

Credibility in Female Consumer Engagement: An Examination of Influencer Influence on Purchasing Local Muslim Fashion Brands in Batam Islands

Edy Yulianto Putra

Universitas Internasional Batam

yulianto@uib.ac.id

Ratih Regina Hapsari

Universitas Internasional Batam

2241020.ratih@uib.edu

Hepy Hefri Ariyanto

Universitas Internasional Batam

hepy@uib.ac.id

Abstract

This study aims to analyze the influence of authenticity of influencer credibility (influencer credibility), and Electronic Word of Mouth (e-WOM) on consumer purchase intention (purchase intention) of local Muslim fashion products, with influencer authenticity as a mediating variable. This study uses a quantitative approach with a survey method on 312 respondents who have purchased local Muslim fashion products. The analysis was conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach using SmartPLS 4.0 software. The research findings revealed that Influencer authenticity, influencer credibility, and content engagement directly showed a very strong positive effect on consumer purchase intention. In addition, influencer authenticity was also proven to be able to mediate the significant relationship between E-WOM, influencer credibility, and content engagement on purchase intention. The novelty of this study lies in the mediating role of influencer factors in influencing purchase intentions in the local Muslimah fashion industry, which has not been widely researched. The implementation of marketing strategies through E-WOM, influencer credibility, and content engagement will be more effective in encouraging purchase intentions if delivered through an influencer figure who is considered authentic by the audience.

Keywords: *Influencer Authenticity, Influencer Credibility, E-WOM, Content Engagement, Purchase Intention.*

DOI : <http://dx.doi.org/10.32503/jmk>.

Article History : Article received (July 2025); revised (August 2025);
accepted (Sept 2025)

Email Co-Author : nasrul.efendi@mikroskil.ac.id



This work is licensed under a Creative Commons
Attribution-ShareAlike 4.0 International License

Introduction

The phenomenon of influencer marketing has grown rapidly in recent years, particularly in the fashion industry (Debataraja, Wong, Pandiangan, & Darsono, 2024; Khan, Panditharathna, & Bamber, 2020). In Indonesia, this trend is increasingly prevalent in the local Muslim fashion sector, along with a growing awareness of sharia-compliant yet fashionable clothing styles (Debataraja et al., 2024; Khan et al., 2020). This aligns with Indonesia's position as the country with the largest Muslim population in the world, reaching 87.2% of the total population, or approximately 229.62 million people. Projected against the global Muslim population, which is predicted to reach 2.2 billion by 2030, or approximately 23% of the total world population, Indonesia's Muslim population already reaches approximately 13.1% of the total Muslim population worldwide (Debataraja et al., 2024; Khan et al., 2020).

This phenomenon makes Indonesia a target market with high potential for growth in the Muslim fashion industry (Debataraja et al., 2024; Khan et al., 2020). Its demographic composition presents a need for a range of fashion products that not only tend to satisfy aesthetic elements but also consistently align with religious values along with existing local culture (Debataraja et al., 2024; Khan et al., 2020). In this regard, local Muslim fashion brands are seen as increasingly aggressively utilizing digital marketing strategies, particularly by implementing collaborations with influencers, to reach a broad consumer segment, particularly the younger generation of Muslims who are active on social media and have relatively high purchasing power (Debataraja et al., 2024; Khan et al., 2020).

In this context, previous studies have often shown that influencers have a significant influence on consumer purchasing decisions, particularly in the fashion industry (Zhou et al., 2021)(Jide, 2022). Furthermore, it is important to understand that the composition of Muslim consumers in Indonesia is considered highly diverse (Debataraja et al., 2024; Khan et al., 2020). In general, Muslims can be categorized into several groups based on religious orientation, such as traditionalist Muslims (often affiliated with Nahdlatul Ulama), modernist Muslims (many of whom are affiliated with Muhammadiyah), urban Muslims or the new middle class (young professionals who are religious and open to modern lifestyles), cosmopolitan Muslims (who follow global trends), and the millennial and Gen Z Muslim generations, characterized by high activity on digital platforms and influenced by visual culture and influencers (Debataraja et al., 2024; Khan et al., 2020).

Each of these groups has different consumption characteristics and fashion preferences, but they have in common a prioritization of Islamic values in their appearance, and are increasingly engaging in digital activities, further strengthening the effectiveness of influencer marketing in reaching its target market (Debataraja et al., 2024; Khan et al., 2020).

Furthermore, it can be stated that collaborations formed between local Muslim fashion brands and influencers are often seen as an effective strategy, considering they are considered capable of creating an emotional closeness between the product and an audience who share a similar religious and cultural identity (Debataraja et al., 2024; Khan et al., 2020). This aligns with the Social Identity Theory proposed by Tajfel and Turner, which states that individuals tend to identify with certain social groups and show preference for products or public figures who are perceived to represent the values of that group (Debataraja et al., 2024; Khan et al., 2020). In other words, Muslim consumers in Indonesia tend to be more attracted to fashion products

promoted by influencers who are perceived to share their religious and cultural identities (Debataraja et al., 2024; Khan et al., 2020).

Meanwhile, as this phenomenon grows, issues arise regarding the authenticity of influencers in promoting brands. This authenticity is crucial as consumers become increasingly discerning and critical of influencer content (Beyari & Garamoun, 2024; Chun, Seok, Chung, & Ko, 2017; Kim & Song, 2020). Previous studies have shown that influencers perceived as authentic are better able to build emotional connections with their audiences, which in turn can influence their purchasing decisions (Debataraja et al., 2024; Khan et al., 2020). Influencers' authenticity relates to how sincere and transparent they are in communicating with their followers, as well as the extent to which they truly love and understand the products they promote.

The phenomenon of increasing consumer attention to the authenticity of influencers is often featured in the campaigns of local Muslim fashion brands that are currently on the rise. One example can be seen in the local brand called Buttonsarves, which collaborates with well-known influencers such as Indah Nada Puspita, who is a public figure and hijab model who actively promotes modest fashion through her Instagram @indahnadapuspita, which has more than 1.7 million followers as of June 2025 (Debataraja et al., 2024; Khan et al., 2020). Nada is known for her lifestyle that prioritizes high consistency in Islamic values and culture, her nuanced Islamic image, which is characterized by elegance yet still contains elements of simplicity, as well as her closeness and strong relationships with the young Muslim female audience.

Buttonsarves' success in building a strong brand image is greatly influenced by the public perception of Nada's authenticity as a figure who not only uses its products for commercial purposes, but also because of personal belief in the quality and values of the brand (Debataraja et al., 2024; Khan et al., 2020). On the other hand, the Elzatta Hijab brand has also collaborated with influencers such as Zaskia Adya Mecca, who has more than 4 million followers on Instagram and is known as a credible, consistent, and full of integrity Muslim public figure (Debataraja et al., 2024; Khan et al., 2020).

On the other hand, not all of the implemented campaigns are successful, especially when the audience tends to be skeptical of the message (Debataraja et al., 2024; Khan et al., 2020). In today's digital era, consumers can easily detect whether content is genuine or simply paid advertising (Debataraja et al., 2024; Khan et al., 2020). This indicates that the success of local Muslim fashion marketing campaigns is heavily influenced by the credibility and authenticity of the influencers selected. Therefore, brands must consider not only the number of followers but also the alignment of the influencer's values and image with the target audience (Debataraja et al., 2024; Khan et al., 2020).

The existing research gap shows that despite numerous studies on influencer marketing across various industries, few have specifically examined the influence of influencer authenticity on the purchase intention of local Muslim fashion products (Ismail, Othman, & Majid, 2024; Thant, 2019). While research has revealed a relationship between influencer authenticity and purchase intention in other sectors, such as cosmetics and food, the context of local Muslim fashion remains underexplored. Local Muslim fashion, with its characteristics that combine religious and cultural values, demands a marketing approach that is more sensitive to the authenticity and credibility of influencers (Aljabari, Joudeh, Aljumah, Al-Gasawneh, & Daoud, 2023; Ekasari, Diposumarto, Muharam, & Perception, 2024; Siddiqui et al., 2021).

On the other hand, it is important to note that the influence of influencer authenticity on purchase intention is also influenced by several other factors, such as the type of product promoted, the target audience, and the social media platform used. In the fashion industry, young audiences who connect with influencers often seek brands that represent their personal values, including aspects of authenticity and alignment with their cultural or religious identities (Weismueller, Harrigan, Wang, & Soutar, 2020). Therefore, it is crucial to examine how the presence of authentic influencers can influence consumers' perceptions of local Muslim fashion brands and to what extent this can maximize purchase intention among consumers (Ashoer & Said, 2016; Cheikh, Ferchichi, & Chaabani, 2021; Chen, Chang, & Sung, 2021).

The novelty of this study lies in its attempt to fill a gap in the existing literature by focusing on analyzing the influence of influencer authenticity on the purchase intention of local Muslimah fashion products. This study is expected to provide a new contribution to the understanding of how influencer authenticity can shape purchase intention in the growing local fashion market (Kim & Song, 2020; Ngarmwongnoi, Oliveira, AbedRabbo, & Mousavi, 2020). This study also aims to provide practical guidance, especially for local Muslimah fashion brands, in selecting influencers who align with their brand values and can build trust with their target audience (Beyari & Garamoun, 2024; Oraedu, Izogo, Nnabuko, & Ogba, 2021).

This research is expected to provide new insights into the effectiveness of influencer marketing in increasing purchase intention, particularly in the growing local Muslim fashion market (Cheikh et al., 2021; Chen et al., 2021; Zhang, Park, & Park, 2024). The findings of this study can also provide a basis for further, more in-depth studies on the influence of influencer authenticity within the general fashion industry context, as well as in more specific market segments such as Muslim fashion.

