INVESTIGATING THE IMPACT OF FRIENDS, CELEBRITIES, OPINION LEADERS, SOCIAL VALUE AND PERSONAL VALUE ON PURCHASE INTENTION OF LUXURY FASHION CONSUMERS IN JAKARTA

Nesya Verdelia Valeta[1], Tommy Setiawan Ruslim[1*]

[1]Faculty of Economics & Business, Universitas Tarumanagara, Jakarta - 11470, Indonesia
Email: tommyr@fe.untar.ac.id

ABSTRACT
The Covid-19 outbreak caused an uproar throughout the world, including Indonesia, March 2, 2020 was a silent witness where it was first reported that the Covid-19 virus had entered Indonesia. The Covid-19 phenomenon has finally changed the way people live, from which initially they could meet face-to-face, but now meetings can only be done online. Of course, all industries are starting to adapt to the COVID-19 conditions, including the luxury fashion industry, which has experienced a decline in sales during the COVID-19 pandemic and has increased again through adaptation through social media. This is related to the purchase intention of luxury fashion consumers. The purpose of this study was to determine empirically the effect friends, celebrities, opinion leaders, social value, and personal value on purchase intention of luxury fashion consumers in Jakarta. This study uses data obtained from 215 respondents who are over 18 years old and are luxury fashion consumers who live in Jakarta. The data was obtained by distributing an online questionnaire in the form of a google form through social media. The data is then processed using SmartPLS 3.2.9 software. The results of this study are friends, celebrities, opinion leaders, social value and personal value have a positive and significant influence on the purchase intention of luxury fashion consumers in Jakarta.

Keywords: *Purchase Intention, Social Media Influencer, Social Value, Personal Value*

1. INTRODUCTION

The Covid-19 outbreak caused an uproar throughout the world, including Indonesia, March 2, 2020 was a silent witness where it was first reported that the Covid-19 virus had entered Indonesia. This immediately received a quick response from the president of Indonesia, Mr. Joko Widodo, in order to reduce the spread of COVID-19 in Indonesia, he required his people to work, study, and worship from home or what is often called work from home (WFH) [1]. This obligation to WFH has a huge impact on the lives of every individual, for example on the use of social media. During WFH, of course, every individual needs social media to communicate with each other and also seek information. The high use of social media was also stated by the Indonesian Ministry of Communication and Informatics, whereas internet data usage increased by 5% to 10% during the COVID-19 pandemic [2]. This proves that there has been a shift in people's lives that were originally able to meet face-to-face but now can only use social media to communicate or exchange information.

The number of active social media users in Indonesia continues to increase every year. The highest increase in active social media users in Indonesia over the last 4 (four) years, in January 2022 as much as 12.35% compared to January 2021, where in January 2021 the number of active social media users in Indonesia was 170 million, while in January 2022 the number of active users of social media in Indonesia 191 million people [3]. The total population in Indonesia in mid-2022 is 275,773,800 people [4]. Based on data on the population in Indonesia and the number of active users of social media in Indonesia, it can be concluded that the number

of active users of social media in Indonesia reaches around 68.9% of the entire population of Indonesia.

As is well known, most social media already provide advertising services or advertisers. This of course makes all business sectors vying to dominate social media as a forum to develop their industry by increasing consumer purchase intentions driven by social media influencers. Adaptation is of course also carried out by the luxury fashion industry such as Louis Vuitton, Christian Dior, Versace, Chanel, Prada, Yves Saint Laurent, Giorgio Armani, Ralph Lauren, Gucci, and Dolce & Gabbana which is the most expensive luxury fashion in the world in 2022 [5].

One of the adaptations made by luxury fashion is through social media and is well received by consumers, as evidenced by one of luxury fashion, namely Prada, which lost up to 180 million euros compared to the same period in 2019, however, in 2020 thanks to the rapid adaptation of Prada, sales have recovered, namely an increase of three times through e-commerce [6].

Decreased purchase intention, which causes luxury fashion sales to also decline, can be caused by several factors such as social media influencers. According to research conducted [7], social media influencers include 4 things, namely friends, celebrities, opinion leaders, and advertisers. But this study will not discuss advertising because in research conducted by [7], advertising has no effect on purchase intention. Another study conducted by [8] also argues that purchase intention can be influenced by social values as well as personal values.

