LOCAL FASHION PURCHASE INTENTION: THE ROLE OF ATTRACTIVENESS, TRUSTWORTHINESS AND EXPERTISE OF INFLUENCERS

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ABSTRACT

Product marketing activities through social media influencers are a marketing program that is being widely used, based on statistical data released by Statista in September 2023, showing that the market share of Influencer Marketing globally has increased quite rapidly from 2016-2023. This research aimed to test the influence of attractiveness, trustworthiness, and expertise as the credibility of social media influencers and its impact on the purchase intention of local fashion brand. The sample for this research was collected through a questionnaire distributed on online applications such as Instagram, Line, and Whatsapp, using both purposive sampling and non-probability sampling techniques. The collected sample comprised 238 valid respondents who met the criteria of being local fashion brand consumers and following or having at least seen influencer marketing local fashion brand products on social media, including Bella Clarissa @bellacrls_, Sashfir @sashfir_, Shavira Wangsamulia @shav_ira, Melle @mellexmicheline, Laura Siburian @laurasiburian, and Kezia Aletheia @keziaaletheia. The data obtained were then processed using the Structural Equation Model (SEM) method via the SMART-PLS 4.0 application. The research result indicates that trustworthiness and expertise have positive and significant influence on purchase intention of local fashion brand. In contrast, attractiveness has a positive and insignificant effect on local fashion brand purchase intention.

Keyword: Influencer Credibility, Influencer Marketing, Attractiveness, Trustworthiness, Expertise

1. INTRODUCTION

In this digital era, developments and changes in various aspects of life are moving very quickly. Fashion is one of the many things that is experiencing very rapid development. With the speed of digital and technological developments experienced today, fashion trends also change constantly. Especially the increase in sales of fashion products through online media which is currently popular, include the local fashion brand.

Social media influencers are one of the tools used by the local fashion brand to maximize its product marketing activities and maintain its company's existence in the market by continuing to increase consumer purchasing intentions. Based on statistical data released by Statista in September 2023, the global influencer marketing market share will increase by 18.8% in 2022, reaching US$16.4 billion, equivalent to IDR 254.4 trillion. The predicted figure for the Influencer Marketing's market share will continue to increase in 2023 to reach US$21.1 billion or the equivalent of IDR 327.4 trillion.

With the increase in influencer market share, sales experienced by local fashion brands also experienced a rapid increase. However, when Covid-19 hit in 2020, sales from local fashion brands continued to decline, reaching 70% until the end of 2021 (Jesslyn, 2021). On the other hand, in facing this problem, local fashion brands still continue to use social media influencers as their marketing program, therefore there is one thing that needs to be considered in order to increase

local fashion brand consumers' buying intentions, namely the credibility of the influencer itself. Previous research shows that an influencer must have 3 main important credibility attributes, namely Attractiveness, Trustworthiness, and Expertise (Wiedmann & Mettenheim, 2021).

In using influencers as a marketing tool, local fashion brand uses several influencers with good credibility, starting from their attractiveness, trustworthiness and expertise. There are several examples of Influencers used by the local fashion brand, including @bellaclrs_, @sashfir_, @shav_ira, @mellexmicheline, @keziaaletheia, @laurasiburian and several other influencers. Some of the influencers used by local fashion brand have backgrounds that are able to fulfill the credibility that influencers must have in spreading their influence on consumers.

Based on previous research conducted in Germany in 2021, it showed that the credibility of influencers, attractiveness and trustworthiness, had a significant influence on purchase intention (Wiedmann & Mettenheim, 2021). Meanwhile, other research conducted in Jordan showed that the influencer credibility attributes Attractiveness and Expertise influenced purchase intention (AlFarraj et al., 2021).

Seeing the research gap in the form of the inconsistencies in the results of several previous studies, the author intends to examine more deeply the influence of influencer credibility attributes consisting of Attractiveness, Trustworthiness and Expertise, and how they influence purchase intention on local fashion brand.

This research is based on the Source-Credibility Theory, which is a theory created by Hovland & Weiss (1951) which says that a person can believe in information if the information is conveyed or comes from a source that is considered credible. The higher the credibility of an information disseminator, the greater the possibility that that person will be able to influence other people's thoughts, opinions and behavior based on the information obtained. The credibility of the informants here is differentiated based on 3 main attributes, namely, attractiveness (physical attractiveness), trustworthiness (trust), and expertise (expertise).

