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## The Role of Influencer's Characteristic, E-Wom, and Brand on Purchase Intention in Indonesia's Japanese Restaurant Industry

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### **Abstract:**

*The increasing use of influencers in digital marketing strategies encourages the importance of understanding the factors that shape satisfaction with influencers and their impact on consumer purchase intentions. This study aims to analyze the effect of attractiveness, trustworthiness, expertise, electronic word of mouth (E-WOM), brand trust, and brand image on purchase intention, with influencer satisfaction as a mediating variable. This research method uses a quantitative approach with data collection techniques through a questionnaire survey to 200 Bobby Saputra followers with a convenience sampling technique. Data analysis was carried out using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). The results showed that attractiveness, expertise, brand trust, and brand image have a positive effect on influencer satisfaction, where visual appeal, expertise, and perception and trust in the brand are key factors in shaping satisfaction with influencers. Conversely, trustworthiness and E-WOM did not show a significant effect on influencer satisfaction, indicating that personal trust and digital communication are not enough to create satisfaction directly. In relation to purchase intention, it was found that attractiveness, E-WOM, brand trust, brand image, and influencer satisfaction have a positive and significant effect, which confirms the importance of visual aspects, brand reputation, and positive experiences with influencers in driving purchase intention. Meanwhile, trustworthiness and expertise do not have a significant effect on purchase intention, indicating that emotional considerations and brand perceptions are more dominant than personal credibility or technical competence.*

**Keywords:** *Attractiveness, Trustworthiness, Expertise, Influencer, Purchase Intention*

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## **1. Introduction**

Advancements in digital technology have precipitated a paradigm shift that has been termed "digital transformation" (Yulia & Ekawati, 2021). The transition to digital marketing in Indonesia is accelerating, as internet users now account for more than 70% of the population. This shift signifies that companies must adapt to novel marketing methodologies that prioritize technology, data, and user experience to maintain relevance and competitiveness in Indonesia's continually evolving digital market. Companies employ the use of celebrity endorsers to exert influence over consumers, with the objective of persuading them to utilize the promoted products (Yulia & Ekawati, 2021). Influencer marketing has emerged as a highly effective marketing strategy, particularly within the restaurant industry, due to its capacity to influence consumer purchase intent. The rise of social media influencers can be attributed to their strategic positioning as experts within these digital spaces (Nugroho, Rahayu, & Hapsari, 2022).

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Purchase intention is the tendency of consumers to take certain actions and is an important barometer in predicting consumer behavior (Nugroho, Rahayu, & Hapsari, 2022). Understanding consumer purchase intention allows restaurants to develop more focused and effective marketing strategies. Purchase intention can be used as an indicator to assess the success of promotional campaigns carried out by restaurants. Purchase intention provides restaurants with valuable insights that can be used to design more effective business strategies, from marketing to product development, which ultimately support the long-term success of the restaurant. The credibility factors of influencers, which include attractiveness, trustworthiness, and expertise, have a significant influence on purchase intention (Wiedmann & Mettenheim, 2020).

Electronic word of mouth (E-WoM) has been empirically demonstrated to play a role in increasing purchase intention at restaurants, especially because of its influence in shaping consumer perceptions, trust, and expectations. The presence of favourable reviews, visually appealing food images, and customer testimonials on social media or review platforms (e.g., Google Reviews, TripAdvisor) can positively impact perceptions of the restaurant's culinary offerings, service quality, and ambiance. This positive perception is a key factor motivating potential customers to patronize the restaurant. These reviews play a pivotal role in shaping consumer expectations, fostering a sense of anticipation and engagement. Research by Macheka et al. (2024) found that E-WoM influences purchase intention. Personal recommendations in reviews frequently serve as compelling reasons for potential customers to select a specific restaurant.

According to research by Wiedmann and Mettenheim (2020), brand image and brand trust factors have a significant impact on purchase intention, with influencer satisfaction serving as a mediator. A study conducted by Kemeç & Yüksel (2021) revealed that brand trust exerts a substantial influence on purchase intention. Brand advertising trust has been demonstrated to positively influence purchase intention on influencer social media (Permadani & Hartono, 2022). Consequently, brand image exerts a substantial and positive influence on purchase interest (Febriati & Respati, 2020; Fitriani, Udayana, & Hutami, 2023).

The focus of this study is to examine the impact of influencer credibility factors (i.e., attractiveness, trustworthiness, and expertise), E-WOM, brand image, and brand trust on purchase intention, both directly and through the mediation of influencer satisfaction.