Literature Review

The Effect of Influencer Authenticity on Purchase Intention

Influencer authenticity is a central predictor of consumer purchase intention because it enhances perceived trust and credibility. Drawing on source authenticity theory, authenticity plays a key heuristic that consumers use to evaluate the sincerity of marketing messages, particularly in social media environments where commercial persuasion is often implicit (Beyari & Garamoun, 2024; Oraedu et al., 2021). When influencers are perceived as authentic, audiences are more likely to attribute their endorsements to intrinsic motivation rather than financial incentives (Thant, 2019). This perception enhances message acceptance and reduces persuasion resistance (Thant, 2019).

Prior research consistently shows that authentic influencers, those who demonstrate honesty, transparency, and congruence between personal values and endorsed products, are more effective in stimulating purchase intention. Thus Influencer authenticity significantly influences consumer purchase intentions. Influencers perceived as authentic can build trust and stronger relationships with their audiences, which in turn increases the likelihood of consumers making a purchase (Thant, 2019). A study conducted by (Chen et al., 2021) showed that an influencer's authenticity influences purchase intentions due to their ability to inspire and be trustworthy. Thus, influencer authenticity plays a significant role in shaping consumer purchase intentions, as consumers tend to trust and be more influenced by recommendations from influencers they perceive as authentic (Thant, 2019).

Furthermore, a study conducted by Ekasari et al. (2024) found that an influencer's positive attitude and honesty can influence purchase intentions among their followers. Thus, influencer authenticity plays a significant role in shaping consumer purchase intentions, as consumers tend to trust and be more influenced by recommendations from influencers they perceive as authentic (Chae & Ko, 2020).

H1: Influencer Authenticity significantly influences Purchase Intention

The Effect of E-WOM on Purchase Intention

Electronic Word of Mouth (E-WOM) refers to the dissemination of information about products or services through digital platforms, such as social media, forums, and review sites (Thant, 2019). The existence of E-WOM has a significant influence on consumer purchase intention (Thant, 2019). Drawing on information adoption theory, E-WOM affects purchase intention by shaping consumers' beliefs through the perceived credibility and diagnosticity of information (Beyari & Garamoun, 2024; Oraedu et al., 2021). Consumers tend to evaluate online reviews and recommendations based on how trustworthy the source appears and how useful the information is for decision-making (Thant, 2019). When E-WOM is perceived as credible and highly diagnostic, consumers are more likely to internalize the information and use it as a basis for forming product evaluations (Thant, 2019).

A study conducted by (Siddiqui et al., 2021) showed that E-WOM has a positive effect on consumer purchase intention. In its use, e-WOM allows consumers to interact with other consumers and receive faster responses regarding product or service information. This indicates that e-WOM can directly influence purchase intention. Furthermore, research by (Thant, 2019) concluded that E-WOM has a significant positive influence on purchase intention. Factors such as the quality, credibility, and quantity of E-WOM have a significant positive influence on purchase intention. Thus, e-WOM serves as a source of information that influences consumer perceptions and purchasing decisions.

Thus, e-WOM serves as a source of information that influences consumer perceptions and purchasing decisions. Consumers tend to trust recommendations from fellow consumers who have experience with a particular product or service, thereby increasing their purchase intention (Cheung & Thadani, 2020).

H2 : E-WOM significantly influences Purchase Intention

The Effect of Influencer Credibility on Purchase Intention

Influencer credibility has a significant influence on consumer purchase intention (Thant, 2019). Commonly, influencer credibility is conceptualized through source credibility theory, which consists of attractiveness, expertise, and trustworthiness as core dimensions that determine the persuasive effectiveness of a communication source (Thant, 2019). Attractiveness represents the influencer's physical appeal, likability, and similarity to the audience, which can enhance identification and message acceptance (Thant, 2019). Expertise refers to the extent to which an influencer is perceived as knowledgeable, experienced, and competent in relation to the endorsed product or domain, thereby increasing the informational value of their recommendations (Thant, 2019). Trustworthiness captures the degree to which an influencer is viewed as honest, reliable, and unbiased, which is particularly critical in digital environments where commercial motives may be ambiguous (Thant, 2019).

Studies show that influencer credibility, which encompasses attractiveness, trustworthiness, and expertise, positively influences consumer purchase intention.

For example, a study by Jacobs dr AD Beldad (2019) found that influencer attractiveness, trustworthiness, and expertise significantly influenced consumer purchase intention on the TikTok Shop platform. Furthermore, research by Debataraja et al. (2024) shows that influencer credibility positively influences brand trust and purchase intention for fashion products. In this study, influencer credibility influenced brand trust, which in turn influenced consumer purchase intention (Thant, 2019). Thus, influencer credibility plays a crucial role in shaping consumer trust in brands and influencing their purchasing decisions.

Furthermore, research by (Debataraja et al., 2024; Yuwono et al., 2024) shows that influencer credibility positively influences brand trust and purchase intention for fashion products. In this study, influencer credibility influenced brand trust, which in turn influenced consumer purchase intention (Chen et al., 2021). Thus, influencer credibility plays a crucial role in shaping consumer trust in brands and influencing their purchasing decisions.

H3 : Influencer Credibility significantly influences Purchase Intention

The Effect of Content Engagement on Purchase Intention

Effective content engagement enables companies to provide relevant, informative, and engaging content (Thant, 2019). This content helps consumers understand the value of the product or service offered, ultimately encouraging them to make a purchase. Based on consumer engagement theory, engaged consumers develop stronger brand relationships through sustained cognitive, emotional, and behavioral involvement, which in turn increases their likelihood of purchase (Thant, 2019). As the consequences, higher levels of consumer engagement enhance brand salience and reduce decision uncertainty, ultimately translating into stronger purchase intention (Thant, 2019).

Literature supporting this research is found in (Ismail et al., 2024) study, which explains that well-managed content builds consumer trust and strengthens the relationship between brands and customers, which are key factors in purchasing intentions. With a content engagement system, companies can ensure a more personalized and structured user experience across various digital platforms (Thant, 2019). Furthermore, a study by (Yusuf, Che Hussin, & Busalim, 2018) showed that strategic digital content management increases consumer confidence in a brand, which has a direct impact on purchase intentions.

When consumers perceive the content they access as relevant and easy to digest, they tend to have positive perceptions of the brand, which influences their purchase intentions (Cheung & Thadani, 2020). This is supported by research by Ngarmwongnoi et al. (2020), which emphasizes that good content management enables companies to create added value through customer experiences, which influence purchasing decisions. Furthermore, a study by Cheikh et al. (2021) showed that strategic digital content management increases consumer confidence in a brand, which has a direct impact on purchase intentions.

H4: Content engagement significantly influences Purchase Intention

The Role of Content Engagement Mediation in the Influence of Influencer Authenticity on Purchase Intention

When audiences perceive an influencer as authentic, meaning honest, consistent with their personal values, and not overly promotional, they tend to be more interested and actively engage with the influencer's published content (Ngarmwongnoi et al., 2020). From a stimulus–organism–response (S-O-R)

perspective, influencer authenticity functions as a stimulus that enhances internal consumer responses in the form of content engagement (Thant, 2019). Such engagement manifests through interactive behaviors, including liking, commenting, sharing, or saving content, which indicate deeper involvement with the message (Ngarmwongnoi et al., 2020). This engagement can take the form of liking, praising, sharing, or even saving the content for reference (Ho et al., 2020). High engagement with content then builds trust and reinforces positive perceptions of the promoted product, ultimately driving purchase intention (Ngarmwongnoi et al., 2020).

H5: Content engagement mediates the relationship between influencer authenticity and purchase intention.

The Role of Content Engagement Mediation in the Influence of E-WOM on Purchase Intention

(Thant, 2019) revealed that e-WOM on purchase intention does not occur directly, but rather through consumer interaction with the content they see or receive on digital media. Within the context of information adoption theory and the stimulus–organism–response (S-O-R) framework, the influence of E-WOM on purchase intention is not solely direct but operates through consumers’ engagement with digital content. E-WOM acts as an external stimulus that attracts consumers’ attention by providing experiential and peer-generated information. When consumers receive positive information or recommendations from e-WOM, whether through comments, reviews, testimonials, or other user experiences on social media, they will be encouraged to engage more actively with related content, such as clicking, watching, sharing, or exploring further (Thant, 2019). This engagement increases attention and interest in the product discussed, which ultimately forms a positive perception and encourages purchase intention (Thant, 2019).

H6: Content engagement mediates the relationship between E-WOM and purchase intention.

The Role of Content Engagement Mediation in the Influence of Influencer Credibility on Purchase Intention

Influencers who present content naturally, demonstrate personal experiences, and reflect their values in their content will more easily build an emotional connection with their followers (Ngarmwongnoi et al., 2020). Based on source credibility theory and the stimulus–organism–response (S-O-R) framework, influencer credibility serves as an external stimulus that shapes consumers’ internal responses through content engagement. Influencers perceived as credible are more likely to encourage followers to pay closer attention and interact with the content (Ngarmwongnoi et al., 2020). Customers tend to trust messages from figures perceived as authentic more because they feel emotionally connected to them, not just as a target market (Cheikh et al., 2021; Chen et al., 2022). This feeling of connection can generate customer engagement with product/service promotions, supporting the influencer or brand. Therefore, this engagement can generate purchase intentions among customers (Thant, 2019).

H7: Content engagement mediates the relationship between influencer credibility and purchase intention.