When a source has high credibility, consumers will be more confident and easier to trust the information conveyed by that source, be it regarding products, brands, or various other things. So, in this way, the three attributes of source credibility influence consumer behavior, which will also influence consumer purchasing intentions in the market for a product marketed by that source.

Apart from Source-Credibility Theory, this research is also based on the Theory of planned behavior (TPB), which is one of the theories that supports the assumption of consumer purchasing intentions, which are influenced by external factors in this research. Ajzen (1991) states that TPB is a theory that shows that basically, a person will act and behave appropriately. Where the decision to act is based on the considerations that the person has made to consider what impact the person can have after making that decision.

The use of Source-Credibility Theory and Theory of Planned Behavior in this research is in line with the variables of this research, namely the influence of three influencer credibility attributes on consumer purchase intentions with brand image as the mediation. Consumers' intention to purchase local fashion brand products can be formed after the influence of internal and external factors as well as considerations made by consumers about the impact they can have when they want to buy local fashion brand products.

The influence of internal and external factors, as well as considerations made by consumers, is carried out by digging for deeper information about local fashion brand products through social media influencers. Then, through these considerations, it can be seen whether the influencer who markets the local fashion brand product can fulfill the credibility attributes well and influence consumer behavior with the information provided and the brand image that is then formed from the influencer.

Attractiveness is the physical attractiveness a person possesses that can attract other people's attention and can be used as a characteristic that distinguishes a person from others (Chan & Fan, 2022). This attractiveness can be in the form of various physical appearances, such as facial shape, body shape, etc. This physical attractiveness can attract attention because the human brain and mind find it easier to perceive and judge someone from their physical appearance (Naghash et al., 2022). In their research, Immanuel et al. (2021) also said that attractiveness is a form of visual characteristics an endorser possesses, from his physical appearance to his lifestyle. These things can directly or indirectly influence how consumers react to marketed products.

Based on the concept of attractiveness, it can be concluded that attractiveness is the physical attractiveness of an endorser or influencer. It can influence consumer behavior towards a product or brand in the influencer markets because it can provide an attractive visual impression for consumers.

In this research, the local fashion brand as the research object uses several influencers who have pretty good attractiveness credibility, which can be seen from the shape of the face, body shape, and even the makeup used. This can be seen in several examples of influencers used by local fashion brands, such as @bellaclrs_, @sashfir_, @shav_ira, @mellexmicheline, @keziaaletheia, @laurasiburian and several other influencers

Venciute et al., (2023) say that trustworthiness is a form of trustworthy nature possessed by a person, where this trustworthy nature can be seen in the honesty of the information they convey. Trustworthiness can also be interpreted as a form of integrity of an endorser in the form of honesty when conveying information, where this integrity can influence the process of forming consumer behavior in the market (Nugraha et al., 2018).

Based on the concept of trustworthiness, it can be concluded that trustworthiness as a form of an influencer's trustworthy nature can directly show the integrity that the influencer has when carrying out their duties in marketing a product, where the characteristic of honesty that they have when conveying information can also influence the formation process. consumer behavior regarding a particular product or brand, in this case, the consumer's purchase intention.

In this research, the local fashion brand as the research object uses several influencers who have quite good trustworthiness, where the followers and viewers of the two influencers have a high level of trust in all the information conveyed by the influencers, which can be seen in most of the video posts from the influencers. These influencers have many consumers who often ask about what products they use, and where they buy them.

Expertise is a form of attribute possessed by an influencer, which refers to the level of knowledge, expertise or experience the influencer has regarding the content created by him (Aw et al., 2023). Research conducted by Ki & Kim (2019) also said that expertise is a form of expertise possessed

by an influencer, which is demonstrated when he creates content, where with the expertise he has an influencer can slowly build relationships and inspire his followers.

Based on the concept of trustworthiness, it can be concluded that expertise is the expertise, experience, and knowledge that an influencer has when marketing a product, which can influence the behavior of their followers or viewers towards the product or brand they are marketing, in this case, consumers' buying intentions, because Consumers will feel confident in the information they receive because it comes from a valid source. In this research, the influencers used by local fashion brands can also fulfill the expertise credibility attribute because they can explain the local fashion brand products that are marketed well and professionally.