The importance of purchase intention to be investigated is due to a decrease in buying interest in luxury fashion [9]. The interest of a consumer or individual to buy is very important for a product, so purchase intention or consumer buying interest needs to be increased through various factors to increase purchases of a product [10].

This study refers to the Theory of Planned Behavior (TPB) proposed by Icek Ajzen in 1991 [11]. This theory states that a person's intention can be seen through 3 (three) factors, namely attitude toward the behavior, subjective norm, and perceived behavioral control that can be developed. become the variables in this study.

2. LITERATURE REVIEW

Friends

According to [12] friends are simple relationships between individuals to more complex relationships that involve emotions and trust. [13] defines friends as individuals who meet the needs of other individuals such as providing a sense of security, friendship, and also being a listener when other individuals are reluctant to share stories with their families. Based on the definitions that have been put forward, it can be concluded that friends are simple to complex relationships that are created based on activities carried out together to more complex bonds that involve emotions and trust, and provide a sense of security and discuss problems faced by an individual who is reluctant to share with his family. Based on research conducted by [7], celebrities have a positive and significant influence on purchase intention. Research conducted by [14] also found the same thing that friends are one of the social influences that can positively and significantly affect purchase intention. The results of other studies conducted by [15] also show the same results as other studies, friends have a positive and significant influence on purchase intention. According to [7], friends will follow what their friends do. Then a person's

purchase intention tends to increase because it is influenced by friends. Therefore, the first hypothesis in this study is as follows:

H1 (+): Friends have a positive and significant influence on purchase intention.

Celebrities

According to [16],celebrities are a person or group of individuals who are known by many people such as actors or actresses, supermodels, pop singers, sports athletes, and others because of their achievements in various fields. Another definition put forward by [17], celebrities are individuals who are not widely known because of their scientific work or because of politics, but because of a work of art they have and the media that covers or sports performances they do. The notion of celebrities is also put forward by [18], celebrities are a call or designation for a person or group of individuals created through a media and must maintain its image. Based on the definitions that have been described, it can be concluded that celebrities are people who are known to many people through the media such as actors or actresses, super models, singers, and athletes who must maintain their image. Based on research conducted by [7], celebrities have a positive and significant influence on purchase intention. Research conducted by [19] also found the same thing where the relationship between celebrities and purchase intention was positive and significant. [20] found the same results in his research, namely the relationship between celebrities and purchase intention is positive and significant. According to [7], celebrities can influence the purchase intention of their fans because when a fan wears the same luxury fashion as the celebrity they like, the fan will feel the same as the celebrity they like. Therefore, the second hypothesis in this study is as follows:

H2 (+): Celebrities have a positive and significant influence on purchase intention.

Opinion Leaders

According to [21], opinion leaders are people who can influence the opinions, attitudes, beliefs, motivations, and behavior of others. The definition of opinion leaders is also put forward by [22], opinion leaders are a person or group of individuals who have the power to be able to exert an influence on another individual or group of individuals on the thoughts, feelings and attitudes and behavior of others as well as have the ability to direct them into action. [23] also suggests that opinion leaders can be interpreted that opinion leaders are intermediaries who bring information about a matter to different social groups. According to [24] opinion leaders have a position among celebrities and friends where opinion leaders are easier to reach in terms of socializing or interacting compared to celebrities and more difficult to reach in terms of socializing or interacting compared to friends. Based on the explanation of the definition of opinion leaders, it can be concluded that opinion leaders are someone who is in a position where it is easier to reach than celebrities but more difficult to reach than friends who can influence opinions, attitudes, motivation, and behavior and bring information to their social environment. Based on research conducted by [7], opinion leaders and purchase intention have a positive and significant influence. Research conducted by [25] also obtained the same results, namely that there was a positive and significant influence between opinion leaders and purchase intention. And so are the results of research conducted by [26] opinion leaders can positively and significantly influence consumer purchase intentions. According to [7], the increased use of social media can be utilized by the industry to cooperate with opinion leaders in increasing purchase intention. Therefore, the third hypothesis in this study is as follows:

H3 (+): Opinion leaders have a positive and significant influence on purchase intention.