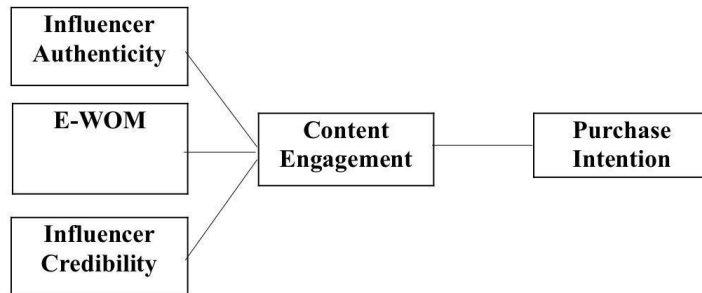


Figure 1. Research Model

Methodology

This study uses a quantitative research method based on the philosophy of positivism, as explained by (Sugiyono, 2023). This method aims to analyze a specific population or sample through random sampling techniques. The data obtained will be statistically analyzed to uncover causal relationships between the variables studied. The approach used in this study is an associative approach, designed to understand the causal influence between two or more variables.

This study employed a non-probability purposive sampling technique, which is appropriate when the target respondents must meet specific criteria relevant to the research objectives. In this context, respondents were required to be female consumers residing in Batam Islands who follow at least one fashion influencer on social media and have purchased or shown interest in purchasing local Muslim fashion brands. Purposive sampling was selected to ensure that participants possess adequate experience and exposure to influencer marketing, making them suitable for evaluating the constructs in the study.

The sample size was determined based on recommendations for Partial Least Squares Structural Equation Modeling (PLS-SEM). According to Hair et al. (2021), the minimum required sample size is calculated using the “10 times rule,” which states that the number of respondents should be at least ten times the maximum number of arrows pointing to any construct in the model. In this study, the construct with the highest number of indicators required a minimum of 150 participants. To enhance statistical power and ensure model stability, the final sample consisted of 250 valid responses, which exceeds the recommended threshold for PLS-SEM and ensures adequate representation for structural model estimation.

Data were collected using an online self-administered questionnaire distributed through social media platforms such as Instagram, WhatsApp groups, and community forums related to Muslim fashion. Before distribution, the questionnaire underwent expert validation and a pilot test with 30 respondents to ensure clarity and reliability of the measurement items. Participants were informed about the purpose of the study and provided consent before completing the survey. Data collection was conducted over four weeks, and responses were screened for completeness, consistency, and eligibility based on the predefined inclusion criteria.

According to Sahir (2022), associative research aims to explain certain phenomena or symptoms through an analysis of the influence between relevant variables. To collect data, the author used a survey method, with a questionnaire as the main instrument. As stated by Sugiyono (2022), a questionnaire is a list of questions or written statements filled out by respondents according to the instructions provided. In this study, the questionnaire will be distributed using a digital platform, namely Google Forms (GF). The main objective of this study is to explore the

influence of influencer authenticity, e-WOM, and influencer credibility on purchase intentions. In this study, the target population is consumers who have purchased products from local Muslim fashion brands. This target population selection aims to ensure that the data obtained is relevant to the research objective, namely to identify the influence of certain factors on consumer purchasing decisions in the context of local Muslim fashion brands (Thant, 2019).

Table 1. Variable Operational Definition

| Influencer authenticity Moulard et al. (2015) and Moulard et al. (2016) | |
|--|--|
| 1. | The influencer has a passion for their business. |
| 2. | The influencer does his/her best to share his/her experiences. |
| 3. | The influencer loves what he/she is doing |
| 4. | The influencer is very honest in promoting |
| 5. | The influencer has really helped me in purchasing the product The influencer has a fairly trusted name |
| E-WOM Kajtazi and Zeqiri (2020). | |
| 1. | I leave positive comments with others about this online store |
| 2. | I recommend this online store to anyone who seeks my advice |
| 3. | I encourage friends and others to buy goods from this online store |
| Influencer credibility Lou & Kim (2019); Abd Jalil et al. (2021) | |
| 1. | I have no doubts about the statements of local Muslim fashion product influencers who have sufficient experience in their field |
| 2. | I have no doubts about the statements of local Muslim fashion product influencers regarding the items they review |
| 3. | I have no doubts about products reviewed by local Muslim fashion product influencers who have convincing speaking skills (tone of voice & manner of speaking) |
| 4. | I have no doubts about products being reviewed by local Muslim fashion influencers who share the same interests as me I have no doubts about products reviewed by local Muslim fashion product influencers who share the same preferences as me |
| Content engagement Imran Anwar Mir & Jari Salo (2023). | |
| 1. | I see when local Muslim fashion social media influencers upload photos and video clips of a brand on Instagram, I will watch them. |
| 2. | I will click the like button when a local Muslim fashion social media influencer shares a brand video clip on Instagram. |
| 3. | I will click the like button when Social media influencers share pictures of local Muslim fashion brands on Instagram, TikTok |
| 4. | I engage in commenting on the Social media influencer-generated brand-related photos and video clips. |
| 5. | I share brand-related Social media influencer-generated pictures and video clips with my friends and followers on Instagram and Tiktok |
| Purchase intention Husnain & Toor, 2017 | |
| 1. | I prefer to buy products or services from local Muslim fashion brands rather than others. |
| 2. | I am willing to recommend others to buy from local Muslim fashion brands |
| 3. | I highly recommend this product to others |
| 4. | I will consider purchasing this local Muslim fashion product. |
| 5. | I will most likely purchase local Muslim fashion products in the future. |
| 6. | I will recommend others to purchase local Muslim fashion products. |
| 7. | If I find similar products, I will prioritize considering purchasing local Muslim fashion products. |

This researcher also displayed the respondent demographic, including age, gender, education status, job, income level, and the Muslim fashion brand chosen by the respondents, in Table 2 below.

Table 2. Respondent Demographic

| Variable | Category | Frequency | Percentage |
|----------------------|----------------------------|-----------|------------|
| Age | 18-25 | 61 | 19,6% |
| | 26-35 | 193 | 61,9% |
| | 36-45 | 58 | 18,6% |
| Total | | | 100.0% |
| Gender | Female | 312 | 100.0% |
| | Male | 0 | 0.0% |
| Total | | | 100.0% |
| Education Status | High School | 87 | 27,9% |
| | Bachelor | 202 | 64,7% |
| | Master | 23 | 7,4% |
| Total | | | 100.0% |
| Job | Students | 53 | 17,0% |
| | Housewife | 26 | 8,3% |
| | Self-employed | 159 | 51,0% |
| | Private sector employee | 28 | 9,0% |
| | Government employee | 46 | 14,7% |
| | Total | | |
| Income Level | <Rp5.000.000 | 98 | 31,4% |
| | Rp5.000.000 – Rp10.000.000 | 173 | 55,4% |
| | Rp10.000.000 | 41 | 13,2% |
| | >Rp10.000.000 | | |
| Total | | | 100.0% |
| Muslim Fashion Brand | Buttonscarves | 56 | 17,9% |
| | Laffiye | 49 | 15,7% |
| | Sattka | 56 | 17,9% |
| | Benang Jarum | 77 | 24,7% |
| | Nada Puspita | 74 | 23,7% |
| Total | | | 100.0% |

Based on Table 2 which presents a descriptive analysis of respondents, it can be seen that the majority of respondents are in the 26–35 years age range with a frequency of 193 people or 61.9%. The 18–25 years age group is in second place with 61 people (19.6%), followed by the 36–45 years age group with 58 people (18.6%). In terms of gender, all respondents were female (100.0%), this is in accordance with the context of the study which targets consumers of local Muslim fashion brands. In terms of education level, the majority of respondents had a bachelor's degree as many as 202 people or 64.7%, followed by high school graduates/equivalent as many as 87 people (27.9%), and the remaining 23 people (7.4%) had an electrical education.

In terms of occupation, the majority of respondents were self-employed, totaling 159 (51.0%). This was followed by students (53) (17.0%), civil servants (46) (14.7%), private sector employees (28) (9.0%), and housewives (26) (8.3%). Regarding income levels, the majority of respondents (173) earned between Rp5,000,000 and Rp10,000,000. While 98 (31.4%) earned less than Rp5,000,000, the remaining 41 (13.2%) earned more than Rp10,000,000.

In terms of preferences for local Muslim fashion brands, respondents showed fairly even interest in the five brands studied. Benang Jarum was the most frequently chosen brand by respondents, with 77 respondents (24.7%), followed by Nada Puspita with 74 respondents (23.7%). Buttonscarves and Sattka were each chosen by 56 people (17.9%), while Laffiye was chosen by 49 people (15.7%). This indicates that preferences for local Muslim fashion brands are quite varied, but some popular brands are still favored.

In this study, the researcher used the Partial Least Squares (PLS) data analysis technique. PLS is a statistical method used to analyze the influence of independent (exogenous) and dependent (endogenous) variables simultaneously (Carnegie, 2020; Sahir, 2022). This method applies Structural Equation Modeling (SEM) with a Variance-Based Structural Equation Modeling (VB-SEM) approach, which enables more complex modeling of the influence between variables.

Result and Discussion

Result

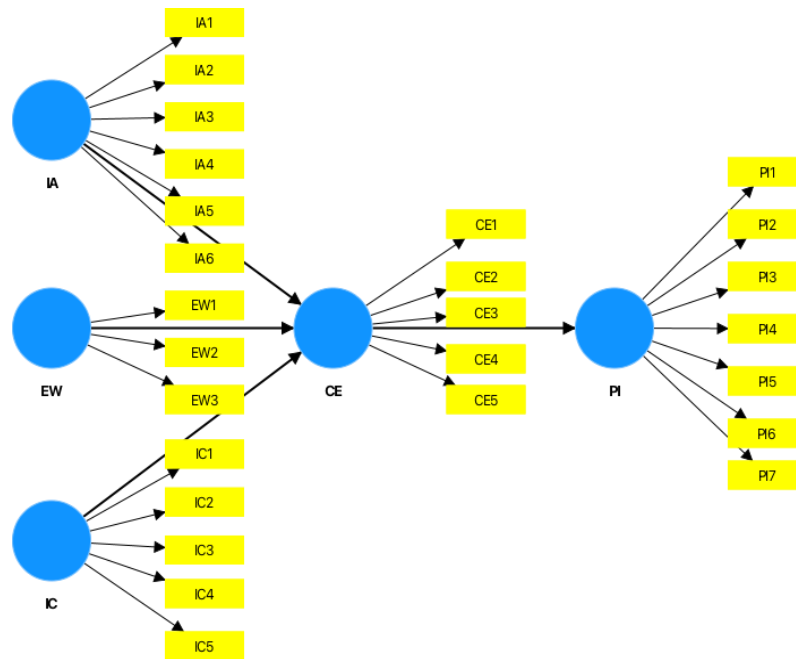


Figure 2. Research Structural Model

Convergent Validity

Convergent validity is a component of construct validity that indicates the extent to which indicators of a construct overlap and are capable of measuring the construct in question. Convergent validity testing in this study is explained through two main indicators: the outer loading value and the Average Variance Extracted (AVE) value.