Chetioui et al., (2020) said that purchase intention is an opportunity when a consumer intends to purchase a product from a particular brand. Liu et al. (2020) also define purchase intention as the desire to buy a product, which directs a person toward purchasing behavior for a product. Based on the concept, it can be concluded that purchase intention is someone's intention or desire to buy a product, which is influenced by internal and external factors. In this research, consumer purchasing intentions will be formed after being influenced by various internal and external factors such as attractiveness, trustworthiness, and expertise as the credibility of social media influencers. Where the influencer's armpits can fulfill these three credentials, consumer purchasing intentions will begin to form.

Research conducted by AlFarraj et al. (2021) on followers of beauty clinic Instagram accounts in Jordan obtained 384 valid respondents using a questionnaire. This research uses the Structural Equation Model (SEM) as an analysis technique. The results of this research showed that attractiveness influences purchase intention.

Research conducted by Peng (2021) on Weibo application users in China obtained a total of 510 valid respondents using a questionnaire distributed online through an online survey company called Wenjuanxing. This research used the Structural Equation Model (SEM) as an analysis technique. The research conducted shows that attractiveness influences purchase intention.

Macheka et al. (2023) researched young female students at the University of South Africa who had purchased beauty products endorsed by influencers and obtained a total of 203 valid respondents using a questionnaire distributed via email. This research uses the Structural Equation Model (SEM) as an analysis technique. The research conducted shows that there is an influence between attractiveness and purchase intention.

H1: Influencer attractiveness has a positive and significant influence on local fashion brand purchase intention

Koay et al. (2022) researched Instagram application users who follow influencers in Malaysia and obtained 191 valid respondents using a questionnaire distributed via the Google survey platform. This research uses the Structural Equation Model (SEM) as an analysis technique. The results of the research conducted show that there is an influence between trustworthiness and purchase intention.

Tiwari et al. (2023) researched influencer followers in North India using a questionnaire distributed online via email, Instagram, and WhatsApp. This research uses the Structural Equation Model (SEM) as an analysis technique. The research conducted shows results that state that trustworthiness influences purchase intention.

Research conducted by Ghosh & Islam (2023) on Facebook and Instagram users who follow influencers in Bangladesh obtained 217 valid respondents using a questionnaire. The data analysis tool used in this research is the Structural Equation Model (SEM), where the research results show an influence between trustworthiness and purchase intention.

H2: Influencer trustworthiness has a positive and significant influence on local fashion brand purchase intention

Chetioui et al. (2020) researched social media users who know or know about influencers in Morocco using a questionnaire distributed via email and Facebook. This research uses the Structural Equation Model (SEM) as a data analysis tool. The results of this research show that expertise influences purchase intention.

Research conducted by Koay et al. (2022) on Instagram application users who follow influencers in Malaysia obtained 191 valid respondents using a questionnaire distributed via the Google survey platform. This research uses the Structural Equation Model (SEM) as an analysis technique. The results of this research show an influence between expertise and purchase intention.

Research conducted by AlFarraj et al. (2021) on followers of beauty clinic Instagram accounts in Jordan obtained 384 valid respondents using a questionnaire. This research uses the Structural Equation Model (SEM) as an analysis technique. The results of this research show an influence between expertise and purchase intention.

H3: Expertise influencers have a positive and significant influence on local fashion brand purchase intention
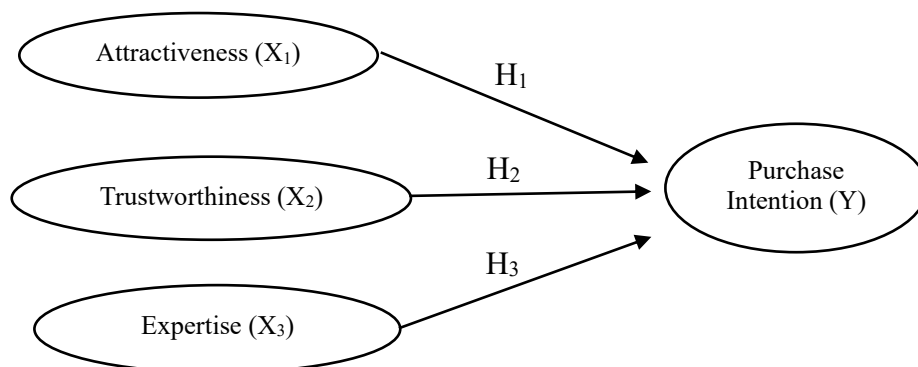
2. RESEARCH METHOD

