cheat	0.746			
CR4	Good product reference	0.751			
Advertising Value			0.827	0.885	0.659
AD1	Useful	0.799			
AD2	Worth	0.838			
AD3	Important	0.750			
AD4	Help make a choice	0.856			
Attitude toward Ads			0.848	0.891	0.621
ATA1	Happy	0.764			
ATA2	Attractive	0.779			
ATA3	Like	0.807			
ATA4	Good	0.792			
ATA5	Positive Attitude	0.799			

Variable	Question Items	Factor Loading	Cronbach's α	CR	AVE
Brand Attitude			0.799	0.862	0.556
BA1	Love	0.725			
BA2	Interested	0.748			
BA3	Positive	0.727			
BA4	Delight	0.803			
BA5	Happiness	0.721			
Purchase Intention			0.880	0.912	0.675
PI1	Will buy	0.829			
PI2	Intend to buy	0.836			
PI3	Possibility of buying	0.802			
PI4	Want to buy	0.826			
PI5	High buying interest	0.814			

Note: EN = Entertainment; IN = Informativeness; IR = Irritation; CR = Credibility; AV = Advertising Value; ATA = Attitude toward Ads; BA = Brand Attitude; PI = Purchase Intention; AVE = Average Variance Extracted.

Based on Table 2, the validity test results show that three items have an outer loading value below 0.70, namely IN3 (On time) with a value of 0.617, I5 (Immediately accessible), and IN7 (Complete). These items should be able to measure advertising data, but the value on the validity test does not meet the minimum threshold and must be removed. All the variable values from Cronbach's Alpha have met the minimum requirement of 0.60. The composite reliability score has also been fulfilled because the value has been more than 0.70, and the average variance extracted (AVE) value has been fulfilled to 0.50. Therefore, all the variables in this study can be used and have reliable instruments.

Based on Table 3, discriminant validity results show that the square root of each AVE value in each construct is greater than the squared value of AVE compared to other constructs. The discriminant validity results follow the criteria that are said to be valid. Based on Hair et al. (2017), the data in this study are valid because the square root of AVE to each construct is greater than the highest correlation with other constructs.

The structural model in this study is used to explain the relationship between latent variables. The test uses the R-square (R^2), which assesses the percentage value of the amount of data of the independent variable (latent exogenous) on the dependent variable (latent endogenous); the second uses the Q-square test (Q^2), which explains the power

Table 3. Discriminant validity

	ATA	AV	BA	CR	EN	IN	IR	PI
Attitude toward Ads	0.788							
Advertising Value	0.658	0.812						
Brand Attitude	0.694	0.642	0.745					
Credibility	0.632	0.71	0.612	0.773				
Entertainment	0.683	0.702	0.716	0.671	0.763			
Informativeness	0.7	0.678	0.647	0.646	0.665	0.764		
Irritation	0.567	0.634	0.554	0.511	0.572	0.544	0.898	
Purchase Intentions	0.657	0.596	0.697	0.498	0.569	0.534	0.483	0.822

Note: ATA = Attitude toward Ads; AV = Advertising Value; BA = Brand Attitude; CR = Credibility; EN = Entertainment; IN = Informativeness; IR = Irritation; PI = Purchase Intention.

of predictive relevance in this study. The Q^2 value is stated to contain predictive relevance if the Q^2 value > 0 ; the third uses the goodness of fit (GoF), measured through the average AVE and R^2 .

Table 4. Structural model (Inner model)

Variables	R Square (R^2)	Q Square (Q^2)	AVE
Entertainment			0.582
Informativeness			0.583
Irritation			0.806
Credibility			0.597
Advertising Value	0.663	0.424	0.659
Attitude toward Ads	0.433	0.261	0.621
Brand Attitude	0.542	0.286	0.556
Purchase Intentions	0.556	0.368	0.675

Note: AVE = Average Variance Extracted. Q Square, R-Square, and AVE are used to determine the connection between latent variables.