Social Value

According [27], social value is a value to develop, expand, and maintain relationships and interact with others. And according to [28] social value can be seen through friendly relations, social support, and deeper relationships that are obtained through involvement in activities or by communication made by an individual or group of individuals with other individuals. Social value defined according to [29] is that an individual can be realized through increasing the status and self-esteem of the individual himself. From several definitions that have been explained, it can be concluded that social value is a perception of social self-concept that can be realized through increasing status and self-esteem and developing, expanding and maintaining relationships with other people. Research conducted by [8] states that there is a positive and significant effect of social value on purchase intention. [30] also found the same thing where social value affects purchase intention positively and significantly. And social value according to research conducted by [31] has also been shown to positively and significantly influence purchase intention. The social status of an individual is believed to increase purchase intention. According to [8], social value can increase through the luxury consumed, so that social value can affect the purchase intention of luxury clothing. Therefore, the fourth hypothesis in this study is as follows:

H4 (+): Social value have a positive and significant influence on purchase intention.

Personal Value

According to [32], personal value is a concept of creating a reflection of an individual through the object perceived by the individual itself which is related to the attitudes, feelings, perceptions and evaluations of the individual himself. Another definition put forward by [33], personal value can be associated with the benefits of an activity from consumption that are closely related to the values held by an individual or group of consumers themselves that guide and also direct the way consumers behave. behave. According to [34], personal value is a value that can influence the choice and evaluation of objects and ideas. Based on some of the explanations that have been explained about the definition of personal value, it can be concluded that personal value is a personal value that can be reflected through perceptions, feelings, and ways of thinking which will ultimately influence and also direct the attitudes and choices of the individual himself to the evaluation of objects and idea. According to research conducted by [8], personal value has a positive and significant effect on purchase intention. Research conducted by [35] also found that personal value has a positive and significant influence on purchase intention. The same thing was also found by [36], personal value has a positive and significant influence on purchase intention. According to [8], high personal value can affect the intention to buy luxury fashion and even buy luxury fashion every month. Thus, personal value can affect purchase intention. Therefore, the fifth hypothesis in this study is as follows:

H5 (+): Personal value have a positive and significant influence on purchase intention.

Purchase Intention

[37] defines purchase intention as the possibility that a consumer will transact on a product or service. Another definition is also put forward by [38], purchase intention is the intention of a consumer to buy a product or service in the future. Based on the definitions that have been described, it can be concluded that purchase intention is an intention that encourages a consumer to purchase a product or service after evaluating the product or service.

3. RESEARCH FRAMEWORK

The framework of the hypothesis above is as follows:
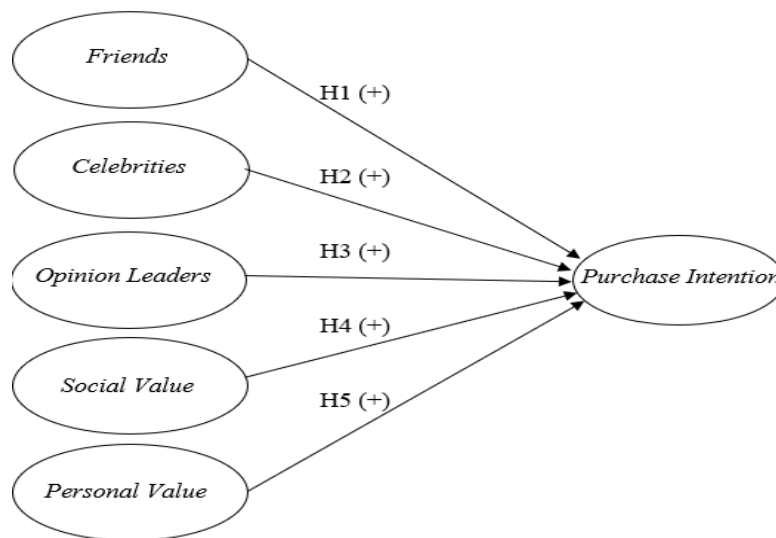
Figure 1 The Conceptual Framework

4. METHODOLOGY

The research design used in this study was descriptive and cross-sectional. The population in this study are consumers of luxury fashion with the brands Balenciaga, Kenzo, Chanel, Gucci, Hermes and also Christian Dior. Non-probability sampling technique was also used in this study with a purposive sampling sampling technique. The samples selected in this study were luxury fashion consumers with the brands Balenciaga, Kenzo, Chanel, Gucci, Hermes and also Christian Dior who was 18 years old and domiciled in Jakarta. After distributing the questionnaires online, obtained and selected according to the desired criteria, a total of 215 respondents were obtained.