Figure 1. Research Model

Social media influencers are a marketing tool widely used in online marketing strategies. A good influencer is able to influence consumer behavior, in this case their followers or audience in the market. The effectiveness and efficiency of influencers in reaching target consumers can be seen from their credibility. As stated by Hovland & Weiss (1951), the originators of Source-Credibility Theory (SCT) a person will believe in information if it comes from a credible source. This credibility includes three important attributes: attractiveness, trustworthiness, and expertise.

With an influencer's ability to fulfill these three credibility attributes, consumer behavior in the market, in this case namely consumer purchasing intentions for certain products, can be influenced. Where as stated by Ajzen (1991) as the originator of the Theory of Planned Behavior (TPB) which states that buying intention is expressed as an effect that appears after being influenced by various

internal and external factors, where in this research attractiveness, trustworthiness, and expertise Social media influencers are an external factor that influences consumer purchasing intentions.

The research method used in this research is the quantitative method, which is carried out using information and data in the form of numbers and can be processed using statistical analysis tools (Sekaran & Bougie, 2016). The type of analytical method used in this research is descriptive research, where, as the name suggests, descriptive research is an analytical method that aims to describe the relationships and connections that each variable has, as well as specific characteristics or phenomena that occur in the respective markets. From these variables (Malhotra, 2020).

The population used in this research is social media users who know local fashion brands in Indonesia. In contrast, the sample used focuses on consumers who know the local fashion brand who follow or at least have seen influencers who market local fashion brand products through social media such as, Bella Clarissa @ bellacrls_, Sashfir @sashfir_, Shavira Wangsamulia @shav_ira, Melle @mellexmicheline, Laura Siburian @laurasiburian, and Kezia Aletheia @keziaaletheia.

The samples obtained were collected using non-probability sampling and purposive sampling. Non-probability sampling is a sampling technique that does not provide equal opportunities and chances for each member in a population to be selected as a subject in the research being conducted. Meanwhile, purposive sampling is a sample selection technique that is carried out by collecting research subjects with specific criteria and characteristics that have been determined by the researcher according to the research needs (Sugiyono, 2022). The sample criteria used in this research are consumers who know the local fashion brand, and follow or at least have seen influencers who have marketed the local fashion brand products.

Hair et al. (2022) stated that the appropriate sample size was 155 respondents. These results were obtained by looking at the assumed percentage level of significance, where in this study a significance level of 5% was used, then calculated using the formula Significance level = 5%: $n_{\min} > (\frac{2.486}{|p\min|})^2$. Based on the research results conducted by distributing questionnaires online via applications such as Instagram, Whatsapp and Line, 238 valid respondents were obtained from the 272 questionnaires distributed.

Tabel 1. Variable Operationalisation and Research Indicators

Variable	Indicators	Code	Reference
Attractiveness	Attractive	AT1	(Wiedmann & Mettenheim, 2021)
	Charismatic	AT2	
	Good looking	AT3	
	Admireable	AT4	
	Beautiful	AT5	
Trustworthiness	Dependable	TW1	(Wiedmann & Mettenheim, 2021)
	Honesty	TW2	
	Reliable	TW3	
	Sincere	TW4	
	Trustworthy	TW5	
Expertise	Good understanding in fashion	EX1	(Wiedmann & Mettenheim, 2021)
	Expert in fashion	EX2	
	Knowledgeable in fashion	EX3	
	Qualified in fashion	EX4	
	Has experience in fashion	EX5	
Purchase Intention	Ready to buy the local fashion brands product	PI1	