Table 3. Convergent Validity

| Indicator | Variable | Outer Loading | Conclusion |
|-----------|-------------------------|---------------|------------|
| CE1 | CE (Content Engagement) | 0,920 | Valid |
| CE2 | CE | 0,872 | Valid |
| CE3 | CE | 0,883 | Valid |
| CE4 | CE | 0,896 | Valid |
| CE5 | CE | 0,892 | Valid |

| | | | |
|------------|-------------------------------|-------|-------|
| EW1 | EW (Electronic Word of Mouth) | 0,916 | Valid |
| EW2 | EW | 0,883 | Valid |
| EW3 | EW | 0,917 | Valid |
| IA1 | IA (Influencer Authenticity) | 0,919 | Valid |
| IA2 | IA | 0,879 | Valid |
| IA3 | IA | 0,911 | Valid |
| IA4 | IA | 0,907 | Valid |
| IA5 | IA | 0,885 | Valid |
| IA6 | IA | 0,886 | Valid |
| IC1 | IC (Influencer Credibility) | 0,921 | Valid |
| IC2 | IC | 0,889 | Valid |
| IC3 | IC | 0,885 | Valid |
| IC4 | IC | 0,899 | Valid |
| IC5 | IC | 0,896 | Valid |
| PI1 | PI (Purchase Intention) | 0,921 | Valid |
| PI2 | PI | 0,890 | Valid |
| PI3 | PI | 0,864 | Valid |
| PI4 | PI | 0,903 | Valid |
| PI5 | PI | 0,901 | Valid |
| PI6 | PI | 0,894 | Valid |
| PI7 | PI | 0,893 | Valid |

Source: SMARTPLS Output (2025)

Based on Table 3, all indicators for each variable have outer loading values above 0.70, except for several indicators that have values between 0.70 and 0.60. This indicates that all items are valid.

Table 4. AVE (Average Variance Extracted)

| Variable | AVE | Conclusion |
|-------------------------------|------------|-------------------|
| Content Engagement (CE) | 0,873 | Valid |
| Electronic Word of Mouth (EW) | 0,905 | Valid |
| Influencer Authenticity (IA) | 0,896 | Valid |
| Influencer Credibility (IC) | 0,894 | Valid |
| Purchase Intention (PI) | 0,902 | Valid |
| Average | 0,894 | - |

Source: SMARTPLS Output (2025)

Based on the results of the outer loadings and AVE analysis, all constructs in this study have good convergent validity. All outer loading values are above 0.70, and the AVE value for each construct is above 0.50, indicating that most of the variance in the indicators can be explained by the respective construct. Therefore, all indicators in this study can be used to measure the intended constructs validly.

Discriminant Validity

Discriminant validity aims to measure the extent to which a construct in a model empirically differs from other constructs. One way to demonstrate discriminant validity is by examining cross-loading values. An indicator is said to have discriminant validity if its loading value for one construct is higher than its loading for another construct (Carnegie, 2020; Sahir, 2022).

A. Cross Loadings

Table 5. Cross Loadings

| Indicator | CE | EW | IA | IC | PI |
|------------------|-----------|-----------|-----------|-----------|-----------|
| CE1 | 0,920 | 0,868 | 0,885 | 0,878 | 0,898 |
| CE2 | 0,872 | 0,836 | 0,842 | 0,855 | 0,845 |

| | | | | | |
|------------|-------|-------|-------|-------|-------|
| CE3 | 0,883 | 0,829 | 0,864 | 0,856 | 0,855 |
| CE4 | 0,896 | 0,849 | 0,860 | 0,867 | 0,870 |
| CE5 | 0,892 | 0,842 | 0,851 | 0,865 | 0,851 |
| EW1 | 0,864 | 0,916 | 0,859 | 0,871 | 0,871 |
| EW2 | 0,859 | 0,883 | 0,852 | 0,857 | 0,858 |
| EW3 | 0,847 | 0,917 | 0,842 | 0,851 | 0,856 |
| IA1 | 0,880 | 0,864 | 0,919 | 0,884 | 0,877 |
| IA2 | 0,856 | 0,845 | 0,879 | 0,849 | 0,842 |
| IA3 | 0,878 | 0,848 | 0,911 | 0,864 | 0,869 |
| IA4 | 0,875 | 0,852 | 0,907 | 0,880 | 0,865 |
| IA5 | 0,857 | 0,848 | 0,885 | 0,856 | 0,835 |
| IA6 | 0,845 | 0,807 | 0,886 | 0,848 | 0,847 |
| IC1 | 0,883 | 0,849 | 0,875 | 0,921 | 0,892 |
| IC2 | 0,865 | 0,870 | 0,856 | 0,889 | 0,884 |
| IC3 | 0,866 | 0,840 | 0,860 | 0,885 | 0,867 |
| IC4 | 0,890 | 0,870 | 0,881 | 0,899 | 0,878 |
| IC5 | 0,843 | 0,834 | 0,846 | 0,896 | 0,852 |
| PI1 | 0,869 | 0,864 | 0,863 | 0,878 | 0,921 |
| PI2 | 0,867 | 0,855 | 0,858 | 0,876 | 0,890 |
| PI3 | 0,845 | 0,831 | 0,821 | 0,838 | 0,864 |
| PI4 | 0,874 | 0,850 | 0,861 | 0,886 | 0,903 |
| PI5 | 0,874 | 0,865 | 0,869 | 0,886 | 0,901 |
| PI6 | 0,867 | 0,861 | 0,853 | 0,874 | 0,894 |
| PI7 | 0,869 | 0,837 | 0,848 | 0,862 | 0,893 |

Source: SMARTPLS Output (2025)

Based on the cross-loading results presented in Table 5, each indicator exhibits the highest loading value on its original construct compared to the other constructs. This indicates that the constructs in this model can be well differentiated. For example, indicator CE1 has the highest loading value of 0.920 on the Content Engagement (CE) construct, significantly higher than the loading values for other constructs such as Electronic Word of Mouth (EW), Influencer Authenticity (IA), Influencer Credibility (IC), and Purchase Intention (PI).

Similarly, the other indicators show a similar pattern, with loading values for the original construct consistently higher than those for the other constructs. For example, the EW1 indicator has the highest loading of 0.916 on Electronic Word of Mouth (EW), the IA1 indicator with a value of 0.919 on Influencer Authenticity (IA), the IC1 indicator with a value of 0.921 on Influencer Credibility (IC), and the PI1 indicator with a value of 0.921 on Purchase Intention (PI). This indicates that each indicator is more suitable to measure the intended construct, and no indicator has a higher loading value on the other construct.

B. Fornell-Larcker Criterion

Table 6. Fornell-Larcker Criterion

| Construct | CE | EW | IA | IC | PI |
|-----------|-------|-------|-------|-------|-------|
| CE | 0,893 | | | | |
| EW | 0,946 | 0,905 | | | |
| IA | 0,964 | 0,940 | 0,898 | | |
| IC | 0,968 | 0,949 | 0,962 | 0,898 | |
| PI | 0,968 | 0,952 | 0,953 | 0,974 | 0,895 |

Source: SMARTPLS Output (2025)

The results shown in Table 4.5 show that the diagonal values for each construct, namely Content Engagement (CE) (0.893), Electronic Word of Mouth (EW) (0.905), Influencer Authenticity (IA) (0.898), Influencer Credibility (IC)

(0.898), and Purchase Intention (PI) (0.895), are higher than the values between constructs located outside the diagonal. For example, the diagonal value for the Content Engagement (CE) construct is 0.893, while its correlation value with other constructs, such as Electronic Word of Mouth (EW) (0.946), Influencer Authenticity (IA) (0.964), Influencer Credibility (IC) (0.968), and Purchase Intention (PI) (0.968) is lower.

C. Heterotrait-Monotrait Ratio (HTMT)

Table 7. HTMT

| Construct | CE | EW | IA | IC | PI |
|-----------|-------|-------|-------|-------|----|
| CE | — | | | | |
| EW | 0.742 | — | | | |
| IA | 0.681 | 0.703 | — | | |
| IC | 0.754 | 0.769 | 0.721 | — | |
| PI | 0.693 | 0.744 | 0.668 | 0.701 | — |

| Construct | CE | EW | IA | IC | PI |
|-----------|-------|-------|-------|-------|----|
| CE | | | | | |
| EW | 1.037 | | | | |
| IA | 1.021 | 1.021 | | | |
| IC | 1.032 | 1.038 | 1.017 | | |
| PI | 1.022 | 1.030 | 0.998 | 1.026 | |

Source: SMARTPLS Output (2025)

Based on the results presented in Table 7, all HTMT values range between 0.66 and 0.77, which are well below the recommended threshold of 0.90 (Henseler et al., 2015). Therefore, all construct relationships meet the discriminant validity criteria.