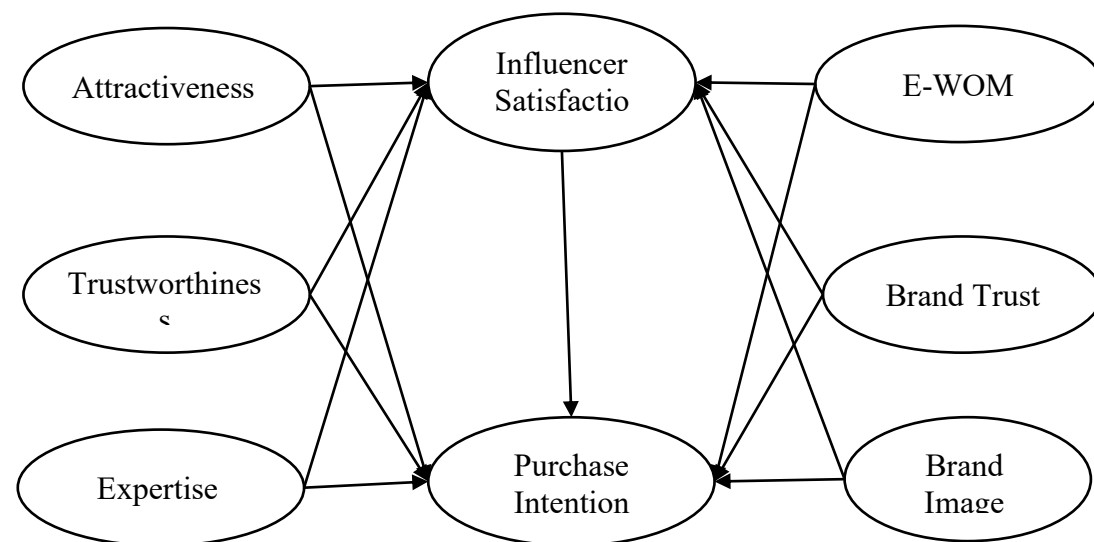
## 2. Methodology

A quantitative research approach was employed to statistically assess the impact of variables such as attractiveness, trustworthiness, expertise, electronic word of mouth, brand trust, and brand image on purchase intention. This analysis was conducted both directly and through the mediation of influencer satisfaction. The population under consideration in this study consists of individuals who follow the Instagram celebrity Mo-Mo Paradise (Bobby Saputra). The sample was determined using convenience sampling, resulting in 200 respondents. The attractiveness variable was measured using a scale of five items, expertise using a scale of four items, and trustworthiness using a scale of five items (Wiedmann & Mettenheim, 2020). The E-WOM variable was measured using four items (Macheka, Quaye, & Ligaraba, 2024), brand trust using five items (Wiedmann & Mettenheim, 2020), and brand image using four items (Wiedmann & Mettenheim, 2020; Veas-González, Carrión-Bósquez, Serrano-Malebran, & Veneros-Alquinta, 2024). The influencer satisfaction variable is measured using a set of seven items, as described in the works of Wiedmann & Mettenheim (2020) and Nysveen, Oklevik, & Pedersen (2018). In contrast, purchase intention is measured using a different set of five items, as outlined in the works of Wiedmann & Mettenheim (2020) and Ghosh, Upadhyay, Srivastava, Dhiman, & Yu (2024).

In partial least squares (PLS) analysis, the validity and reliability of the data are assessed through the utilization of the PLS algorithm method, employing specific criteria to ensure the integrity of the data. These criteria include the requirement of a loading factor exceeding 0.7, the stipulation of an average variance extracted (AVE) value greater than 0.5, and the necessity of composite reliability values greater than 0.7, as outlined in the works of Hair, Hult, Ringle, and Sarstedt (2022). Subsequent evaluation of the inner model was conducted using R Square values ("good" with a value of 0.67, "moderate" with a value of 0.33, and "weak" with a value of 0.19), while Q Square values exceeded 0 (small value), 0.25 (moderate value), or 0.50 (large value), indicating the relevance level of the PLS path model (Yahaya, Murtala, & Onukwube, 2019). The hypothesis testing was conducted using the t-statistic test, with a p-value less than 0.05 indicating acceptance of the hypothesis (Hair, Hult, Ringle, & Sarstedt, 2022).

### 3. Empirical Findings/Result

The subsequent investigation explores the impact of factors such as attractiveness, trustworthiness, expertise, electronic word of mouth, brand trust, and brand image on purchase intention, both directly and through the mediation of influencer satisfaction. This multifaceted relationship can be conceptualized as follows:



**Picture 1. Research Model**

The respondents of this study were followers of Mo-Mo Paradise (Bobby Saputra) on Instagram. The sample was determined using the technique of accidental sampling, resulting in 200 respondents. The following is a delineation of the research respondents:

**Table 1. Respondent Profile**

Characteristics		Frequency	Percentage
Gender	Man	78	39,0%
	Woman	122	61,0%
	Total	200	100,0%
Age	> 59 years old	4	2,0%
	18 - 27 years old	65	32,5%
	28 - 43 years old	114	57,0%
	44 - 59 years old	17	8,5%

Characteristics		Frequency	Percentage
Residence	Total	200	100,0%
	Bekasi	6	3,0%
	Bogor	13	6,5%
	Depok	5	2,5%
	Jakarta	158	79,0%
	Palembang	2	1,0%
	Tangerang	16	8,0%
	Total	200	100,0%
Education Background	Associate degree ( <i>D3</i> )	14	7,0%
	Bachelor's degree	102	51,0%
	Master's degree	22	11,0%
	High School	62	31,0%
	Total	200	100,0%

Source: The results of SPSS data processing (2025)

The study's findings, based on data from 200 respondents, revealed that the majority of the respondents were female (61.0%) and aged between 28 and 43 (57.0%). The majority of respondents (79.0%) are residents of Jakarta, and the majority of these respondents have a university education (51.0%). The data suggest that the respondents are predominantly young to middle-aged women with higher education who reside in urban areas, particularly Jakarta.

### Validity and Reliability Testing

The initial step in conducting a PLS analysis entails the evaluation of the model to ascertain its adequacy and appropriateness in terms of development. The evaluation of models can be conducted through the implementation of a PLS algorithm. The outer model is employed to assess the validity and reliability of indicators in measuring research variables, as delineated subsequently.