Intend to buy the local fashion brands product	PI2	(Wiedmann & Mettenheim, 2021)
Will recommend the local fashion brands products to people around	PI3	(Lee, 2018)
Consider to purchase the local fashion brands that promoted by an influencer	PI4	(Ghosh & Islam, 2023)

3. RESULTS AND DISCUSSIONS

According to the results of PLS-SEM, the test results in this study were obtained, including:

Table 2. Outer Model

Variables	Indicators	Loadings	CA	CR	AVE	HTMT			
						ATT	EX	PI	TW
Attractiveness	AT1	0,812	0.819	0.820	0.581				
	AT2	0,723							
	AT3	0,735							
	AT4	0,757							
	AT5	0,780							
Expertise	EX1	0,768	0.827	0.827	0.591	0.744			
	EX2	0,758							
	EX3	0,771							
	EX4	0,779							
	EX5	0,769							
Purchase Intention	PI1	0,871	0.855	0.859	0.698	0.722	0.639		
	PI2	0,868							
	PI3	0,798							
	PI4	0,803							
Trustworthiness	TW1	0,717	0.828	0.831	0.593	0.840	0.696	0.809	
	TW2	0,803							
	TW3	0,797							
	TW4	0,757							
	TW5	0,773							

Overall, the validity test results of the data collected can be seen in the AVE (Average Variance Extracted), outer loadings, and HTMT (Heteroit-Monotrait Ratio) tests. Average Variance Extracted results from a convergent validity test that aims to prove how a latent variable can explain each variance in the indicator. The convergent validity test is considered valid if it has an AVE value of >0.50 or the equivalent of 5% (Tjokrosaputro, 2023b). Meanwhile, Outer loading is a convergent validity test that aims to explain how an indicator influences a construct. A valid convergent validity test has an outer loading value of >0.70 or the equivalent of 7% (Hair et al., 2022). Then, HTMT is the average value of the indicators used in research to measure a different variable. A valid discriminant validity test has an HTMT value of 0.85 with a threshold value of <0.90 (Hair et al., 2022). From the results of the validity test on the variables attractiveness, trustworthiness, expertise and purchase intention, the AVE (Average Variance Extracted) value obtained an AVE value of >0.50 or 5%, an outer loadings value of >0.70 or 7%, and an HTMT (Heteroit- Monotrait Ratio) <0.90 or 9%, this means that all variables in this research, both independent variables and dependent variables, have valid values.

The data reliability test itself is seen from the Cronbach-Alpha and Composite Reliability tests. An indicator is reliable if it has a Cronbach-alpha value between 0.60 to 0.70 or >0.70 (Hair et al., 2022). Meanwhile, Composite reliability is a reliability test that assesses an indicator that does not have a balanced value load, where the indicator will be said to be reliable if it has a value of 0.60 to 0.70 or > 0.70 to 0.95 (Tjokrosaputro, 2023a). From the reliability test results on the variables attractiveness, trustworthiness, expertise, and purchase intention, the Cronbach-Alpha value was >0.70 or 7%, and the Composite Reliability value was >0.70 or 7%. This result means that all variables in this research, independent and dependent, have reliable values.

Tabel 3. Collinearity Statistics

Collinearity Statistics	VIF
AT1	1.926
AT2	1.477
AT3	1.602
AT4	1.636
AT5	1.723
EX1	1.618
EX2	1.581
EX3	1.692
EX4	1.691
EX5	1.685
PI1	2.457
PI2	2.441
PI3	1.741
PI4	1.757
TW1	1.528
TW2	1.856
TW3	1.771
TW4	1.613
TW5	1.657

Multicollinearity is a test carried out to test the collinearity of indicators in research (Hair et al., 2022). The results of this multicollinearity test can be seen in the VIF (Variance Inflation Factor) value, where the VIF value cannot exceed five because a collinearity crisis between indicators can occur if the VIF value exceeds 5. As shown in table 4.6, it can be seen that from the test results, There is no multicollinearity in the independent variables, dependent variables and mediating variables in this study because the test results show that the value of VIF is <5.