R-square is used to explain the percentage value of the amount of data from the independent variables that affect the dependent variable. As seen in Table 4, the R-square value for the advertising value variable is 0.663, the brand attitude variable is 0.542, and the purchase intention variable is 0.556 included in the moderate category, which means that the R-square value is greater than or equal to 0.50. Meanwhile, the attitude toward ads variable has an R-square value of 0.433, which means it is included in the weak category because it is less than 0.50. The advertising value variable has an R-square value of 0.663, indicating that entertainment, informativeness, irritation, and credibility affect advertising value by 66.3%. Then, the attitude toward ads variable has an R-square value of 0.433, meaning that the advertising value affects the attitude toward ads by 43.3%. The brand attitude variable has an R-square value of 0.542, indicating that advertising value and attitude toward

ads affect brand attitude by 54.2%. In comparison, the R-square value of the purchase intention variable is 0.556, which means that the advertising value, attitude toward ads, and brand attitude affect purchase intention by 55.6%.

The Q-square test is declared to contain predictive relevance if the Q^2 value > 0 . It can be seen in Table 4 that the Q^2 predictive relevance value for the advertising value variable is 0.424, attitude toward ads is 0.261, brand attitude is 0.286, and purchase intention is 0.368. The Q^2 value of the predictive relevance of the four variables is > 0 , so it can be concluded that the model already has predictive relevance. The GoF (Goodness of Fit) test was measured using the calculated result of multiplying the mean root AVE and average R^2 (Tenenhaus et al., 2005). The GoF value obtained based on the calculation results determines the number 0.589, which means that this value has exceeded the minimum cut-off value of 0.36, which is included in the large category. It can be concluded that the model in this study has a structural model following the research.

The mediation test aims to determine the indirect effect of the mediating variable. This study has two mediating variables, attitude toward ads and brand attitude, which mediate the advertising value and purchase intention variables. The mediation test was carried out by comparing the specific indirect effects of bootstrapping on SmartPLS. Fully mediated indicates that the mediating variable fully mediates the relationship between the dependent and independent variables. Fully mediated looks at the original sample (O) and P-values and then compares the value of the direct and indirect effects; it is said to be fully mediated if the indirect effect is more significant. Meanwhile, partially

Table 5. Mediation test results

Variables	T Statistics	Std. Error	P-Values
Advertising Value → Attitude toward Ads → Purchase Intentions	2.982	0.059	0.002
Advertising Value → Brand Attitude → Purchase Intentions	3.399	0.039	0.000
Attitude toward Ads → Brand Attitude → Purchase Intentions	4.098	0.047	0.000
Advertising Value → Attitude toward Ads → Brand Attitude	6.112	0.051	0.000
Advertising Value → Attitude toward Ads → Brand Attitude → Purchase Intentions	4.800	0.056	0.000

mediated means that the mediating variable only partially mediates the relationship between the independent and dependent variables. It is declared partially mediated if the direct effect comparison value exceeds the indirect (Hair et al., 2017).

The results of the mediation test using the Sobel Test in Table 5 explain that the indirect relationship between advertising value and purchase intention through attitude toward ad is positive and significant, with the result T stat = 2.982 and P-value = 0.002. It can be interpreted that attitude toward ads provides a partially mediated mediating effect on advertising value and purchase intention. The indirect association between advertising value and purchase intention is further discussed as positively and significantly mediated by brand attitude (T stat = 3.399, P-value = 0.000). This suggests that brand attitude partially mediates the relationship between advertising value and purchase intention. The test results further indicate, with T stat = 4.098 and P-value = 0.000, that brand attitude mediates a favorable and significant indirect relationship between attitude toward ad and purchase intention. The result indicates that brand attitude provides a partially mediated effect on attitude toward ads and purchase intention.

Furthermore, it is explained that attitude toward ads mediates an indirect relationship between ad-

vertising value and brand attitude in a positive and significant manner with the results of T stat = 6.112 and P-value = 0.000. This shows that attitude toward ads provides a partially mediated effect on advertising value and brand attitude. The results of other tests explain that attitude toward ads and brand attitude mediate an indirect relationship between advertising value and purchase intention in a positive and significant manner with a T stat = 4.800 and a P-value = 0.000. This means that attitude toward ads and brand attitude partially mediate the relationship between advertising value and purchase intention.

Hypotheses testing was carried out regarding bootstrapping and using the SmartPLS application. In determining the relationship between variables, this study refers to the results of the Original Sample test, T-Statistics, and P-values for each variable relationship.

In Table 6, the relationship between entertainment and advertising value has a value of $\beta = 0.227$, SE = 0.073, Tstat = 3.128, P-value = 0.002, which means it has a positive and significant effect. Therefore, entertainment positively impacts advertising value, so H1 is accepted. Informativeness and advertising value relationships have a value of $\beta = 0.198$, SE = 0.061, Tstat = 3.249, P-value = 0.001, which means it has a positive and significant effect.