**Table 2. Validity and Reliability Testing**

Item and Constructs	Outer Loading
<b>Attractiveness (CR = 0.954, AVE = 0.806)</b>	
Bobby Saputra Influencer Mo-Mo Paradise attractive	0.900
Bobby Saputra Influencer Mo-Mo Paradise charismatic	0.907
Bobby Saputra Influencer Mo-Mo Paradise good looking	0.895
Physical appearance Bobby Saputra Influencer Mo-Mo Paradise impressive	0.893
Bobby Saputra Influencer Mo-Mo Paradise handsome	0.892
<b>Brand image (CR = 0.947, AVE = 0.817)</b>	
After viewing the content influencer Mo-Mo Paradise, I am growing to prefer Mo-Mo Paradise.	0.888
After viewing the content of the influencer Mo-Mo Paradise, I feel that Mo-Mo Paradise has a trendy image.	0.909
After viewing the content of the influencer Mo-Mo Paradise, I feel that Mo-Mo Paradise has a good reputation.	0.915
After seeing Mo-Mo Paradise's influencer content, I feel that Mo-Mo Paradise is no longer unfamiliar to me.	0.904
<b>Brand trust (CR = 0.967, AVE = 0.853)</b>	
After seeing Mo-Mo Paradise's influencer content, I became convinced of the "Mo-Mo Paradise" brand.	0.913
After seeing Mo-Mo Paradise's influencer content, I feel that Mo-Mo Paradise is a great restaurant.	0.901
After seeing Mo-Mo Paradise's influencer content, I feel that Mo-Mo Paradise is a reliable restaurant.	0.945

Item and Constructs	Outer Loading
After seeing Mo-Mo Paradise's influencer content, I feel that Mo-Mo Paradise will not disappoint me.	0.933
After viewing the content of the influencer Mo-Mo Paradise, I feel that Mo-Mo Paradise is trustworthy.	0.926
<b>Electronic word of mouth (CR = 0.940, AVE = 0.798)</b>	
I rely on online reviews to get information about Mo-Mo Paradise.	0.876
I am confident that online reviews allow me to find the restaurant I want.	0.902
I prefer to use online reviews to choose a restaurant.	0.937
I am willing to try new restaurants that are introduced through online reviews.	0.857
<b>Expertise (CR = 0.974, AVE = 0.902)</b>	
Bobby Saputra, Mo-Mo Paradise influencer, is an food blogger expert.	0.946
Bobby Saputra, Mo-Mo Paradise influencer, has knowledge about food bloggers.	0.940
Bobby Saputra, Mo-Mo Paradise influencer, is qualified as a food blogger.	0.959
Bobby Saputra, Mo-Mo Paradise influencer, has experience as a food blogger.	0.955
<b>Influencer satisfaction (CR= 0.967, AVE= 0.806)</b>	
After viewing the content of the influencer Mo-Mo Paradise, I am satisfied with the services provided by Mo-Mo Paradise.	0.889
After seeing Mo-Mo Paradise's influencer content, I feel confident about the cleanliness of Mo-Mo Paradise restaurants.	0.891
After seeing Mo-Mo Paradise's influencer content, I was satisfied with the staff at Mo-Mo Paradise restaurant.	0.903
After seeing Mo-Mo Paradise's influencer content, I became satisfied with Mo-Mo Paradise.	0.918
After viewing Mo-Mo Paradise's influencer content, I am generally satisfied with Mo-Mo Paradise.	0.896
After seeing Mo-Mo Paradise's influencer content, visiting Mo-Mo Paradise was the right choice for me.	0.896
After seeing Mo-Mo Paradise's influencer content, I feel that Mo-Mo Paradise can meet my expectations regarding food.	0.891
<b>Purchase intention (CR = 0.978, AVE = 0.898)</b>	
After seeing Mo-Mo Paradise's influencer content, I will choose to dine at Mo-Mo Paradise.	0.925
After seeing Mo-Mo Paradise's influencer content, I will recommend Mo-Mo Paradise to my friends.	0.937
After seeing Mo-Mo Paradise's influencer content, I will visit Mo-Mo Paradise.	0.964
After seeing the content posted by the influencer Mo-Mo Paradise, I decided to visit Mo-Mo Paradise.	0.954
After seeing Mo-Mo Paradise's influencer content, I want to become a regular customer at Mo-Mo Paradise.	0.956
<b>Trustworthiness (CR = 0.969, AVE = 0.863)</b>	
Bobby Saputra, Mo-Mo Paradise influencer, has knowledge about culinary arts.	0.940
Bobby Saputra, an experienced influencer at Mo-Mo Paradise in the culinary industry.	0.935
Bobby Saputra, Mo-Mo Paradise influencer, shows his honesty	0.899
Bobby Saputra, a credible influencer from Mo-Mo Paradise in the culinary world	0.929
Bobby Saputra, Mo-Mo Paradise influencer, is trusted in the culinary world.	0.942
Notes: CR= Composite Reliability; AVE= average variance extracted.	

Source: The results of SPSS data processing (2025)

The convergent validity of all constructs was found to be excellent, as evidenced by the fact that the loading factor values of each indicator for the construct in question exceeded 0.70. This finding indicates that each indicator demonstrated a consistent and relevant representation of the construct under measurement. The robustness of these findings was further substantiated by the presence of AVE values greater than 0.5 and CR values exceeding 0.7.