Tabel 4. Inner Model

	Relationship Variabels	Path	f^2	t-statistics	p-value	Explanation
H_1	Attractiveness $\rightarrow$ Purchase Intention	0.096	0,010	1.292	0.098	Positive, Rejected
H_2	Trustworthiness $\rightarrow$ Purchase Intention	0.275	0,074	3.940	0.000	Positive, Supported
H_3	Expertise $\rightarrow$ Purchase Intention	0.099	0,014	1.683	0.046	Positive, Supported

The effect size (f^2) test is carried out to test changes in the R^2 value when a construct is removed from the model. The f^2 value is divided into three categories: small influence with a value of 0.02,

medium influence with a value of 0.15 and large influence with a value of 0.35. Each of the three assessment categories represents the value of the influence of a construct on the dependent variable (Hair et al., 2022). The existing test results show that the f^2 values in H1, H2 and H3 have values of 0.010, 0.074, and 0.014, which means that the dependent variables in the two hypotheses, namely attractiveness, trustworthiness, and expertise, have a negligible influence on the independent variable, namely purchase intention.

The significance test aims to test the significance of the hypothesis in the problem formulation using the bootstrapping method. The test results will be seen in the P-value value in path analysis, where a good P-value value must be <0.05 or 5% (Hair et al., 2022). The existing test results show that H2 and H3 obtained p-values of 0.000 and 0.046 with t-statistic values of 3,940 and 1.683, which means H2 and H3 are accepted. Meanwhile, the results of the H1 test obtained p-values and t-statistics of 0.098 and 1.292, which means H1 was rejected.

Tabel 5. R Square and Q Square

Variabel	R-square	R-square adjusted	Category	Percentage	Q² predict	Category
Purchase Intention	0.593	0.587	Moderate	59.3%	0.494	Good

The coefficient of determination (R^2) measures and calculates how much influence the independent variable has on the dependent variable with a calculated value between 0 and 1. The coefficient of determination (R^2) has three categories of strength assessment, namely, substantial with a value of 0.75 which has the strongest influence, moderate with a value of 0.50 which has a moderate influence, and weak with a value of 0.25 which has the lowest influence (Hair et al., 2022). The test results show that purchase intention has a value of 0.593 or 59.3%, which means that the purchase intention variable has moderate strength.

The Q^2 test results show that the purchase intention variable is included in the good category, because a good Q^2 value is above 0 or >0 (Hair et al., 2022). The test results show that purchase intention has a value of 0.494, which means that the Q^2 prediction test results of the purchase intention variable are good because the Q^2 prediction value is above 0.

The results of the H1 test show that the attractiveness variable has an insignificant but positive influence on the purchase intention variable. This result is not in line with the results of previous research conducted by AlFarraj et al. (2021), Peng (2021), and Macheka et al. (2023), who obtained results stating that there is an influence between the attractiveness variable on purchase intention. However, on the other hand, the results of this research align with research conducted by Koay et al., (2022) which obtained results stating that the attractiveness variable does not influence purchase intention.

The insignificant results of the H_1 test can occur because the local fashion brands whose market segmentation only focused on women, and only recently has begun to expand its market share by starting to produce fashion products for men. With the expansion of segmentation and market share that has just been carried out, as well as the implementation of marketing programs using male influencers that local fashion brand have not yet carried out, this means that the perspective assessment carried out by male respondents regarding the attractiveness credibility of the influencers used by local fashion brand cannot be carried out optimally. Thus, the responses from male respondents with a reasonably large percentage in this study could influence the results of the assessment of the attractiveness and purchase intention variables from local fashion brand.

Based on the results of the H_2 test, it state that the trustworthiness variable has a positive and significant influence on the purchase intention variable. These test results are in line with previous research conducted by Koay et al. (2022), Tiwari et al. (2023), and Ghosh & Islam (2023), who obtained results stating that there is an influence between the trustworthiness variable on purchase intention. This is because when an influencer has a high level of trust from consumers and their followers, this can influence the delivery of advertising received by consumers. Moreover, when consumers consider that the information conveyed by the influencer is trustworthy because it is based on facts and honesty, consumers will tend to have a greater intention to buy a product marketed by the influencer, in this case a product from the local fashion brand.