This study contains 5 exogenous variables, namely friends, celebrities, opinion leaders, social values, and personal values. And the endogenous variable is purchase intention. Friends variable is measured using 4 indicators taken from [7]. Celebrities variable is measured using 5 indicators taken from [7]. Opinion leaders variable is measured using 6 indicators taken from [7]. Social value variable is measured using 4 indicators taken from [8]. Personal value variable is measured using 4 indicators taken from [8]. And the purchase intention variable is measured using 5 indicators taken from [7] and [8].

5. DATA ANALYSIS

This study uses data from 215 respondents who are dominated by women by 57.68%, with education dominated by Bachelor's Degrees who spend 3 to approximately 5 hours a day using social media and earn IDR 8,155,0001 to IDR 12,233,000 per month.

This research consists of validity and reliability tests, data analysis assumptions test consisting of multicollinearity test, and data analysis test consisting of coefficient of determination test, effect size test, predictive relevance test, and hypothesis testing.

Validity and Reliability Test

The outer model test in this study consisted of validity and reliability tests. Validity test consists of convergent validity test and discriminant validity test. Meanwhile, the reliability test consists of composite reliability and Cronbach's alpha. Convergent validity can be accepted if it has an Average Variance Extracted (AVE) of more than 0.50 and a loading factor of more than 0.50, but for the ideal number is more than 0.70 [39] Then, for the reliability test, it can be accepted if it has a composite reliability value above 0.70 [39] and Cronbach's alpha is above 0.60 as well [39]. It can be seen from table 1 and 2 that this research has passed the validity and reliability test.

Table 1 Loading Factors Result

Variable	Indicator	Loading Factor
Celebrities	CL1	0.816
	CL2	0.846
	CL3	0.891
	CL4	0.889
	CL5	0.905
Friends	FR1	0.825
	FR2	0.838
	FR3	0.875
	FR4	0.882
Opinion Leaders	OL1	0.830
	OL2	0.788
	OL3	0.843
	OL4	0.848
	OL5	0.792
	OL6	0.785
Personal Value	PV1	0.825
	PV2	0.721
	PV3	0.867
	PV4	0.876
Purchase Intention	PI1	0.898
	PI2	0.891
	PI3	0.926
	PI4	0.885
Social Value	SV1	0.755
	SV2	0.857
	SV3	0.876
	SV4	0.858

Table 2 AVE, Composite Reliability, and Cronbach's Alpha Result

Variable	AVE	Composite Reliability	Cronbach's Alpha
Celebrities	0.757	0.940	0.919
Friends	0.732	0.916	0.878
Opinion Leaders	0.664	0.922	0.898
Personal Value	0.680	0.894	0.843
Purchase Intention	0.810	0.945	0.922
Social Value	0.702	0.904	0.857

Multicollinearity Test

Next is the multicollinearity test. The results of the multicollinearity test can be said to be good if it has a VIF value of less than 5 [39]. The results of this test show that the VIF value on the celebrities is 4.284, friends is 4.328, opinion leaders is 3.217, personal value is 2.695 and social value is 3.940. It can be concluded that all variables have passed the multicollinearity test because they have a VIF value of less than 5.

Data Analysis

The results of data analysis in this study consisted of the coefficient of determination test, effect size test, predictive relevance test, and hypothesis testing. According to [39], the results of the analysis of the coefficient of determination are divided into three parts, namely, 0.75 is large, 0.5 is medium and 0.25 is small. In table 4 it can be seen that the R-square has a value of 0.862 so that friends, celebrities, opinion leaders, social value and personal value have a influence on purchase intention in this study.

Next is the effect size test whose results can be seen in Table 3. According to [39] that the results of this analysis are divided into three categories, namely, 0.02 is small, 0.15 is moderate, and 0.35 is big. So, from these data it can be concluded that the variables of that celebrities, opinion leaders, social value and personal value have a small effect on purchase intention because they have values above 0.02 but below 0.15 and variable friends have a moderate effect on purchase intention because friends value above 0.15 but below 0.35.

There is a q-square test which shows the number 0.686. The results of the analysis of predictive relevance that can be said to be good are those with values above 0 [39]. In this study, the results of the analysis show that the Q-squared has a value of 0.686 which means that the variables of friends, celebrities, opinion leaders, social value and personal value can be used to predict purchase intention in this study because it has a value above 0.