**Table 3. Discriminant Validity HTMT**

	<i>Attractiveness</i>	<i>Brand image</i>	<i>Brand trust</i>	<i>Electronic word of mouth</i>	<i>Expertise</i>	<i>Influencer satisfaction</i>	<i>Purchase intention</i>
<i>Brand image</i>	0.784						
<i>Brand trust</i>	0.713	0.843					
<i>Electronic word of mouth</i>	0.685	0.790	0.743				
<i>Expertise</i>	0.797	0.779	0.694	0.722			
<i>Influencer satisfaction</i>	0.822	0.879	0.842	0.722	0.768		
<i>Purchase intention</i>	0.816	0.887	0.894	0.822	0.764	0.877	
<i>Trustworthiness</i>	0.836	0.756	0.710	0.683	0.839	0.720	0.763

Source: The results of PLS data processing (2025)

All constructs in this model demonstrate HTMT values below the generally accepted threshold of 0.90, thereby indicating that these constructs possess adequate discriminant validity.

**Table 4. Multicollinearity Testing (VIF)**

	<i>Influencer satisfaction</i>	<i>Purchase intention</i>
<i>Attractiveness</i>	3.365	3.855
<i>Brand image</i>	3.861	4.367
<i>Brand trust</i>	3.095	3.645
<i>Electronic word of mouth</i>	2.498	2.498
<i>Expertise</i>	3.651	3.770
<i>Influencer satisfaction</i>	-	4.954
<i>Trustworthiness</i>	3.840	3.927

Source: The results of PLS data processing (2025)

The VIF values for all constructs in the model are below the generally accepted threshold (i.e.,  $VIF < 5$ ), signifying that this PLS model can be deemed free of substantial multicollinearity concerns and the analysis results can be regarded as reliable.

**Table 5. R Square and Q Square**

	<i>R Square</i>	<i>R Square Adjusted</i>	<i>Q Square</i>
<i>Influencer satisfaction</i>	0.798	0.791	0.633
<i>Purchase intention</i>	0.862	0.856	0.766

Source: The results of PLS data processing (2025)

The  $R^2$  value for influencer satisfaction is 0.798 (79.8%), and for purchase intention, it is 0.862 (86.2%), both of which indicate a very high level of explanation. The adjusted  $R^2$  value, which is marginally lower than  $R^2$ , demonstrates that the model does not experience significant overfitting. In evaluating the structural model, it is evident that the values obtained demonstrate its exceptional predictive capacity. Constructs with a  $Q^2$  value greater than 0 indicate that the model possesses predictive ability, and the closer it is to 1, the stronger the predictive ability.

## Hypothesis Testing

The provisions for creating hypotheses based on t-statistic values at a significance level of 5%, t-statistic values  $> 1.645$  (one-tailed), and p-values  $< 0.05$  are said to have a significant effect. The hypothesis testing process is outlined as follows:

**Table 4. Hypothesis Testing Result**

Hypothesis	Original Sample	P <sub>Values</sub>	Information
H <sub>1</sub> <i>Attractiveness -&gt; Influencer satisfaction</i>	0.315	0.000	Supported
H <sub>2</sub> <i>Trustworthiness -&gt; Influencer satisfaction</i>	-0.133	0.105	Unsupported
H <sub>3</sub> <i>Expertise -&gt; Influencer satisfaction</i>	0.155	0.041	Supported
H <sub>4</sub> <i>Electronic word of mouth -&gt; Influencer satisfaction</i>	-0.006	0.917	Unsupported
H <sub>5</sub> <i>Brand trust -&gt; Influencer satisfaction</i>	0.333	0.000	Supported
H <sub>6</sub> <i>Brand image -&gt; Influencer satisfaction</i>	0.320	0.000	Supported
H <sub>7</sub> <i>Attractiveness -&gt; Purchase intention</i>	0.158	0.010	Supported
H <sub>8</sub> <i>Trustworthiness -&gt; Purchase intention</i>	0.028	0.685	Unsupported
H <sub>9</sub> <i>Expertise -&gt; Purchase intention</i>	-0.001	0.993	Unsupported
H <sub>10</sub> <i>Electronic word of mouth -&gt; Purchase intention</i>	0.189	0.004	Supported
H <sub>11</sub> <i>Brand trust -&gt; Purchase intention</i>	0.345	0.000	Supported
H <sub>12</sub> <i>Brand image -&gt; Purchase intention</i>	0.154	0.044	Supported
H <sub>13</sub> <i>Influencer satisfaction -&gt; Purchase intention</i>	0.172	0.014	Supported

Source: The results of PLS data processing (2025)

The hypothesis testing results in Table 4 indicate that out of the 13 hypotheses tested, nine were supported, while four were not. For the factors influencing influencer satisfaction, the variables attractiveness (H1), expertise (H3), brand trust (H5), and brand image (H6) showed a significant and positive effect, whereas trustworthiness (H2) and electronic word of mouth (H4) were not significant. Meanwhile, regarding purchase intention, the variables attractiveness (H7), electronic word of mouth (H10), brand trust (H11), brand image (H12), and influencer satisfaction (H13) were found to have a significant effect, while trustworthiness (H8) and expertise (H9) were not significant. These findings suggest that factors such as attractiveness, brand trust, brand image, and influencer satisfaction play a crucial role in enhancing consumers' purchase intentions, whereas influencer credibility and expertise have not been proven to directly influence purchase decisions.