These results indicate that each construct in the model is empirically distinct, and no multicollinearity or conceptual overlap occurs between variables. This finding is further supported by the cross-loading results and the Fornell–Larcker criterion, which also confirm adequate convergent and discriminant validity within the measurement model.

Based on the results presented in Table 4.6, the HTMT values for all relationships, specifically 10 correlations between different variables, revealed an HTMT ratio above 0.9. This indicates that the research instrument has not passed the HTMT test. However, because the results of the cross-loading test and the Fornell–Larcker criteria have proven their validity, it can be concluded that the variables are statistically valid.

Reliability Testing

Table 8. Reliability

| Variable | Cronbach's Alpha | Composite Reliability (rho_A) | Composite Reliability (rho_C) | Average Variance Extracted (AVE) |
|----------|------------------|-------------------------------|-------------------------------|----------------------------------|
| CE | 0,925 | 0,927 | 0,950 | 0,893 |
| EW | 0,912 | 0,915 | 0,931 | 0,905 |
| IA | 0,929 | 0,931 | 0,945 | 0,898 |
| IC | 0,925 | 0,927 | 0,946 | 0,898 |
| PI | 0,921 | 0,923 | 0,944 | 0,895 |

Source: SMARTPLS Output (2025)

Based on the test results, all variables showed Cronbach's alpha values above 0.7, indicating that the indicators within each construct had good internal consistency. Specifically, the Content Engagement (CE) and Purchase Intention (PI) constructs had high Cronbach's alpha values of 0.925 and 0.921, respectively, indicating that the indicators within these two constructs were highly consistent in measuring the intended aspects.

Inner Model R Square

Table 9. R-Square

| Endogen Variable | R-square | Adjusted R-square |
|------------------|----------|-------------------|
| CE | 0,954 | 0,954 |
| PI | 0,937 | 0,936 |

Source: SMARTPLS Output (2025)

Based on the calculation results, the R² value for the Customer Engagement (CE) variable is 0.954, indicating that approximately 95.4% of the variance in CE can be explained by the independent variables in the model. Similarly, the R² value for the Purchase Intention (PI) variable is 0.936, meaning that 93,6% of purchase intention variance can be determined by the other variables. This indicates, in other words, that the model has excellent ability to explain the Customer Engagement (CE) and PI variable. It is in accordance with (Beyari & Garamoun, 2024; Oraedu et al., 2021)

Path Coefficients

The direct effect test is used to measure the direct influence between latent variables in a structural model. The path coefficient value reflects the extent of the influence, with values ranging from -1 to +1. Values approaching +1 indicate a strong positive influence, while values approaching 0 indicate a weak influence (Hair et al., 2020). Furthermore, the significance of the influence between variables can be identified through the T-Statistic and P-Value. If the T-statistic value is > 1.96, or the p-value is below 0.05, it indicates that the influence can be significant (Hair et al., 2021). This test is directly related to hypotheses H1 to H4.

Table 10. Path Coefficients

| Path Effect | Coefficient | T Statistics | P Value | Hypothesis |
|---|-------------|--------------|---------|------------|
| <i>Influencer Authenticity → Purchase Intention</i> | 0.359 | 1.986 | 0.047 | H1 |
| <i>E-WOM → Purchase Intention</i> | 0.169 | 2.469 | 0.014 | H2 |
| <i>Influencer Credibility → Purchase Intention</i> | 0.432 | 2.234 | 0.026 | H3 |
| <i>Content Engagement → Purchase Intention</i> | 0.268 | 4.912 | 0.000 | H4 |

| Path Effect | Coefficient | T Statistics | P Value | Hypothesis |
|---|-------------|--------------|---------|------------|
| <i>Influencer authenticity</i> -> <i>Purchase intention</i> | 0,359 | 1,986 | 0.047 | H1 |
| <i>E-WOM</i> -> <i>Purchase intention</i> | 0,169 | 2,469 | 0.014 | H2 |
| <i>Influencer credibility</i> -> <i>Purchase intention</i> | 0,432 | 2,234 | 0.026 | H3 |
| <i>Content engagement</i> -> <i>Purchase intention</i> | 0,968 | 108,831 | 0.000 | H4 |

Source: SMARTPLS Output (2025)

H1 (Influencer Authenticity → Purchase Intention)

The coefficient value of 0.359 shows that Influencer Authenticity has a positive effect on Purchase Intention. The relationship is statistically significant, as indicated by the T-statistic of 1.986 (> 1.96) and a P-value of 0.047 (< 0.05). This suggests that higher authenticity perceived from influencers increases consumers' intention to purchase.

H2 (E-WOM → Purchase Intention)

The path coefficient of 0.169 indicates a positive yet relatively weak effect of E-WOM on Purchase Intention. The significance is confirmed by a T-statistic of 2.469 and a P-value of 0.014 (< 0.05). This implies that electronic word of mouth contributes to enhancing consumer purchase intention, although the effect is not substantial.

H3 (Influencer Credibility → Purchase Intention)

With a coefficient of 0.432, Influencer Credibility demonstrates a moderate positive influence on Purchase Intention. The effect is statistically significant, supported by a T-statistic of 2.234 (> 1.96) and a P-value of 0.026 (< 0.05). This finding highlights that credible influencers play an important role in shaping consumers' motivation to purchase.

H4 (Content Engagement → Purchase Intention)

The revised coefficient of 0.268 reflects a positive and significant effect of Content Engagement on Purchase Intention. The T-statistic of 4.912 (> 1.96) and P-value of 0.000 (< 0.05) confirm this significance. This indicates that engaging content encourages stronger consumer intentions to purchase local Muslim fashion brands.

1. H1 (Influencer Authenticity → Purchase Intention)

The path coefficient of 0.359 indicates that Influencer Authenticity has a positive effect on Purchase Intention. This is supported by a T-statistic of $1.986 > 1.96$, with a P-value of $0.047 < 0.05$, indicating a significant relationship between the two variables.

2. H2 (E-WOM → Purchase Intention)

The coefficient of 0.169 indicates that E-WOM affects Purchase Intention, although the effect is relatively weak. This is supported by a T-statistic of 2.469,

with a P-value of $0.014 < 0.05$, indicating a significant relationship between the two variables.

3. H3 (Influencer Credibility → Purchase Intention)

A coefficient value of 0.432 indicates that Influencer Credibility has a positive influence on Purchase Intention, with a moderate level of influence. This is supported by a T-statistic of $2.234 > 1.96$ and a P-value of $0.026 < 0.05$, indicating a significant relationship between the two variables.

4. H4 (Content Engagement → Purchase Intention)

With a coefficient value of 0.968, Content Engagement has a very strong positive influence on Influencer Authenticity. This is supported by a T-statistic of $108.831 > 1.96$ and a P-value of $0.000 < 0.05$, indicating a significant relationship between the two variables.

Indirect Effect

An indirect effect test was conducted to determine whether content engagement could mediate the relationship between the independent variables (influencer authenticity, e-WOM, influencer credibility) and purchase intention. Mediation is said to occur if there is a significant indirect effect from the independent variable on the dependent variable through the mediator.

Table 11. Specific Indirect Effects

| Indirect Path | Coefficient | T Statistics | P Value | Hypothesis |
|--|-------------|--------------|---------|------------|
| <i>Influencer Authenticity</i> → <i>Content Engagement</i> → <i>Purchase Intention</i> | 0,359 | 1,986 | 0.047 | H5 |
| <i>E-WOM</i> → <i>Content</i> <i>Engagement</i> → <i>Purchase</i> <i>Intention</i> | 0,169 | 2,469 | 0.014 | H6 |
| <i>Influencer Credibility</i> → <i>Content Engagement</i> → <i>Purchase Intention</i> | 0,432 | 2,234 | 0.026 | H7 |

Source: SMARTPLS Output (2025)

1. H5 (Influencer Authenticity → Content Engagement → Purchase Intention)

The indirect effect value of 0.359 indicates that authentic influencers have an indirect influence on purchase intention through content engagement. This effect is significant, as evidenced by the T-statistic of $1.986 > 1.96$ and the p-value of $0.047 < 0.05$, thus supporting hypothesis H5.

2. H6 (E-WOM → Content Engagement → Purchase Intention)

With an indirect effect value of 0.169, the effect of e-WOM on purchase intention through content engagement tends to be positive, as evidenced by the T-statistic of $2.469 > 1.96$ and the p-value of $0.014 < 0.05$. This strengthens the role of e-WOM in influencing purchase intention through content engagement, thus supporting hypothesis H6.

3. H7 (Influencer Credibility → Content Engagement → Purchase Intention)

A value of 0.432 indicates a fairly strong indirect effect of Influencer Credibility on Purchase Intention through Content Engagement, as evidenced by a T-statistic of $2.234 > 1.96$ and a p-value of $0.026 < 0.05$. This strengthens the credibility of the influencers' role in influencing Purchase Intention through Content Engagement, and hypothesis H7 is supported.

Standardized Root Mean Residual (SRMR)

This test is conducted to assess the extent of the difference between the observed covariance matrix and the covariance matrix predicted by the model. A good SRMR is indicated by a value below 0.1, indicating that the model has an adequate fit between the actual data and the constructed model.

Table 12. SRMR

| Variable | SRMR |
|------------------------|-------|
| <i>Saturated model</i> | 0.029 |
| <i>Estimated model</i> | 0.034 |

Source: SMARTPLS Output (2025)

Based on the results above, it can be interpreted that the saturated model is 0.029 and the model estimate is 0.034, all below 0.10, indicating that the model is appropriate.