Table 3 F-Squared Result

Variable	F-Squared
Celebrities	0.093
Friends	0.215
Opinion Leaders	0.030
Personal Value	0.035
Social Value	0.071

Table 4 R-Squared Result

Variable	R-square
Purchase Intention	0.862

Hypothesis Testing

Hypothesis testing in this study consists of path analysis or path coefficient and p-value. The results of the path coefficient test show values ranging from -1 to +1. If the results show +1, it means that there is a positive relationship between the variables in this study, on the other hand, if the results show a -1 result, it means that the variables in this study have a negative relationship [39]. Next, hypothesis testing is also seen from the p-value.

According to [39], the hypothesis can be accepted if the value of the p-value test does not exceed 0.05. Conversely, if the value of the p-value test exceeds 0.05, then the hypothesis will be rejected.

Table 5 The Results of Hypothesis Testing

Variable	Value	Conclusion
Friends → Purchase Intention	Path Coefficient: 0.359	Supported
	p-value: 0.000	
Celebrities → Purchase Intention	Path Coefficient: 0.234	Supported
	p-value: 0.001	
Opinion Leaders → Purchase Intention	Path Coefficient: 0.116	Supported
	p-value: 0.043	
Social Value → Purchase Intention	Path Coefficient: 0.197	Supported
	p-value: 0.006	
Personal Value → Purchase Intention	Path Coefficient: 0.114	Supported
	p-value: 0.036	

The results of the first hypothesis state that friends can influence the purchase intention of luxury fashion consumers in Jakarta. This means that friends who create content and recommend a product can influence the purchase intention of luxury fashion consumers in Jakarta. Based on the test results of the second hypothesis, it is evident that celebrities positively and significantly affect the purchase intention of luxury fashion consumers in Jakarta. An individual who often follows social media posts and luxury fashion videos by celebrities can influence purchase intention, even most of the respondents stated that celebrities play a role in their luxury fashion purchase intention. Based on the test results of the third hypothesis, it is evident that opinion leaders have a positive and significant effect on the purchase intention of luxury fashion consumers in Jakarta. Opinion leaders sometimes play an important role in purchase intention, where opinion leaders can make their fans or followers decide which luxury fashion to buy. Based on the test results of the fourth hypothesis, it is proven that social value positively and significantly influences the purchase intention of luxury fashion consumers in Jakarta. The social status of an individual is believed to increase purchase intention. This social value can be increased in various ways, one of which is by using luxury fashion. Thus, social value can affect purchase intention. The importance of increasing social trust, namely social value can affect purchase intention. And finally, based on the test results

of the fifth hypothesis, it is proven that personal value positively and significantly influences the purchase intention of luxury fashion consumers in Jakarta. Personal values or personal values can be reflected through various things, for example from the way you dress. This of course makes personal value can affect purchase intention. By buying luxury fashion, it can be shown that an individual or group of individuals has an above average economy.

6. DISCUSSION

Based on the outcomes of the analysis and hypothesis testing that have been described, the conclusions drawn from this study are as follows:
1. Friends has a positive and significant influence on the purchase intention of luxury fashion consumers in Jakarta.
2. Celebrities has a positive and significant influence on the purchase intention of luxury fashion consumers in Jakarta.
3. Opinion leaders has a positive and significant influence on the purchase intention of luxury fashion consumers in Jakarta.
4. Social value has a positive and significant influence on the purchase intention of luxury fashion consumers in Jakarta.
5. Personal value has a positive and significant influence on the purchase intention of luxury fashion consumers in Jakarta.

This study shows that friends, celebrities, opinion leaders, social value and personal value affect the purchase intention of luxury fashion consumers in Jakarta. So, it is recommended that companies engaged in luxury fashion can create a group containing members of their consumers in order to establish relationships between consumers so that purchase intentions between consumers can increase through friends. It is also recommended that companies engaged in luxury fashion be able to work with several celebrities or opinion leaders who can increase a consumer's purchase intention through content and recommendations. And it is recommended that companies engaged in luxury fashion can make luxury fashion itself as fashion that looks exclusive so that the purchase intention of luxury fashion itself can increase in line with the consumer's desire to fulfill social values. And lastly, for companies engaged in luxury fashion, it is also recommended to increase their consumer's purchase intention of luxury fashion by making a product that can become the needs of their consumers so that when a consumer uses luxury fashion, his confidence increases.