#### 4. Discussion

##### The Effect of Attractiveness on Influencer Satisfaction

The results of the statistical of the T-test demonstrate that H1 is accepted, with a p-value of  $0.000 < 0.05$ , indicating that attractiveness exerts a significant influence on influencer satisfaction at Mo-Mo Paradise. This considerable impact is substantiated by a positive coefficient value (0.315), indicating that an increase in influencer attractiveness (Bobby Saputra) will result in a concomitant rise in influencer satisfaction. This hypothesis is accepted because attractiveness is defined as the extent to which an individual is considered attractive by others, whether based on physical appearance, communication style, or personality. Influencers who are considered attractive tend to demonstrate a higher capacity to engender high levels of engagement, exert a significant influence on public opinion, and motivate their audiences to adhere to their recommendations. In the context of influencer marketing, the concept of attractiveness encompasses more than mere physical appearance; it also includes charisma, personal style, speaking manner, and the ability to build emotional connections with the audience. In accordance with the tenets of source credibility theory, an influencer who

possesses physical and personal attributes deemed attractive by societal standards is considered more convincing and trustworthy. Consequently, the messages conveyed by such an individual are more likely to be accepted by their followers. In the case of Bobby Saputra, his appeal has been demonstrated to increase audience engagement, as evidenced by the number of likes, comments, and shares. This, in turn, has been shown to create a positive experience for him as an influencer. Furthermore, if Bobby's appeal aligns with the modern and stylish brand image of Mo-Mo Paradise, the collaboration will appear more authentic and visually and value-appropriate. This dynamic has a direct impact on Bobby's sense of ease and self-assurance in delivering promotional messages, which, in turn, influences his overall satisfaction with the collaboration. That is to emphasize the success of the content in capturing the audience's attention and the alignment of the influencer's personal brand with Mo-Mo's brand image. The aforementioned factors contribute to Paradise's status as a significant source of satisfaction for Bobby in his role as an influencer. This finding aligns with the research by Wiedmann & Mettenheim (2020), which determined that attractiveness exerts an influence on satisfaction. The present study demonstrates a positive correlation between the attractiveness of social media influencers and their level of satisfaction with their image. This finding contributes to the existing body of research on the influence of social media influencers' physical appearance on their perceived success (see Permadani & Hartono, 2022).

#### **The Effect of Trustworthiness on Influencer Satisfaction**

Statistical analysis reveals that H2 is rejected, as evidenced by a p-value of  $0.105 > 0.05$ . This finding indicates that trustworthiness (Bobby Saputra) does not exert a significant influence on influencer satisfaction at Mo-Mo Paradise. Trustworthiness is widely regarded as a pivotal element in fostering relationships between influencers and their audiences. However, within the paradigm of influencer satisfaction with a brand, trustworthiness does not invariably emerge as a predominant factor. The impact of audience trust in Bobby on the effectiveness of marketing messages is greater than the impact on the influencer's satisfaction with the collaboration itself. In this context, influencer satisfaction is influenced by factors such as the alignment of personal image with the brand, creative freedom, the quality of communication with the brand, compensation, and audience response to the content created. While trustworthiness has been demonstrated to enhance the perceived credibility of content by the audience, it does not invariably translate into a reflection or influence on the influencers' sentiments concerning the collaboration's process or outcomes. It is plausible that Bobby Saputra's content has garnered significant engagement and that he feels satisfied with the level of freedom of expression that the brand affords him. This satisfaction may not be contingent upon the audience's genuine belief in the message conveyed by Saputra's content. Trustworthiness, in this case, is an external perception of the audience, while influencer satisfaction is more influenced by subjective experiences and professional relationships during the collaboration. Consequently, trustworthiness does not exert a substantial influence on Bobby's level of satisfaction as an influencer in the Mo-Mo Paradise campaign.

#### **The Effect of Expertise on Influencer Satisfaction**

The results of the statistical of the T-test demonstrate that H3 is endorsed with a p-value of  $0.041 < 0.05$ , signifying that expertise (Bobby Saputra) exerts a substantial influence on influencer satisfaction at Mo-Mo Paradise. This considerable impact is substantiated by a positive coefficient value (0.155), signifying that the greater the expertise of the influencer (Bobby Saputra), the more pronounced the increase in influencer satisfaction. Bobby Saputra's expertise exerts a substantial influence on influencer satisfaction at Mo-Mo Paradise, owing to his capacity to convey brand messages in an effective, professional, and character-appropriate manner. Bobby's expertise in the culinary industry enables him to produce content that is both visually appealing and narratively compelling, thereby fostering heightened audience trust in the brand. This phenomenon exerts a direct influence on the effectiveness of campaigns, the



level of engagement, and the outcomes of promotional efforts, which often surpass or meet the brand's expectations. Furthermore, his professional demeanour contributed to the streamlined collaboration process, effectively mitigating challenges and enhancing Mo-Mo Paradise's satisfaction with the partnership. This finding aligns with the research by Wiedmann & Mettenheim (2020), which posits that expertise exerts an influence on influencer satisfaction. The findings of the present study demonstrate a positive correlation between expertise and the satisfaction of social media influencers with regard to their image (Permadani & Hartono, 2022). The findings of the present study demonstrate that expertise exerts a substantial influence on brand satisfaction (Yuwono, Permata, & Christiarini, 2024).