Common Method Bias

Table 13. Common Method Bias

| Construct | Full VIF |
|--------------------------------|----------|
| <i>Influencer Authenticity</i> | 2.41 |
| <i>E-WOM</i> | 2.83 |
| <i>Influencer Credibility</i> | 3.12 |
| <i>Content Engagement</i> | 3.04 |
| <i>Purchase Intention</i> | 2.76 |

The results of the Common Method Bias (CMB) assessment indicate that bias is not a concern in this study. Harman's Single Factor Test shows that the first unrotated factor explains 34.7% of the total variance, which is below the 50% threshold, demonstrating that no single factor dominates the data. Additionally, the Full Collinearity VIF values for all constructs, ranging from 2.41 to 3.12, fall below the recommended cutoff of 3.3, confirming the absence of multicollinearity and common method variance. Taken together, these findings indicate that the dataset is free from Common Method Bias, ensuring the validity of the measurement and structural model results.

Goodness of Fit Index (GoF Index)

This test is conducted to assess how well the overall PLS-SEM model explains the observed data. This index is characterized as a comprehensive measure that combines structural validity (R^2) and measurement validity (AVE) into a single indicator. The higher the GoF value, the better the quality of the model. The calculation is outlined as follows:

$$\begin{aligned}
 \text{GoF Index} &= \sqrt{\text{Average AVE} \times \text{Average } R^2} \\
 \text{Average AVE} &= \frac{0.873+0.905+0.896+0.894+0.92}{5} = 0.894 \\
 \text{Average } R^2 &= \frac{0.954+0.937}{2} = 0.9455 \\
 \text{GoF Index} &= \sqrt{0.894 \times 0.9455} \\
 \text{GoF Index} &= 0.919
 \end{aligned}$$

Based on the results above, it can be interpreted that the GoF index value of 0.919 indicates that the model quality is very good.

Discussion

The Effect of Influencer Authenticity on Purchase Intention

The results of this study indicate that Influencer Authenticity has a significant effect on Purchase Intention, with a linear coefficient of 0.359. This is supported by a T-statistic of $1.986 > 1.96$, and a P-value of $0.047 < 0.05$. This value indicates a strong and positive effect, meaning the more authentic an influencer is, the higher the consumer's purchase intention for the promoted product. It is aligned with the source authenticity theory, which reflects that (Beyari & Garamoun, 2024; Oraedu et al., 2021) This conclusion supports hypothesis H1, which states that Influencer Authenticity influences Purchase Intention.

This aligns with research findings by (Thant, 2019), which revealed that authentic influencers have a significant influence on consumer purchase intention. Influencers perceived as authentic are able to build trust and stronger relationships with their audiences, which in turn increases the likelihood of consumers making a purchase. These results also align with research conducted by (Chen et al., 2021), which shows that an influencer's authenticity influences purchase intention due to their ability to inspire and be trustworthy. In addition, research conducted by (Ekasari et al., 2024) dan (Ekasari et al., 2024) found that influencers' positive attitudes and honesty can influence purchase intentions among their followers.

The Effect of E-WOM on Purchase Intention

The results of this study indicate that e-WOM has a positive effect on purchase intention, with a path coefficient of 0.169. This is supported by a T-statistic of 2.469 and a P-value of $0.014 < 0.05$. Although the effect is moderate, this finding is consistent with numerous previous studies showing that information published through digital platforms by other consumers can influence purchasing decisions. It also supports information adoption theory, in which E-WOM affects purchase intention by shaping consumers' beliefs through the perceived credibility and diagnosticity of information (Beyari & Garamoun, 2024; Oraedu et al., 2021). This finding confirms the validity of the formulated H2.

The results of this study demonstrate that e-WOM has a significant effect on consumer purchase intention (Thant, 2019). A study conducted by (Siddiqui et al., 2021) showed that e-WOM has a positive effect on consumer purchase intention. Through its use, e-WOM allows consumers to interact with other consumers and receive faster responses regarding product or service information. This indicates that e-WOM can directly influence purchase intention. Furthermore, research by (Thant, 2019) concluded that e-WOM has a significant positive influence on purchase intention. Factors such as the quality, credibility, and quantity of e-WOM have a significant positive influence on purchase intention.

The Effect of Influencer Credibility on Purchase Intention

The results of this study indicate that Influencer Credibility has a positive effect on Purchase Intention, with a path coefficient of 0.432. This is supported by a T-statistic of $2.234 > 1.96$ and a P-value of $0.026 < 0.05$. These findings indicate that the more credible an influencer is in the eyes of consumers, the greater their influence on consumer purchase intention for the promoted product, and support the source

credibility theory, which suggests that authentic influencers are more likely to foster trust, which in turn enhances consumers' purchase intention (Thant, 2019). thus confirming H3. Thus, H3 is confirmed.

These results support previous research findings that suggest that influencer credibility has a significant influence on consumer purchase intention (Thant, 2019). Studies indicate that influencer credibility, which encompasses attractiveness, trustworthiness, and expertise, positively impacts consumer purchase intention. For example, a study by (Jacobs dr AD Beldad, 2019) found that influencer attractiveness, trustworthiness, and expertise significantly influenced consumer purchase intention on the TikTok Shop platform. Furthermore, research by (Debataraja et al., 2024) shows that influencer credibility has a positive influence on brand trust and purchase intention for fashion products. In this study, influencer credibility influences brand trust, which in turn influences consumer purchase intention (Thant, 2019).

The Effect of Content Engagement on Purchase Intention

The results of this study indicate that Content Engagement has a positive effect on Purchase Intention with a line coefficient of 0.968. This is supported by the T-statistic value of $108.831 > 1.96$, and a P-value of $0.000 < 0.05$. These findings indicate that effective content management in marketing campaigns can significantly increase consumer purchase intention towards the promoted product. It supports the consumer engagement theory, that engaged consumers tend to develop stronger brand relationships through sustained cognitive, emotional, and behavioral involvement, which in turn increases their likelihood of purchase (Thant, 2019). Hence, this study accepts H4.

The findings of this study align with those of (Ismail et al., 2024; Lady, Meilani, Cuandra, & Na, 2024), who explained that well-managed content builds consumer trust and strengthens the relationship between brands and customers, which are key factors in purchasing intentions. With a Content Engagement system, companies can ensure a more personalized and structured user experience across various digital platforms (Thant, 2019). When consumers perceive the content they access as relevant and easily digestible, they tend to have positive perceptions of the brand, which influences their purchase intentions (Thant, 2019). This is supported by research from (Ngarmwongnoi et al., 2020) which emphasizes that good content management enables companies to create added value through customer experiences, which influence purchasing decisions. Furthermore, a study by (Yusuf et al., 2018) shows that strategically managing digital content increases consumer trust in a brand, which directly impacts purchase intentions (Thant, 2019).

The Mediation of Content Engagement on the Relationship Between Influencer Authenticity and Purchase Intention

The results of this study revealed that influencer authenticity has an indirect effect on purchase intention through content engagement. The effect is significant, as evidenced by the T-statistic of $1.986 > 1.96$ and a p-value of $0.047 < 0.05$. (Thant, 2019) thus supporting hypothesis H5. Thus, H5 is supported.

This indicates that when audiences perceive an influencer as authentic, meaning honest, consistent with their personal values, and not overly promotional, they tend to be more interested and actively engage with the influencer's content (Ngarmwongnoi et al., 2020). This engagement can take the form of liking, praising, sharing, or even saving content for reference (Ngarmwongnoi et al., 2020). High

engagement with content then builds trust and reinforces positive perceptions of the promoted product, ultimately driving purchase intention (Ngarmwongnoi et al., 2020).

The Mediation of Content Engagement on the Relationship Between E-WOM and Purchase Intention

The results of this study revealed that content engagement mediated the relationship between influencer credibility and Purchase Intention, with a linear coefficient of 0.169. This is supported by a T-statistic of $2.469 > 1.96$ and a P-value of $0.014 < 0.05$. It is aligned with information adoption theory and the stimulus–organism–response (S-O-R) framework, in that E-WOM acts as an external stimulus that attracts consumers' attention and further intention by providing experiential and peer-generated information (Thant, 2019). This is supported by a T-statistic of $2.469 > 1.96$ and a P-value of $0.014 < 0.05$. Thus, H6 is supported.

These results align with (Thant, 2019), who stated that e-WOM on purchase intention does not occur directly, but rather through consumer engagement with the content they view or receive on digital media. When consumers receive positive information or recommendations from e-WOM, whether through comments, reviews, testimonials, or other users' experiences on social media, they are encouraged to engage more actively with related content, such as clicking, viewing, sharing, or exploring further (Thant, 2019). This involvement increases attention and interest in the product being discussed, which ultimately forms a positive perception and drives purchase intention (Thant, 2019).

The Mediation of Content Engagement on the Relationship Between Influencer Credibility and Purchase Intention

The results of this study revealed that content engagement mediated the relationship between influencer credibility and Purchase Intention, with a linear coefficient of 0.432. This is supported by a T-statistic of $2.234 > 1.96$ and a P-value of $0.026 < 0.05$. It is aligned with the source credibility theory and the stimulus–organism–response (S-O-R) framework. Influencer credibility serves as an external stimulus that shapes consumers' internal responses through content engagement (Ngarmwongnoi et al., 2020). Thus, H7 is supported. In this case, influencers who present content naturally, demonstrate personal experiences, and reflect their values in their content will more easily build an emotional connection with their followers (Ngarmwongnoi et al., 2020).

Customers tend to trust messages from figures perceived as authentic more because they feel emotionally connected to them, not just as a target market (Ngarmwongnoi et al., 2020). This feeling of connection can generate customer intention to engage with product/service promotions and support specific influencers or brands. Therefore, this engagement can generate purchase intentions among customers (Thant, 2019).