Table 6. Hypotheses testing results

Hypothesis	Original sample (β)	Sample Means (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Advertising Value → Attitude Toward Ads	0.658	0.659	0.048	13.796	0.000
Advertising Value → Brand Attitude	0.372	0.324	0.072	4.562	0.001
Advertising Value → Purchase Intentions	0.154	0.152	0.064	2.410	0.016
Attitude Toward Ads → Brand Attitude	0.478	0.483	0.070	6.810	0.000
Attitude Toward Ads → Purchase Intentions	0.272	0.266	0.085	3.194	0.000
Brand Attitude → Purchase Intentions	0.410	0.417	0.078	5.277	0.000
Credibility → Advertising Value	0.307	0.309	0.063	4.854	0.000
Entertainment → Advertising Value	0.227	0.221	0.073	3.128	0.002
Informativeness → Advertising Value	0.198	0.207	0.061	3.249	0.001
Irritation → Advertising Value	-0.239	-0.231	0.058	4.136	0.000

Therefore, informativeness positively impacts advertising value so that H2 is accepted. The relationship between irritation and advertising value has a value of $\beta = -0.239$, $SE = 0.058$, $T_{stat} = 4.136$, $P\text{-value} = 0.000$, which means it has a negative and significant effect. Therefore, irritation negatively impacts advertising value, so H3 is accepted.

Furthermore, the relationship between credibility and advertising value has a value of $\beta = 0.307$, $SE = 0.063$, $T_{stat} = 4.854$, $P\text{-value} = 0.000$, which means it has a positive and significant effect. Therefore, credibility positively impacts advertising value, so H4 is accepted. The relationship between advertising value and brand attitude has a value of $\beta = 0.327$, $SE = 0.072$, $T_{stat} = 4.562$, $P\text{-value} = 0.001$, which means it has a positive and significant effect. Therefore, advertising value positively impacts brand attitude, so H5 is accepted. The relationship between advertising value and attitude toward ads has a value of $\beta = 0.658$, $SE = 0.048$, $T_{stat} = 13.796$, $P\text{-value} = 0.000$, which means it has a positive and significant effect. Therefore, advertising value positively impacts attitude toward ads, so H6 is accepted.

Then, the relationship between advertising value and purchase intention has a value of $\beta = 0.154$, $SE = 0.064$, $T_{stat} = 2.410$, $P\text{-value} = 0.016$, meaning it has a positive and significant effect. Therefore, advertising value positively impacts purchase intention, so H7 is accepted. The relationship between attitude toward ads and brand attitude has a value of $\beta = 0.478$, $SE = 0.070$, $T_{stat} = 6.810$, $P\text{-value} = 0.000$, which means it has a positive and significant effect. Therefore, attitude toward ads positively impacts brand attitude, so H8 is accepted. The relationship between attitude toward ad and purchase intention has a value of $\beta = 0.272$, $SE = 0.085$, $T_{stat} = 3.194$, $P\text{-value} = 0.000$, which means it has a positive and significant effect. Therefore, attitude toward ads positively impacts purchase intention, so H9 is accepted. Testing the last hypothesis, namely, the relationship between brand attitude and purchase intention, shows a value of $\beta = 0.410$, $SE = 0.078$, $T_{stat} = 5.277$, $P\text{-value} = 0.000$, which means it has a positive and significant effect. Therefore, brand attitude positively impacts purchase intention, so H10 is accepted.

5. DISCUSSION

This study proved that entertainment has a positive effect on advertisement value. These results are in line with previous research, which states that entertainment has a positive and significant relationship with advertising value (Ducoffe, 1995; Arora & Agarwal, 2019). So, marketers must focus on the values conveyed by influencers and their ability to entertain consumers through advertisements. Informativeness impacts advertising value positively. These results align with Ducoffe (1995), who states that informativeness positively influences advertising value. In addition, Wang and Sun (2010) explained how complete information about the product or service in the advertisement and the way it is delivered is a crucial criterion. The level of informativeness becomes an essential variable in determining the value of an advertisement. So informative influencer ads are a valuable source of information about features of the product and promotions consumers seek. Irritation negatively impacts advertising value. These results align with Ducoffe and Curlo (2000), Kim and Han (2014), and Lee et al. (2017), who state that irritation negatively affects advertising value. The irritation negatively affects advertising value, so consumers avoid annoying ads (Kim & Han, 2014).