### **The Effect of Electronic Word of Mouth on Influencer Satisfaction**

Findings from the T-test confirm that H4 is rejected at a significance level of 0.917, which is greater than the 0.05 threshold. This outcome indicates that electronic word of mouth does not exert a substantial influence on influencer satisfaction at Mo-Mo Paradise. A multitude of factors contribute to the potential for electronic word of mouth (eWOM) to exert a negligible influence on influencer satisfaction at Mo-Mo Paradise. First, eWOM generally focuses more on how audiences interact with products or brands in the digital world, such as through reviews, comments, or sharing experiences. However, despite its potential to influence the audience's purchasing decisions or their perception of the brand, the impact of eWOM on influencer satisfaction can be more constrained. Influencers may be more influenced by other factors, such as the quality of the content they create, their relationship with the audience, or the direct feedback they receive from their followers, compared to reviews or conversations that take place outside their platform. Secondly, influencers frequently possess complete autonomy in determining the manner in which they communicate messages to their audience. If Mo-Mo Paradise's audience perceives influencer content as extending beyond mere promotion or endorsement, they may conclude that eWOM does not adequately enhance the satisfaction derived from the influencer. Conversely, audiences who prioritize entertainment, authenticity, or personal credibility may not be as influenced by the opinions of others conveyed electronically. Thirdly, if the audience perceives the eWOM as predominantly negative or irrelevant to their experience, this can diminish the impact of eWOM on influencer satisfaction. In instances where the audience is more likely to encounter information that is unfavorable or has minimal impact on their decisions, eWOM becomes a less significant factor in influencing influencer satisfaction.

### **The Effect of Brand Trust on Influencer Satisfaction**

The results of the statistical of the T-test demonstrate that H5 is accepted, with a p-value of  $0.000 < 0.05$ , indicating that brand trust exerts a significant influence on influencer satisfaction at Mo-Mo Paradise. This considerable impact is substantiated by a positive coefficient value (0.333); that is, as Mo-Mo Paradise's brand trust increases, its influencer satisfaction will concomitantly rise. The acceptance of this hypothesis is predicated on the notion that brand trust is indicative of the belief that the brand is reliable and delivers the promised benefits (Wiedmann & Mettenheim, 2020; Bae & Kim, 2023). When audiences have confidence in the brand represented by influencers, they are more likely to feel comfortable and confident in accepting the content shared. Trust in the brand fosters a sense of security for the audience, thereby rendering them more receptive to the messages disseminated by influencers. Should Mo-Mo Paradise effectively cultivate a reputation for trustworthiness and authenticity, the audience will be more assured that the influencers in their followership maintain a robust and favourable relationship with the brand. This phenomenon engenders an elevated sense of credibility for the content disseminated by influencers, thereby enhancing their level of satisfaction. Trust in the brand is also related to the audience's perception of the influencer's integrity and authenticity. Influencers who engage in partnerships with brands that have earned the public's trust are often regarded as more authentic and reliable. When the audience perceives

that influencers are not solely driven by personal or financial gain, but also by a selection of brands they have confidence in, it serves to fortify the bond between the influencer and their audience. Trust in the brand is known to increase influencer satisfaction because they feel supported by an audience that has a positive perception of the brand they are promoting. This finding aligns with the research conducted by Susanto & Pandjaitan (2024), which demonstrated that trust in a brand has a positive and significant impact on satisfaction. Customer trust has been demonstrated to exert a substantial influence on customer satisfaction (Surapati, Suharno, & Abidin, 2020).

### **The Effect of Brand Image on Influencer Satisfaction**

The results of the statistical of the T-test demonstrate that H6 is accepted, with a p-value of  $0.000 < 0.05$ , indicating that brand image exerts a substantial influence on influencer satisfaction at Mo-Mo Paradise. This considerable impact is substantiated by a positive coefficient value (0.320); that is, as Mo-Mo Paradise's brand image enhances, it will result in a corresponding increase in influencer satisfaction. This hypothesis is substantiated by the notion that a favourable brand image serves to augment the credibility of influencers in the eyes of their audience. This heightened credibility is attributed to the increased trust that the audience places in content promoted by influencers who are affiliated with a reputable brand. Furthermore, a robust brand image furnishes influencers with a clear direction for the creation of relevant and authentic content that is aligned with the brand's values. This phenomenon has been demonstrated to enhance audience engagement, as audiences who hold positive perceptions of the brand are more inclined to respond favourably to influencer content. A favourable brand image fosters a more gratifying and professional collaboration experience for influencers, thereby enhancing their satisfaction in collaborating with the brand. Consequently, the favourable reputation of Mo-Mo Paradise has been shown to foster audience loyalty to the brand, thereby enhancing the satisfaction of influencers when collaborating with the brand. This finding aligns with research (Febriati & Respati, 2020) stating that a positive brand image can benefit companies by creating customer satisfaction, which ultimately drives their interest in choosing and using the product.

### **The Effect of Attractiveness on Purchase Intention**

Empirical evidence from the statistical test supports the hypothesis that H7 has been accepted at a significance level of 0.010, which is less than the 0.05 level of significance. This finding indicates that attractiveness exerts a substantial influence on purchase intention in the context of Mo-Mo Paradise. This considerable impact is substantiated by a positive coefficient value (0.158). The heightened level of attractiveness attributed to influencers (Bobby Saputra) is poised to elicit a rise in purchase intention. The hypothesis is accepted due to the marketing context of influencers. Physical attractiveness frequently functions as a factor that strengthens the attention of the audience toward the content shared by the influencer. When content creators such as Bobby Saputra possess a high degree of appeal, their audience is more likely to engage with the content, including product promotions or recommendations. audience demonstrates a proclivity for observing, engaging with, and partaking in content that is deemed intriguing by the platform, thereby heightening the probability of consumers procuring promoted products. The physical attractiveness of an individual has been demonstrated to enhance the confidence of the audience in the influencer. In this context, the audience may perceive Bobby, who is physically attractive, as a more effective evaluator of the quality of Mo-Mo Paradise products. This heightened perception of Bobby's expertise subsequently enhances the audience's inclination to purchase the products. The phenomenon of physical attraction has been demonstrated to serve as an emotional element, thereby fostering a heightened sense of personal connection among the audience with regard to influencers. Research indicates that audiences who feel visually or emotionally interested in an influencer are more likely to respond positively to product recommendations, which can increase the likelihood of making a purchase. If the

