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The Impact of Influencer Marketing on Consumer Decision-Making in E-Commerce Platforms

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Abstrak

This research aims to analyze the influence of influencer marketing on consumer decision-making processes in e-commerce platforms. Utilizing a quantitative approach, the study investigates how influencer credibility, attractiveness, and expertise impact consumer purchase intentions. The research sample consists of 250 active e-commerce platform users in Indonesia. Data was collected through online questionnaires and analyzed using structural equation modeling (SEM). The findings reveal that influencer credibility significantly influences consumer purchasing decisions, with a path coefficient of 0.45 ($p < 0.01$). This study provides in-depth insights into the dynamics of influencer marketing in the digital era and its implications for consumer behavior in e-commerce environments.

Kata kunci: Consumer Decision, E-Commerce, Influencer Marketing, Purchase Intention, Social Media.

1. Introduction

The digital era has fundamentally transformed the marketing landscape, with the emergence of social media and e-commerce platforms creating a new paradigm in brand-consumer interactions. In this context, influencer marketing has become a highly effective marketing communication strategy, enabling brands to connect with their audience through individuals who wield significant influence in digital platforms. Technological advancements and increasing internet penetration in Indonesia have driven the rapid growth of e-commerce platforms (Chavda, 2024).

Contemporary consumers no longer rely on traditional marketing methods but seek recommendations and reviews from trusted individuals on social media. Influencers have transformed into consumer guides with the ability to shape perceptions, attitudes, and purchasing decisions. Previous research demonstrates that influencer credibility, encompassing dimensions of trust, expertise, and attractiveness, plays a crucial role in influencing consumer behavior (Ardiyanti, 2023).

Factors such as content authenticity, product compatibility, and the relationship between influencers and their followers become critical determinants in marketing strategy success. The e-commerce context in Indonesia possesses unique characteristics that distinguish it from the global market. The growth of platforms like Shopee, Tokopedia, and TikTok Shop has created a complex digital ecosystem where influencers play a strategic role in driving online transactions (Lee & Youn, 2019).

This research aims to explore the specific mechanisms by which influencers impact consumer decision-making processes in this context. The significance of this study lies in its ability to provide profound insights into influencer marketing dynamics in the digital era, with a specific

focus on the Indonesian e-commerce context. By understanding the factors influencing influencer marketing effectiveness, this research can contribute theoretical and practical knowledge to academics, marketers, and digital business practitioners (Garcia, 2018). Influencer marketing is defined as a marketing strategy that leverages individuals with significant social media influence to promote products or services. This concept has evolved from traditional marketing paradigms and capitalizes on digital social network power.

The rapid evolution of digital platforms has significantly altered how consumers engage with brands. Among the most disruptive trends is the emergence of influencer marketing, where individuals with a strong social media presence promote products or services to their followers. According to Statista (2023), global spending on influencer marketing reached over \$21 billion, underscoring its growing relevance in digital commerce.

In the context of e-commerce, where consumers often lack direct product experience, the role of influencers in providing social proof and shaping attitudes becomes even more critical. Influencer marketing can affect consumers through three main mechanisms: credibility, content relevance, and engagement (Lou & Yuan, 2019). Influencers who are perceived as knowledgeable and trustworthy can reduce perceived risk and enhance brand confidence.

Consumer decision-making in online environments is influenced by factors such as brand awareness, product reviews, peer recommendations, and digital advertisements. Influencers, by combining personal branding and storytelling, occupy a hybrid space between peer and advertiser, making them particularly effective in guiding purchasing decisions (Sokolova & Kefi, 2020).

Despite the popularity of influencer marketing, empirical studies on its direct impact on consumer decision-making remain limited, especially in the context of fast-growing e-commerce platforms like Shopee, Tokopedia, Amazon, or TikTok Shop. This study aims to explore how various attributes of influencer marketing influence consumer decision-making processes, particularly focusing on trust formation, brand attitude, and purchase intention.

2. Method

This study employs a quantitative research design using a survey-based approach. A structured online questionnaire was distributed to respondents who actively follow social media influencers and have made at least one purchase through an e-commerce platform within the last 6 months.

A total of 250 valid responses were collected using purposive sampling. The questionnaire measured variables such as influencer credibility, content quality, engagement level, consumer trust, brand attitude, and purchase intention using a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). All constructs were adapted from validated scales used in prior studies (e.g., Ohanian, 1990; Sokolova & Kefi, 2020).

Data were analyzed using Structural Equation Modeling (SEM) with SmartPLS. Measurement model testing ensured the reliability and validity of indicators, while the structural model tested the hypothesized relationships.

3. Result and Discussion

3.1 Descriptive Statistics

Respondents were predominantly aged 18–35 years (76%), with 58% identifying as female. Platforms most used for influencer engagement included Instagram, TikTok,

and YouTube. The majority reported being influenced by product reviews or recommendations from influencers.