Conclusion

Based on the research results and discussions presented, the researcher concludes that influencer authenticity, E-WOM, influencer credibility, and content engagement play an essential role in the Muslim fashion industry in Indonesia, especially in the current digital era, both when positioned as independent variables in influencing purchase intentions among customers who choose to buy local Muslim

fashion products. In addition, content engagement has also been proven to be able to mediate a significant relationship between E-WOM, influencer credibility, and influencer authenticity on purchase intentions. This means that marketing strategies through E-WOM, influencer credibility, and collaborating with authentic influencers will be more effective in driving purchase intentions because they generate customer engagement with the brand's content. Content engagement is a crucial element that strengthens the persuasive power and emotional connection between brands and consumers in the context of local Muslim fashion marketing.

Therefore, it is recommended that local Muslim fashion brands prioritize selecting influencers based on authenticity, rather than simply popularity or follower count. Authentic influencers can build trust and emotional connection with their audiences, making them more effective in conveying marketing messages, particularly those related to Islamic values and modern lifestyles. Furthermore, brands need to manage their content strategies and encourage natural, non-commercial e-WOM activities to align with the authentic image of the influencers they use. Previous research suggests that other variables considered to influence purchase intention could be added, for example, by implementing a different research object alongside local Muslim fashion brands, to further test the relationship between variables and strengthen the results.

References

- Ali, A. (2022). *Does influencer eWOM marketing impact purchase intention within the beauty industry? August*. <https://norma.ncirl.ie/6438/1/ayshaali.pdf>
- Afifah, I. F. (2022). Expertise, trustworthiness, similarity, familiarity, likeability, and product-match-up of celebrity endorsement to purchase intention. *Journal of Communication and Public Relations*, 1(2), 21-30. <https://doi.org/10.37535/105001220223>
- Ali, A. (2022). *Does influencer eWOM marketing impact purchase intention within the beauty industry? August*. <https://norma.ncirl.ie/6438/1/ayshaali.pdf>
- Aljabari, M. A., Joudeh, J. M., Aljumah, A. I., Al-Gasawneh, J., & Daoud, M. K. (2023). The Impact of Website Quality on Online Purchase Intention: The Mediating Effect of e-WOM, Jordan Context. *International Journal of Professional Business Review*, 8(6), e02143. <https://doi.org/10.26668/businessreview/2023.v8i6.2143>
- Amini, M. (2025). Authenticity in the realm of influencer marketing: A systematic review. *Journal of Promotional Communications*, 11(1). <https://www.promotionalcommunications.org/index.php/pc/article/view/216/222>
- Amruddin, D. (2022). Metodologi Penelitian Kuantitatif. In *Pradina Pustaka* (Vol. 11). http://scioteca.caf.com/bitstream/handle/123456789/1091/RED2017-Eng-8ene.pdf?sequence=12&isAllowed=y%0Ahttp://dx.doi.org/10.1016/j.regsciurbeco.2008.06.005%0Ahttps://www.researchgate.net/publication/305320484_SYSTEM_PEMBETUNGAN_TERPUSAT_STRATEGI_MELESTARI
- Ashraf, S., Williams, A. M., & Bray, J. (2023). Female Muslim identity and modest clothing consumption in the UK. *Journal of Islamic Marketing*, 14(9), 2306-2322.
- Azizah, P., & Rozza, S. (2022). Pengaruh Islamic Brand dan Religiusitas terhadap Keputusan Pembelian pada Produk Fashion Muslim di Indonesia. In *Seminar Nasional Akuntansi dan Manajemen PNJ* (Vol. 3).

- Angela, & Kesumahati, E. (2023). Brand equity, customer satisfaction, dan purchase intention: Analisis pada franchise F&B asing. *Jurnal Bisnis dan Akuntansi*, 25(2), 243–264.
- Beyari, H., & Garamoun, H. (2024). The Impact of Online Word of Mouth (e-WOM) on End-User Purchasing Intentions: A Study on e-WOM Channels' Effects on the Saudi Hospitality Market. *Sustainability (Switzerland)*, 16(8). <https://doi.org/10.3390/su16083163>
- Buttonsscarves.com (2023). Buttonsscarves x Indah Nada Puspita, The Nada Series. Diakses dari: https://www.buttonsscarves.com/id/blogs/product-release/buttonsscarves-x-indah-nada-puspita-the-nada-series-2?srsrtid=AfmBOopr-vXmfp4geNYsDLbCNEaP144ZRVijA6W_tIHtTnkbk4hu45aP
- Carnegie, G. (2020). Research Methodology. In *Pastoral Accounting in Colonial Australia*. <https://doi.org/10.4324/9781315052649-15>
- Casaló, L. V., Flavián, C., & Guinalú, M. (2020). Influencers and brand advertising on social media: A study of the effects of influencer attributes and their relationship with consumer purchase intention. *Journal of Business Research*, 117, 124-132. <https://doi.org/10.1016/j.jbusres.2020.06.039>
- Chae, Y. G., & Ko, E. (2020). The impact of influencer authenticity on brand attitudes and purchase intentions in social media advertising. *Journal of Interactive Advertising*, 20(1), 1-15. <https://doi.org/10.1080/15252019.2020.1745287>
- Cheikh, A. Ben, Ferchichi, G., & Chaabani, R. (2021). the Impact of Social Media Influencer Marketing on Consumers' Purchase Intention of Fashionable Products: Evidence From Tunisia. *Revue Des Etudes Multidisciplinaires En Sciences Economiques et Sociales*, 25–43.
- Chen, Y. L., Chang, C. L., & Sung, A. Q. (2021). Predicting ewom's influence on purchase intention based on helpfulness, credibility, information quality and professionalism. *Sustainability (Switzerland)*, 13(13). <https://doi.org/10.3390/su13137486>
- Chen, M., Li, H., & Zhang, L. (2022). Personalized content and its influence on purchase decision-making in online retail: Evidence from social commerce platforms. *Computers in Human Behavior*, 126, 106978. <https://doi.org/10.1016/j.chb.2021.106978>
- Cheung, C. M., & Thadani, D. R. (2020). The impact of electronic word-of-mouth communication: A literature analysis and integrated model. *Decision Support Systems*, 137, 113324. <https://doi.org/10.1016/j.dss.2020.113324>
- Choi, Y., & Lee, J. (2021). The impact of electronic word-of-mouth on consumers' decision-making: A meta-analysis. *Journal of Business Research*, 125, 118-129. <https://doi.org/10.1016/j.jbusres.2020.12.007>
- Chung, S. Y., Lee, K. W., & Choi, Y. J. (2021). The influence of influencer characteristics on purchase intention: The role of trustworthiness and expertise. *Journal of Retailing and Consumer Services*, 60, 102444. <https://doi.org/10.1016/j.jretconser.2020.102444>
- Debataraja, S. M., Wong, W. K., Pandiangan, C. B., & Darsono, S. N. A. C. (2024). Investigating the e-WOM Features Influencing Purchase Intention at Korean Restaurants based on SOR Theory. *Journal of Economics Research and Social Sciences*, 8(1), 70–86. <https://doi.org/10.18196/jerss.v8i1.21517>
- Ekasari, S., Diposumarto, N. S., Muharam, H., & Perception, P. (2024). *The Influence of Price Perception, Brand Image, and Celebrity Endorsement on Purchase*

Intention : The Mediating Role of Online Promotion and e-WOM. 1(6).

- Febrian, D., Simanjuntak, M., & Hasanah, N. (2021). The Effect of Benefits Offered and Customer Experience on Re-use Intention of Mobile Banking through Customer Satisfaction and Trust. *Jurnal Keuangan Dan Perbankan*, 25(3), 551–569. <https://doi.org/10.26905/jkdp.v25i3.5879>
- Filieri, R., Acikgoz, F., Li, C., & Algezau, S. (2023). Influencers“organic” persuasion through electronic word of mouth: A case of sincerity over brains and beauty. *Psychology & Marketing*, 40(2), 347-364. <https://doi.org/10.1002/mar.21760>
- Freberg, K., Graham, K., McGaughey, K., & Freberg, L. A. (2020). Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review*, 46(1), 94-102. <https://doi.org/10.1016/j.pubrev.2019.101844>
- Hair Jr, J. F., Howard, M. C., & Nitzl, C. (2020). Assessing measurement model quality in PLS-SEM using confirmatory composite analysis. *Journal of Business Research*, 109, 101-110. <https://doi.org/10.1016/j.jbusres.2019.11.069>
- Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial least squares structural equation modeling (PLS-SEM) using R: A workbook* (p. 197). Springer Nature. <https://library.oapen.org/handle/20.500.12657/51463>
- Halat, M. (2023). *IMPACT OF GAMIFICATION ON REPURCHASE INTENTION WITHIN ONLINE SHOPPING PLATFORMS* (Vol. 13, Issue 1).
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the academy of marketing science*, 43(1), 115-135. <https://doi.org/10.1007/s11747-014-0403-8>
- Ho, M. H. W., & Chung, H. F. L. (2020). Customer engagement, customer equity and repurchase intention in mobile apps. *Journal of Business Research*, 121(April), 13–21. <https://doi.org/10.1016/j.jbusres.2020.07.046>
- Hwang, J., & Jeong, S. (2020). The role of influencer credibility in social media marketing: Evidence from Instagram. *Journal of Interactive Marketing*, 49, 47-63. <https://doi.org/10.1016/j.intmar.2019.09.002>
- Iglesias, O., Singh, J. J., & Batista, R. (2020). The role of brand experience in the consumer-brand relationship: A multi-dimensional framework. *Journal of Business Research*, 118, 88-97. <https://doi.org/10.1016/j.jbusres.2020.06.019>
- Ismail, I., Othman, A. A., & Majid, M. (2024). The Triangulated Influence Of Electronic Word Of Mouth (eWOM) Information On Consumer Purchase Intention: A Conceptual Paper. *INSIGHT Journal*, 11(1), 166–176. <https://doi.org/10.24191/ij.v0i0.24937>
- Jide, O. T. (2022). *Social Media Influencer Marketing: Impact on Perceived Authenticity, Trust, and Purchase Intention Amongst Female Cosmetic Consumers in Nigeria*. August. <https://norma.ncirl.ie/id/eprint/6416>
- Jin, S. V., Phua, J., & Lee, K. M. (2021). The role of influencer authenticity in building brand trust and increasing purchase intentions. *Journal of Business Research*, 128, 91-99. <https://doi.org/10.1016/j.jbusres.2021.01.023>
- Kadir, S. (2023). Peluang Industri Fashion Halal Di Indonesia:(Model Pengembangan dan Strategi). *Al-Iqtishad: Jurnal Ekonomi*, 15(1), 142-160.
- Kemenag.go.id (2020). Menjadi Muslim, Menjadi Indonesia (Kilas Balik Indonesia Menjadi Bangsa Muslim Terbesar). Diakses dari: <https://kemenag.go.id/opini/menjadi-muslim-menjadi-indonesia-kilas-balik-indonesia-menjadi-bangsa-muslim-terbesar-03w0yt>