audience perceives Bobby as a figure that is both attractive and aspirational, they are more likely to be motivated to experiment with the promoted product. This finding aligns with the conclusions reported by Nugroho et al. As stated in the 2022 study, attractiveness exerts a substantial influence on purchase intention. Attract-actives is an aspect that contributes to the characteristics of influencers. These influencers play a significant role in shaping behaviours intention (Ghosh, Upadhyay, Srivastava, Dhiman, & Yu, 2024). As posited by Suryakrisna and Susanti (2024), the concept of attractiveness exerts an influence on purchase intention, operating through the conduit of brand image.

### **The Effect of Trustworthiness on Purchase Intention**

The results of the statistical T-test demonstrate that H8 was rejected, as evidenced by a P-value of 0.685, which is greater than 0.05. This finding indicates that trustworthiness (Bobby Saputra) did not exert a significant influence on purchase intention in the context of Mo-Mo Paradise. Despite the prevailing sentiment that Bobby Saputra is held in high esteem, as evidenced by his average score of 4.01 and the predominantly favourable opinions of his credibility and expertise in the culinary realm, it has been observed that his trustworthiness exerts no substantial influence on purchase intention in Mo-Mo Paradise. This phenomenon can be attributed to variations in the audience's perception, wherein a significant proportion opts for the neutral option or expresses disagreement, thereby demonstrating inconsistency in their belief in the credibility of Bobby. Furthermore, factors such as the quality of culinary experiences, the physical attractiveness of influencers, or entertainment in content may be more dominant in encouraging the intention of buying among the audience. The correlation between consumer trust in Bobby and the decision to purchase products is not always direct. This is particularly evident when consumers prioritize other factors, such as the quality of food or the quality of service, over the purchase of products. Consequently, while Bobby is held in high regard, its impact on the purchase intention at Mo-Mo Paradise remains constrained.

### **The Effect of Expertise on Purchase Intention**

According to the T-test outcomes, there is a substantial impact of H9 was rejected, with a p-value of  $0.993 > 0.05$ , meaning expertise (Bobby Saputra) had no significant effect on purchase intention from Mo-Mo Paradise. Although Saputra is considered an expert in the culinary field, his expertise does not significantly influence purchase intention at Mo-Mo Paradise due to several factors. First, although Saputra is considered knowledgeable and experienced in the culinary world, audiences may focus more on other factors, such as direct experience or the influencer's personal attractiveness, which further influences their purchasing decisions. Audiences' intention to buy is often influenced by the quality of food, service, and experience they expect from Mo-Mo Paradise, rather than by culinary knowledge or expertise. Second, audiences may be more interested in entertainment or aesthetic content than in technical culinary expertise. If Bobby is better known for his entertaining or interesting delivery style, audiences may prioritize these factors over pure culinary expertise. Finally, although expertise is important, audiences often rely on recommendations based on personal experience or the recommendations of friends and family rather than the credibility of an influencer. Therefore, Bobby's expertise in the culinary field limits its influence on buying intentions at Mo-Mo Paradise.

### **The Effect of Electronic Word of Mouth on Purchase Intention**

Statistical evidence clearly supports that H10 is accepted. With a p-value of 0.004, which is less than 0.05, it can be concluded that electronic word-of-mouth has a significant effect on purchase intention from Mo-Mo Paradise. This significant influence is supported by a positive coefficient value of 0.189; an increase in electronic word-of-mouth will lead to an increase in purchase intention. This hypothesis is received because eWOM provides more trusted information to the audience. Many consumers trust reviews, testimonials, or recommendations

from other users more than advertisements or direct promotions from brands. Positive reviews from customers expressing satisfaction with Mo-Mo Paradise products or services build audience trust and encourage purchases. EWOM accelerates the dissemination of information about Mo-Mo Paradise. When people share positive experiences through digital platforms such as social media, forums, or online reviews, this information quickly reaches many people. Audiences who see many people discussing positive experiences with Mo-Mo Paradise are more likely to be interested in trying the product or service. E-WOM can also have a strong social influence. Audiences are often encouraged to buy products that have been recommended by others, especially if they feel a sense of similarity or connection with the recommender. This leads to an increase in purchase intent because the audience wants to experience what others who have given positive reviews have experienced. This finding aligns with Macheka et al.'s (2024) research, which found that E-WOM affects purchase intention. E-WOM information significantly influences behavioural intention (Abedi, Ghorbanzadeh, & Raheghi, 2020; Ruiz-Mafé, 2020).