Furthermore, credibility has a positive impact on advertising value. These results are consistent with Liu et al. (2012). Instagram users who consider a post credible will develop an attitude toward advertising (Djafarova & Bowes, 2021; Sokolova & Kefi, 2020). Thus, a marketer's influencer advertising credibility determines consumer perceptions of the truthfulness and reliability of advertisements. Advertising value positively affects brand attitude. These results align with Lee et al. (2017). When customers positively evaluate the value of advertising, their attitude toward the product or service will be positive. Advertising value has a positive impact on attitudes toward ads, and these results are in line with Chu (2011), Logan et al. (2012), Schulze et al. (2014), and Shareef et al. (2019), who confirmed that a higher value from an advertisement could increase favorable consumer attitudes toward advertising. This means that the higher the advertising value, the more favorable consumer attitudes toward advertising. Advertising value impacts purchase intention

positively. These results align with Mustafi and Hosain (2020). Customers will have a favorable attitude toward the advertised product or service when they perceive advertising value favorably. This means that the higher the advertising value, the higher the ad will influence Instagram users to buy products. Attitude toward ads has a positive impact on brand attitude. Judging from the results of this study, marketers of Wardah need to pay attention to the attitude of Instagram users toward advertising to create positive value for the Wardah brand through influencers. Instagram users who feel happy, excited, and have positive thoughts about ads that appear on feeds and stories will give a good impression of the brand.

Attitude toward ads positively impacts purchase intention (Feng & Xie, 2018; Sokolova & Kefi, 2020; Trivedi & Sama, 2020), where the attitude

toward ads positively and significantly affects purchase intention. The better or more positive the attitude of Instagram users toward advertising, the higher the assessment of the brand. Instagram users who rate influencer ads that appear on feeds and stories have a positive value, which will influence purchase intention. Purchase intention is positively impacted by brand attitude. These results are consistent with preliminary studies showing a positive and significant connection between brand attitude and purchase intention (De Veirman et al., 2017; Farivar & Wang, 2022). These results indicate that brand attitude positively impacts purchase intention, which means the better or more positive the brand assessment, the higher the level of purchase intention of Instagram users. The higher the attitude toward the brand, the stronger the attitude of Instagram users to be encouraged to buy products.

CONCLUSION

The study provides views and input to inspire marketers regarding the factors influencing purchase intention for Wardah cosmetic products in Indonesia. Wardah product marketers are expected to pay more attention to the advertising value of influencers. The attitudes of Instagram users/consumers toward advertisements and those of Instagram users toward brands influence the decision to buy a product. Informativeness is another factor that positively influences advertising value, as it provides complete information about the product or service and its delivery. Irritation negatively affects advertising value, as consumers avoid annoying ads. Credibility also plays a role in determining advertising value, as Instagram users who perceive a post as credible develop an attitude towards advertising. Advertising value positively affects brand attitude, as customers' positive evaluation of the value of advertising leads to a positive attitude towards the product or service. Higher advertising value increases favorable consumer attitudes toward advertising, leading to higher purchase intention. Attitude toward ads also positively impacts brand attitude, with users who rate influencer ads positively influencing purchase intention.

This study highlights the importance of understanding the relationship between advertising value, brand attitude, and purchase intention on Instagram. Marketers should focus on delivering entertaining and informative content to enhance consumer engagement and satisfaction. Users who feel happy, excited, and have positive thoughts about ads on feeds and stories give a good impression of the brand. Consumers criticizing ads can result in a decrease in ad effectiveness. It is necessary to schedule advertisements, so that ads do not cause spam that invades consumer privacy.

Based on the research results, several limitations were found in this study, which are explained as follows. In the respondents' characteristics category, the sample was dominated by women, so this study is not representative of all genders. In addition, the age category was dominated by responses from individuals aged 18-25 years, so this study was not representative of all age categories. The distribution of respondents in the domicile category in the study needed to be more comprehensive throughout Indonesia. However, the research results have gone through appropriate procedures so that the results can be accounted for scientifically. Even though there are limitations, this study can provide new insights regard-

ing the relationship between advertising value. Future studies are suggested to include other factors that may affect advertising value, which in turn affects consumers' attitudes towards online advertising and the use of this type of advertising to purchase. Researchers can find out if there are other variables with moderating effects on advertising value and consumer attitudes towards online advertising.

AUTHOR CONTRIBUTIONS

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