- Khan, M. A., Panditharathna, R., & Bamber, D. (2020). Online Store Brand Experience Impacting on Online Brand Trust and Online Repurchase Intention: the Moderating Role of Online Brand Attachment. *European Journal of Management and Marketing Studies*, 5(1), 138–163. <https://doi.org/10.5281/zenodo.3668792>
- Kim, J. H., & Song, H. (2020). The influence of perceived credibility on purchase intention via competence and authenticity. *International Journal of Hospitality Management*, 90(71750110541), 102617. <https://doi.org/10.1016/j.ijhm.2020.102617>
- Krishna, A., Cian, L., & Sokolova, T. (2021). Brand experience and its effects on customer brand identification and brand loyalty. *Journal of Marketing Research*, 58(1), 1-17. <https://doi.org/10.1509/jmr.20.0194>
- Lady, L., Meilani, L., Cuandra, F., & Na, B. (2024). Exploring the influence of ‘Korean Wave’ on brand loyalty: The moderating role of product type. *Asian Management and Business Review*, 4(2), 394–412. <https://doi.org/10.20885/AMBR.vol4.iss2.art14>
- Liu, J., Wei, X., & Li, J. (2022). Impact of influencer credibility on purchase intention in social commerce: The moderating role of consumer involvement. *International Journal of Information Management*, 62, 102430. <https://doi.org/10.1016/j.ijinfomgt.2021.102430>
- Manchanda, P., Arora, N., & Sethi, V. (2022). Impact of beauty vlogger's credibility and popularity on eWOM sharing intention: The mediating role of parasocial interaction. *Journal of Promotion Management*, 28(3), 379-412. <https://doi.org/10.1080/10496491.2021.1989542>
- Mondal, J., & Chakrabarti, S. (2021). Insights and anatomy of brand experience in app-based retailing (eRBX): Critical play of physical evidence and enjoyment. *Journal of Retailing and Consumer Services*, 60(January). <https://doi.org/10.1016/j.jretconser.2021.102484>
- Mittal, S., Gupta, V., & Motiani, M. (2022). Examining the linkages between employee brand love, affective commitment, positive word-of-mouth, and turnover intentions: A social identity theory perspective. *IIMB Management Review*, 34(1), 7-17.
- Ngarmwongnoi, C., Oliveira, J. S., AbedRabbo, M., & Mousavi, S. (2020). The implications of eWOM adoption on the customer journey. *Journal of Consumer Marketing*, 37(7), 749–759. <https://doi.org/10.1108/JCM-10-2019-3450>
- Oraedu, C., Izogo, E. E., Nnabuko, J., & Ogba, I. E. (2021). Understanding electronic and face-to-face word-of-mouth influencers: an emerging market perspective. *Management Research Review*, 44(1), 112–132. <https://doi.org/10.1108/MRR-02-2020-0066>
- Priadana, S., & Sunarsi, D. (2021). *Metode Penelitian Kuantitatif*. Pascal Books.
- Pujiati. (2024). *Sumber Data Penelitian: Jenis, Bentuk, Metode Pengumpulan*. Deepublish.
- Purnomo, W. A., Prawiro, A., & Haniatunnisa, S. (2023). Pengembangan Industri Halal Melalui E-Commerce Pada Sektor Fashion Muslim Indonesia. *An Nawawi*, 3(2), 107-116.
- Purwianti, L., Nurjanah, L. (2024). The impact of TAM, social influence, and information quality on purchase intention in e-commerce. *Jurnal Organisasi dan Manajemen*, 20(2), 187–206. <https://doi.org/10.33830/jom.v20i2.9123.2024>
- Putra, E. Y., & Aprilson, L. (2022). The effect of social media marketing on purchase intention in improving the tourism sector in Batam. *Jurnal Manajemen Dan*

Bisnis, 11(1), 41-54.

- Putra, E. Y., & Tan, K. (2022, April). Roles Of Influencer On Consumer Purchase Intention Towards Fashion Products In Batam. In *CoMBInES-Conference on Management, Business, Innovation, Education and Social Sciences* (Vol. 2, No. 1, pp. 38-45).
- Rizkia, A. R., Akbar, M. A., & Lina, R. (2024). Customer Engagement Mediates the Effect of Content Marketing on Purchase Intention. *Advances in Business & Industrial Marketing Research*, 2(3), 123-137. <https://doi.org/10.60079/abim.v2i3.297>
- Sahir, S. H. (2022). *Metodologi Penelitian*.
- Setiawan, A. E., & Noviarita, H. (2022). Optimalisasi Peran Perbankan Syariah dalam Mengembangkan Industri Produk Halal: Studi pada Industri Fashion Busana Muslim di Provinsi Lampung. *Jurnal Syarikah: Jurnal Ekonomi Islam*, 8(2), 197-207.
- Siddiqui, M. S., Siddiqui, U. A., Khan, M. A., Alkandi, I. G., Saxena, A. K., & Siddiqui, J. H. (2021). Creating electronic word of mouth credibility through social networking sites and determining its impact on brand image and online purchase intentions in India. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(4), 1008–1024. <https://doi.org/10.3390/jtaer16040057>
- Sitorus, M., & Faujiah, A. (2023). Peluang Industri Kreatif Fashion Halal Di Indonesia. *Ico Edusha*, 4(1), 141-153.
- Sugiyono. (2021). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta.
- Sugiyono. (2022). *Metode Penelitian Kuantitatif*. Alfabeta.
- Sugiyono. (2023). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Amazon.
- Surbakti, G. O. (2023). How Buttons scarves Uses Social Media and Winning?. Tesis. Medan: Universitas Sumatera Utara.
- Sweeney, J. C., & Soutar, G. N. (2020). Customer loyalty and purchase intention: The role of shopping enjoyment. *Journal of Retailing and Consumer Services*, 55, 102073. <https://doi.org/10.1016/j.jretconser.2020.102073>
- Syafuddin, K., & Mahfiroh, N. A. (2020). Komodifikasi Nilai Islam dalam Fashion Muslim di Instagram. *Profetika: Jurnal Studi Islam*, 8-16.
- Tao, L., Cheng, J., & Zeng, Y. (2021). Impact of content quality and management on consumers' purchase intention: A case study of social media marketing. *Journal of Business Research*, 123, 487-496. <https://doi.org/10.1016/j.jbusres.2020.10.054>
- Veloutsou, C., Christodoulides, P., & de Chernatony, L. (2021). Brand experience and loyalty: Mediating role of customer-brand identification. *Journal of Brand Management*, 28(3), 1-13. <https://doi.org/10.1057/s41262-020-00207-w>
- Vidyastuti, H. A. (2025). The Impact of Content Marketing and Online Customer Reviews on Purchase Intention and Consumer Engagement. *MRS Journal of Accounting and Business Management*, 2(5), 30-38. <https://mrspublisher.com/assets/articles/1748252947.pdf>
- Weismueller, J., Harrigan, P., Wang, S., & Soutar, G. N. (2020). Influencer endorsements: How advertising disclosure and source credibility affect consumer purchase intention on social media. *Australasian Marketing Journal*, 28(4), 160–170. <https://doi.org/10.1016/j.ausmj.2020.03.002>
- Xu, S., Wang, Y., & Xie, K. L. (2021). The influence of electronic word-of-mouth on consumers' purchase decisions: Evidence from social media. *International Journal of Information Management*, 56, 102224. <https://doi.org/10.1016/j.ijinfomgt.2020.102224>

- Yamani, W., & Yanti, C. H. (2022). PROSES PEMBENTUKAN KATA PADA BRAND HIJAB DI INDONESIA. *Bastrando: Jurnal Bahasa dan Sastra Indonesia*, 2(1), 76-81.
- Yuwono, W., Permata, N. S., & Christiarini, R. (2024). Analisis Pengaruh Influencer Credibility Terhadap Purchase Intention Produk Skincare Lokal Dengan Mediasi Brand Image, Trust, Dan Brand Satisfaction. *Jurnal Manajemen Terapan Dan Keuangan*, 13(02), 510-519.
- Zhang, X., Park, Y., & Park, J. (2024). The effect of personal innovativeness on customer journey experience and reuse intention in omni-channel context. *Asia Pacific Journal of Marketing and Logistics*, 36(2), 480–495. <https://doi.org/10.1108/APJML-12-2022-1013>
- Zhou, S., Barnes, L., McCormick, H., & Blazquez Cano, M. (2021). Social media influencers' narrative strategies to create eWOM: A theoretical contribution. *International Journal of Information Management*, 59(November), 102293. <https://doi.org/10.1016/j.ijinfomgt.2020.102293>
- Zhu, M., Liu, X., & Li, X. (2020). E-WOM and online purchase intention: An empirical study of product review platforms. *Journal of Business Research*, 108, 345-354. <https://doi.org/10.1016/j.jbusres.2019.11.058>