3.2 Measurement Model

All measurement indicators met reliability criteria (Cronbach's alpha > 0.70) and validity thresholds (AVE > 0.50, CR > 0.80), indicating a robust measurement model.

3.3 Structural Model and Hypotheses Testing

- H1 Supported: Influencer credibility → Trust ($\beta = 0.39$, $p < 0.001$)
- H2 Supported: Content quality → Trust ($\beta = 0.29$, $p < 0.01$)
- H3 Supported: Engagement → Trust ($\beta = 0.24$, $p < 0.01$)
- H4 Supported: Trust → Brand attitude ($\beta = 0.47$, $p < 0.001$)
- H5 Supported: Brand attitude → Purchase intention ($\beta = 0.55$, $p < 0.001$)

The findings reinforce the idea that influencer marketing significantly affects consumer decision-making in e-commerce. Among the key drivers, influencer credibility had the strongest effect on trust, suggesting that honesty, expertise, and authenticity are critical.

Trust plays a central mediating role, influencing how consumers perceive the brand and whether they intend to purchase. This highlights the need for brands to partner with influencers who genuinely align with their identity and values, rather than focusing solely on follower counts or popularity. This study supports previous research by Sokolova & Kefi (2020), affirming that influencer marketing is not just a trend but a strategic lever in shaping consumer behavior online.

The findings of this study validate and extend prior literature on the role of influencer marketing in shaping consumer behavior within e-commerce platforms. Specifically, the results confirm that influencer credibility, content quality, and engagement significantly impact consumer trust, which in turn positively shapes brand attitude and ultimately leads to purchase intention.

Among the three independent variables tested, influencer credibility was found to have the most significant effect on consumer trust. This reinforces the notion that trustworthiness, expertise, and authenticity are central to persuasive influencer marketing (Ohanian, 1990). In the context of e-commerce, where consumers cannot physically evaluate the product before buying, the perceived integrity of the influencer becomes a critical factor in reducing uncertainty and increasing confidence in the product.

Influencers who are transparent about their sponsorships, demonstrate personal use of the product, and maintain consistent communication with their audience are more likely to be perceived as credible. This aligns with source credibility theory, which asserts that the effectiveness of a persuasive message is largely dependent on the credibility of the communicator.

While credibility had the strongest effect, content quality and engagement also play pivotal roles in shaping consumer trust. Visually appealing, informative, and entertaining content enhances the perceived value of the message and increases information retention. High-quality content serves as a proxy for professionalism, suggesting that the influencer is invested and genuine in their promotion.

On the other hand, engagement metrics such as likes, comments, and shares serve as social proof. The higher the level of interaction an influencer receives, the more likely followers are to perceive the recommendation as trustworthy and popular, leading to herd behavior in

decision-making (Cialdini, 2001). Interestingly, although engagement had a slightly weaker impact compared to credibility, it still contributed meaningfully to the overall trust formation process.

A major contribution of this study lies in establishing consumer trust as a mediating variable that links influencer attributes to brand attitude and purchase intention. Trust operates as the foundation for consumer-brand relationships, especially in the absence of direct product experience, as is often the case in e-commerce.

The mediating role of trust echoes findings from Lou & Yuan (2019) and Sokolova & Kefi (2020), who observed that influencers build relational capital with their followers, which can be transferred to the brands they endorse. This process demonstrates the spillover effect—where the influencer's positive reputation enhances the perceived quality of the brand being promoted.

The study further confirms that positive brand attitudes, shaped by consumer trust, strongly predict purchase intentions. Consumers who hold favorable perceptions about a brand due to influencer endorsements are more likely to proceed to checkout. This reflects the Theory of Reasoned Action (Fishbein & Ajzen, 1975), which posits that behavioral intentions are driven by attitudes and subjective norms.

In this context, influencer recommendations not only enhance brand image but also create an emotional connection, making consumers more receptive to the idea of purchasing. This is especially relevant in categories such as beauty, fashion, gadgets, and lifestyle products—where aspirational appeal and identity alignment play major roles.

For practitioners, the findings highlight the strategic importance of choosing the right influencers. Instead of prioritizing reach or follower count, brands should focus on:

- Authenticity: selecting influencers who genuinely use or believe in the product,
- Consistency: maintaining long-term partnerships for sustained brand association,
- Relatability: aligning the influencer's image with the target audience's lifestyle.

Moreover, e-commerce platforms should consider integrating social commerce features, such as influencer live streams or curated product pages, to facilitate smoother transitions from awareness to purchase.

4. Conclusion

This study concludes that adopting omnichannel strategies significantly enhances the Influencer marketing has a substantial impact on consumer decision-making in the e-commerce context. Influencers who are credible, produce quality content, and foster high engagement can effectively build trust, shape brand attitudes, and enhance purchase intentions. The study confirms that consumer trust is a pivotal link between influencer attributes and behavioral outcomes.

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