Based on the results of the H_3 test, it can be seen that the expertise variable has a positive and significant influence on purchase intention. These test results are in line with previous research conducted by Chetioui et al. (2020), Koay et al. (2022), dan AlFarraj et al. (2021) who obtained results stating that there is an influence between the expertise variable and the purchase intention variable. These results can be obtained because the level of expertise of the influencer is considered to have a higher level of marketing effectiveness in influencing consumer purchasing intentions, in this case local fashion brand consumers. This happens because influencers' expertise can make consumers more confident in the validity of the information conveyed so that consumers' buying intentions can be more easily influenced.

The test results from this research prove that of the three attributes of social media influencer credibility stated by Source-Credibility Theory (SCT), which consist of attractiveness, trustworthiness, and expertise, there are two main attributes, namely trustworthiness and expertise as external factors that can have an impact significantly to consumers in building purchase intentions for local fashion brand products, as stated in the Theory of Planned Behavior (TPB) regarding the influence of external factors as consumer considerations in building consumer purchase intentions.

The test results obtained in this research also prove that previous research conducted by Wiedmann & Mettenheim (2021) Wiedmann & Mettenheim (2021) in Germany with attractiveness and trustworthiness results obtained significant results on purchase intention, as well as research conducted by AlFarraj et al. (2021) in Jordan with attractiveness and expertise results which obtained significant results on purchase intention, this is not following the results of research applied in Indonesia, in this case the local fashion brand as the research object to test the influence of social media influencer credibility attributes, namely attractiveness, trustworthiness and expertise on purchase intention. The results of this research can also be a source of reference and input for future researchers who want to research the influence of social media influencer credibility attributes on purchase intention.

4. CONCLUSIONS AND SUGGESTIONS

From the test results displayed in the hypothesis test and the discussion carried out previously, it can be concluded that attractiveness does not have a significant influence but has a positive influence on local fashion brand purchase intention. On the other hand, trustworthiness and expertise positively and significantly influence local fashion brand purchase intention.

After the research was carried out, several limitations occurred in this research, including the first that the variables tested in this research were only limited to the independent variable, namely influencer credibility which includes attractiveness, trustworthiness and expertise, then the

dependent variable, namely purchase intention. Then secondly, the research object tested was only limited to the local fashion brand, so the test results in this study cannot be considered the same if applied to other brands. Third, the number of respondents used in this research is only limited to 238, so the processed data results cannot be considered completely correct because the sample size is relatively small compared to the market share of the local fashion brand and the influencers themselves. Then finally, the industrial focus in this research is only limited to the fashion industry, so the research results cannot be considered the same if applied to other industries.

Practical suggestions that can be conveyed from the results of this research are aimed at the local fashion brand, where it is hoped that the results of this research can be input and can be used as consideration for the local fashion brand to be able to pay more attention to the credibility of influencers that will be used to market local fashion brand products. This is because if the local fashion brand uses influencers who can only fulfill the influencer's credibility, namely attractiveness, without paying attention and considering the other two credibilities, namely trustworthiness and expertise, then the effectiveness of the marketing program for local fashion brand products cannot be carried out optimally. This suggestion is based on the test results of hypothesis 1 of this research regarding the influence of attractiveness on purchase intention, which states that the credibility of attractiveness does not significantly influence purchase intention. Therefore, the credibility of the influencer used by local fashion brand, in this case, attractiveness credibility, is an important thing that needs to be considered before using an influencer as a marketing tool.

Another suggestion that can be given is based on obtaining the loading factor value from the variable indicator, where based on the existing results it shows that the indicator with the lowest loading factor value is in the 1st indicator of the trustworthiness variable with a value of 0.717 which states that 'Influencers who market products local fashion brand is reliable', which from these results suggests that local fashion brand can use influencers who are really serious about marketing local fashion brand products so that the influencers who market local fashion brand products can be relied on by consumers. Meanwhile, the highest loading factor result is in the 1st indicator of the attractiveness variable with a value of 0.812 which states that 'Influencers who market local fashion brand products look attractive'. Therefore, with this result, local fashion brands are advised to use influencers with a physical appearance. which looks attractive so that consumers will be increasingly interested in trying the local fashion brand products marketed by this influencer.

The theoretical suggestions that can be conveyed from the results of this research are aimed at future researchers, where further researchers can conduct research in different locations and can add other variables to conduct further research, such as materialism variables (Koay et al., 2022) so that the research will be carried out later to obtain new results.

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