7. CONCLUSION

This study uses only 5 exogenous variables. So, for similar researchers in the future, it is suggested to add other exogenous variables, such as attitude, subjective norm, and also perceived behavioral control found in research [10]. By adding other exogenous variables, it is expected to be able to explain the purchase intention variable more broadly. Due to time constraints, this study only used 215 respondents. Thus, it is also recommended for similar researchers in the future to increase the number of research samples, so that the research can more closely resemble the original situation in the field. The scope of this research also only covers Jakarta. So, it is also recommended for similar researchers in the future to expand the scope of research. By expanding the research area, it is hoped that further research can explain more broadly the influence of exogenous variables on the purchase intention luxury fashion consumers throughout Indonesia or even the whole world.

REFERENCES

[1] kompas.com, "Jokowi Instruksikan Bekerja dari Rumah, Ini Arti Work From Home," 16 Maret 2020. [Online]. Available: https://www.kompas.com/tren/read/2020/03/16/195035165/jokowi-instruksikan-bekerja-dari-rumah-ini-arti-work-from-home?page=all. (Accessed on Sept. 3, 2022)

[2] Kominfo, "Terjadi Pergeseran Penggunaan Internet selama Masa Pandemi," 04 April 2020. [Online]. Available: https://www.kominfo.go.id/content/detail/26060/terjadi-pergeseran-penggunaan-internet-selama-masa-pandemi/0/berita_satker. (Accessed on Sept. 3, 2022)

[3] dataindonesia.id, "dataindonesia.id," 25 Febuari 2022. [Online]. Available: https://dataindonesia.id/digital/detail/pengguna-media-sosial-di-indonesia-capai-191-juta-pada-2022. (Accessed on Sept. 3, 2022)

[4] B. P. Statistik, "Jumlah Penduduk Pertengahan Tahun (Ribu Jiwa), 2020-2022," 03 September 2022. [Online]. Available: https://www.bps.go.id/indicator/12/1975/1/jumlah-penduduk-pertengahan-tahun.html. (Accessed on Sept. 3, 2022)

[5] finance.detik.com, "10 Brand Fashion Termahal di Dunia 2022: LV, Dior hingga Gucci," 2014 Juni 2022. [Online]. Available: https://finance.detik.com/berita-ekonomi-bisnis/d-6126292/10-brand-fashion-termahal-di-dunia-2022-lv-dior-hingga-gucci. (Accessed on Sept. 3, 2022)

[6] kumparan.com, "Prada dan Hermes Rugi Hingga Ratusan Juta Euro karena Pandemi," 03 Agustus 2020. [Online]. Available: https://kumparan.com/rayoga-akbar-firdaus/prada-dan-hermes-rugi-hingga-ratusan-juta-euro-karena-pandemi-1tvdAqO0OAv. (Accessed on Sept. 3, 2022)

[7] Y. Sun, R. Wang, D. Cao and R. Lee, "Who are social media influencers for luxury fashion consumption of the Chinese Gen Z? Categorisation and empirical examination," *Journal of Fashion Marketing and Management: An International Journal,* vol. 26, no. 4, pp. 603-621, Aug 2021. DOI: 10.1108/JFMM-07-2020-0132

[8] A. Jansom and S. Pongsakornrungsilp, "Instagram Influencers Affect the Value Perception of Thai Millennial Followers and Purchasing Intention of Luxury Fashion for Sustainable Marketing," *sustainability,* vol. 12, no. 8572, pp. 1-19, Jul 2021. DOI: https://doi.org/10.3390/su13158572

[9] Y. and T. S. Ruslim, "PENGARUH BRAND LOVE, BRAND SATISFACTION, BRAND TRUST TERHADAP PURCHASE INTENTION PRODUK GUCCI," *Jurnal Manajerial dan Kewirausahaan,* vol. 3 no. 2 pp 569-579, Apr 2021. DOI: https://doi.org/10.24912/jmk.v3i2.11903

[10] T. S. Ruslim, Y. Kartika and C. G. Hapsari, "Effect Of Environmental Concern, Attitude, Subjective Norms, Perceived Behavioral Control And Availability On Purchase Of Green Skincare Products With Intention To Purchase As A Mediation Variable," *Jurnal Ilmiah Manajemen dan Bisnis,* vol. 8 no. 1 pp 120-137, Mar 2022. https://publikasi.mercubuana.ac.id/index.php/jimb/article/view/14499/pdf

[11] I. Ajzen, "Theory of Planned Behavior," *Organizational Behavior dan Human Decision Processes,* vol. 50, no. 2, pp. 179-211, 1991. DOI: 10.1016/0749- 5978(91)90020-T.