#### **The Effect of Brand trust on Purchase intention**

The results of the statistical T-test results prove that H11 is accepted, with a p-value of 0.000 (less than 0.05), which means that brand trust significantly affects purchase intention in Mo-Mo Paradise. This significant influence is supported by a positive coefficient value of 0.345. Increasing trust in the Mo-Mo Paradise brand will increase purchase intention. When consumers trust Mo-Mo Paradise, they feel more comfortable and confident buying products from the brand. This trust creates a sense of security and certainty that the products they buy will meet their expectations in terms of quality, taste, and overall experience. Brand trust is related to brand reputation, the main consideration in purchase decisions. Consumers who believe that Mo-Mo Paradise has a good reputation will more easily be influenced to buy their products. This reputation includes consistent quality, good customer service, and positive experiences shared by other consumers, all of which reinforce purchase intentions. This finding aligns with Kekeç & Yüksel's (2021) research, which revealed that brand trust significantly influences purchase intention. Brand advertising trust positively affects purchasing intentions through social media influencers (Permadani & Hartono, 2022).

#### **The Effect of Brand image on Purchase intention**

The results of the statistical T-test results prove that H12 is accepted, with a P-value of 0.044 (less than 0.05), which means that the brand image has a significant effect on purchase intention from Mo-Mo Paradise. This significant influence is supported by a positive coefficient value of 0.154. An increasing brand image of Mo-Mo Paradise will lead to an increase in purchase intention. This acceptance of the hypothesis is due to the positive brand image creating a perception of better quality in the eyes of consumers. A strong brand image creates a sense of trust, encouraging consumers to feel safer buying from the brand. A positive brand image can differentiate a brand in competitive markets. If Mo-Mo Paradise has a unique image compared to its competitors, it will attract consumers looking for something special or exclusive. Consumers tend to buy products from brands that have characteristics or values that distinguish them from others, which increases buying intentions. Additionally, a positive brand image is often associated with a good reputation. Consumers who see Mo-Mo Paradise as a well-known, respected brand are more likely to trust it and make purchases. A good reputation creates a sense of credibility and reliability, which greatly influences consumer purchasing decisions. This finding aligns with Wiedmann and Mettenheim's (2020) research, which found that brand image affects purchase intention. Brand image positively and significantly affects buying interest (Febriati & Respati, 2020; Fitriani, Udayana, & Hutami, 2023). Nugroho et al. (2022) also found that brand image significantly affects purchase intention.

#### **The Effect of Influencer satisfaction on Purchase intention**

The results of the statistical T-test results prove that H13 is accepted. With a P-value of 0.014, which is less than 0.05, it can be concluded that influencer satisfaction has a significant effect on purchase intention from Mo-Mo Paradise. This significant influence is supported by the positive coefficient value of 0.172; increasing influencer satisfaction will lead to an increase in purchase intention. Influencers function as social models that provide references to the audience. Satisfied audiences are more likely to follow the advice of influencers, strengthening their influence. When the audience is satisfied with the influencers' content, they trust the product recommendations more. This influence is also driven by social proof: the audience feels more comfortable buying products when they see that many people are satisfied with the influencer. Influencers with strong personal brands can also improve Mo-Mo Paradise's image, thus increasing the likelihood that the audience will buy. Overall, audience satisfaction builds trust, emotional involvement, and social proof, all of which play an important role in encouraging purchasing decisions and increasing purchase intention for promoted products. This finding aligns with Wiedmann and Mettenheim's (2020) research, which found that satisfaction with a brand affects purchase intention. Satisfaction has a positive effect on purchase intentions through social media influencers (Permadani & Hartono, 2022).

## **5. Conclusion**

Based on the research findings, it can be concluded that factors such as attractiveness, expertise, brand trust, brand image, and influencer satisfaction significantly influence satisfaction with influencers and audience buying intentions. A brand's visual appeal and positive image are proven to strengthen the relationship between influencers and followers while encouraging purchasing decisions. However, trustworthiness and expertise do not directly impact purchasing intentions, suggesting that emotional factors and visual perceptions are more influential than technical trust or competence. Additionally, electronic word-of-mouth does not affect influencer satisfaction but influences purchasing intentions, showing that digital communication is more effective in the decision-making stage than in building relationships with influencers.

Importance-Performance Analysis indicates that the brand trust construct has the highest level of importance compared to other constructs in influencing purchase intention, coupled with relatively high performance. This result suggests that brand trust represents a primary strategic priority. It strongly influences consumers' purchase intention, and although it already performs relatively well, there is still room for improvement. Similarly, the brand image construct exhibits both high importance and relatively strong performance, indicating it as a strength that should be maintained.

On the other hand, constructs such as influencer satisfaction and attractiveness show relatively high importance but below-average performance. These findings suggest that these two constructs deserve special attention for improvement, as enhancing their performance is likely to significantly increase consumer purchase intention. Conversely, constructs such as expertise and trustworthiness demonstrate very low importance, coupled with below-average performance. Thus, these two constructs hold low priority within strategies aimed at increasing purchase intention due to their minimal contribution.

Overall, improvement efforts should focus primarily on constructs with high importance but low performance, namely influencer satisfaction and attractiveness. Meanwhile, brand trust and brand image should be continuously maintained and further enhanced, as they are pivotal strengths in shaping consumer purchase intention.

Further research is needed to develop a more comprehensive understanding of the factors that influence influencer satisfaction and purchase intention. Subsequent research should consider

variables such as authenticity and the emotional relationship between influencers and their followers. Research can also be conducted by comparing the effectiveness of influencers on various social media platforms, such as Instagram, TikTok, and YouTube. Each platform has a different dynamic, so this comparison is important. Additionally, involving more types of influencers from various levels of influence and expanding the context to other industries, such as fashion, beauty, technology, and tourism, will help test the generalization of this research model more comprehensively.

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