[12] R. Pahl and L. Spencer, "Family, friends and personal communities: Changing models-in-the-mind," *Journal of Family Theory & Review,* vol. 2, no. 3, pp. 197-210, Sept 2010. DOI: https://doi.org/10.1111/j.1756-2589.2010.00053.x

[13] L. G. Schiffman and J. Wisenblit, "Friendship Groups," in *Consumer Behavior*, India, Pearson India, 2015, p. 237.

[14] D. T. Nguyen and D. C. Truong, "The Impact of Psychological and Environmental Factors on Consumers'," *Journal of Asian Finance, Economics and Business,* vol. 8, no. 1, pp. 915 - 924, 14 Dec 2021. DOI: 10.13106/jafeb.2021.vol8.no1.915

[15] A. L. Rosa and J. J. Jorgensen, "Influences on Consumer Engagement with Sustainability and the Purchase Intention of Apparel Products," *Sustainability,* vol. 13, no. 10655, pp. 1 - 15, 25 Sept 2021. DOI: https://doi.org/10.3390/su131910655

[16] H. H. Friedman and L. Friedman, "Endorser effectiveness by product type," *Journal of Advertising Research,* vol. 19, no. 5, pp. 63-71, Oct 1979. http://scholar.worldlib.site: 8000/upload/202105/11/202105111113267137.pdf

[17] M. Kaminski, C. Szymanska and K. Nowak, "Whose Tweets on COVID-19 Gain the Most Attention: Celebrities, Political, or Scientific Authorities?," *CYBERPSYCHOLOGY, BEHAVIOR, AND SOCIAL NETWORKING,* vol. 24, no. 2, pp. 1-6 , Feb 2021. DOI: 10.1089/cyber.2020.0336

[18] B. P. Fraser and W. J. Brown, "Media, Celebrities, and Social Influence: Identification with Elvis Presley," *Mass Communication & Society,* vol. 5, no. 2, pp. 183-206, Nov 2009. DOI: 10.1207/S15327825MCS0502_5

[19] S. Younus, F. Rasheed and A. Zia, "Identifying the Factors Affecting Customer Purchase Intention," *Global Journal of Management and Business Research: A Administration and Management,* vol. 15, no. 2, pp. 9 - 14, Jan 2015. https://journalofbusiness.org/index. php/GJMBR/article/view/1605

[20] H. Herjanto, M. Adiwijaya, E. Wijaya and H. Samuel, "The Effect of Celebrity Endorsement on Instagram Fashion Purchase Intention: The Evidence from Indonesia," *Organizations and Markets in Emerging Economies,* vol. 11, no. 1, pp. 203 - 221, May 2020. DOI: 10.15388/omee.2020.11.31

[21] T. W. Valente and P. Pumpuang, "Identifying Opinion Leaders to Promote Behavior Change," *Health Educaction & Behavior,* vol. 34, no. 6, pp. 881-896, Jun 2007. DOI: 10.1177/1090198106297855

[22] E. M. Rogers, "Chapter 1 Elements of Diffusion," in *Diffusion of Innovations*, Third Edition. New York: Free Press, 1983, Chapter 1, A Social System, p. 27.

[23] R. S. Burt, "The Social Capital of Opinion Leaders," *The ANNALS of the American Academy of Political and Social Science,* vol. 566, no. 1, pp. 37-54, Nov 1999. DOI:

https://doi.org/10.1177/00027162995660010

[24] Z. Dhanani, "Why Social Influencers Outsell Celebrities," 31 Oktober 2017. [Online]. Available: https://www.forbes.com/sites/forbescommunicationscouncil/2017/10/31/why-social-influencers-outsell-celebrities/?sh=23d1ab45425b. (Accessed on Sept. 20, 2022)

[25] A. Shaari, H. S. A. Hamidi and D. S. N. B. Ahmad, "Does Social Media Moderates Factors that Influence Perceived Value and Personal Value on Purchase Intention of Modest Apparel?," *Webology,* vol. 18, no. Special Issue on Computing Technology and Information Management, pp. 57 - 73, Sept 2021. DOI: 10.14704/WEB/V18SI04/WEB18114

[26] D. R. K. Marjerison, M. H. Yipei and D. R. Chen, "The Impact of Social Media Influencers on Purchase Intention Towards Cosmetic Products in China," *Journal of Behavioral Studies in Business,* vol. 12, pp. 1 - 18, Aug 2020. https://hdl.handle.net/20.500.12540/278

[27] U. M. Dholakia, R. P. Bagozzi and L. K. Pearo, "A social influence model of consumer participation in network- and small-group-based virtual communities," *International Journal of Research in Marketing,* vol. 21, no. 3, pp. 241-263, Sept 2004. DOI: https://doi.org/10.1016/j.ijresmar.2003.12.004

[28] M. Vock, W. v. Dolen and K. D. Ruyter, "Understanding Willingness to Pay for Social Network Sites," *Journal of Service Research,* vol. 16, no. 3, pp. 311-325, Jan 2013. DOI: https://doi.org/10.1177/1094670512472729

[29] T. Rintamaki, A. Kanto, H. Kuusela and M. T. Spence, "Decomposing the value of department store shopping into utilitarian, hedonic and social dimensions: Evidence from Finland," *International Journal of Retail & Distribution Management,* vol. 34, no. 1, pp. 6-24, Jan 2006. DOI: 10.1108/09590550610642792

[30] C. Gan and W. Wang, "The influence of perceived value on purchase intention in social commerce context," *Internet Research,* vol. 24, no. 4, pp. 772-785, Jan 2017. DOI: 10.1108/IntR-06-2016-0164

[31] C. G. Nkaabu, E. Saina and R. Bonuke, "THE MODERATING EFFECT OF STORE IMAGE ON THE INDIRECT RELATIONSHIP BETWEEN SOCIO-SENSORY EXPERIENCE AND THE PURCHASE INTENTION VIA SOCIAL VALUE," *International Journal of Economics, Commerce and Management ,* vol. 5, no. 8, pp. 68-81, Aug 2017. http://ir.mu.ac.ke:8080/xmlui/handle/123456789/2223

[32] H. Oe, P. Sunpakit, Y. Yamaoka and Y. Liang, "Anexploratory study of Thai consumers' perceptions of "conspicuousness": a case of luxury handbags," *Journal of Consumer Marketing,* vol. 35, no. 6, pp. 601-612, Jan 2018. DOI: 10.1108/JCM-01-2017-2058

[33] A. P. Budi, M. Antara, A. A. P. A. Suryawan Wiranatha and I. N. Sudiarta, "The influence of personal values on buying and purchasing intentions of Chinese tourists visiting Bali," *INTERNATIONAL JOURNAL OF TOURISM CITIES,* vol. 8, no. 1, pp. 125-139, Jan 2022. DOI: https://doi.org/10.1108/IJTC-09-2020-0184

[34] D. E. Vinson, J. E. Scott and L. M. Lamont, "The Role of Personal Values in Marketing and Consumer Behavior," *Journal of Marketing,* vol. 41, no. 2, pp. 44-50, Apr 1977. DOI: https://doi.org/10.2307/1250633

[35] S. Mohseni, S. Jayashree, S. Rezaei, A. Kasim and F. Okumus, "Attracting tourist to travel companies' website: the structural relationship between website brand, personal value, shopping experience, perceived risk, and purchase intention," *Current Issues in Tourism,* vol. 21, no. 6, pp. 616-645, Apr 2018. DOI: https://doi.org/10.1080/13683500. 2016.1200539

[36] M. S. Hashmi, F. Abdullah and M. Anees, " Impact of Personal Values on Ethical Fashion Purchase Intention: Mediating Effect of Product Involvement," *Pakistan of Journal Physocological Research,* vol. 31, no. 2, pp. 403-417, Dec 2016. https://www. pjprnip.edu.pk/index.php/pjpr/article/view/322

[37] M. F. M. Sam and M. N. H. Tahir, "Website Quality And Consumer Online Purchase Intention Of Air Ticket," *International Journal of Basic & Applied Sciences,* vol. 9, no. 10, pp. 20-25, Apr 2013. https://ssrn.com/abstract=2255286

[38] H. Y. Hsu and H. T. Tsou, "Understanding customer experiences in online blog environments," *International Journal of Information Management,* vol. 31, no. 6, pp. 510-523, Dec 2011. DOI: https://doi.org/10.1016/j.ijinfomgt.2011.05.003

[39] J. F. Hair, J. J. Risher, M. Sarstedt and C. M. Ringle, "When to use and how to report the results of PLS-SEM," *European Business Review,* vol. 31, no. 1. Emerald Group Publishing Ltd., pp. 2–24, Jan. 14, 2019. DOI: 10.1108/EBR-11-2018-0203.