

THE ROLE OF E-MARKETING MIX, INFLUENCER, AND FOLLOWERS ENGAGEMENT TOWARD PRODUCT PURCHASING DECISIONS

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Abstract: Instagram is prevalent in today's digital society, so it is increasingly used as a business marketing media. This research was conducted to explain the internal role of marketers represented by influencers, interaction activities on social media characterized by engagement, and the digital marketing mix approach. The design of this study was a quantitative and cross-sectional study to analyze various variables in the study. The sample was determined using purposive sampling method with 320 respondents participated in this study. Google Form was used to collect data which then analyzed descriptively using Structural Equation Modeling (SEM). This research concluded that influencers significantly affect engagement and purchasing decisions. Moreover, convenience and engagement have a significant effect on purchasing decisions. However, cost has no significant effect on purchasing decisions. Therefore, THE influencer should focus on producing content consistently attractive that is needed by their target market; maintaining convenience, especially in terms of availability, security, and speed in the purchasing process; and periodically measure the engagement rate (ER) as an evaluation material while conveying digital marketing. Influencers also need to keep their attention on social media to improve product purchasing decisions in the future.

Keywords: convenience, engagement, influencer, purchasing decision

Abstrak: Instagram sangat populer pada masyarakat digital saat ini sehingga akhirnya semakin banyak digunakan sebagai media pemasaran bisnis. Penelitian ini dilakukan untuk menjelaskan peran internal pemasar yang diwakili oleh influencer, aktivitas interaksi di media sosial yang bercirikan engagement, dan pendekatan bauran pemasaran digital. Desain penelitian ini adalah studi kuantitatif dan cross-sectional untuk menganalisis berbagai variabel dalam penelitian. Sampel ditentukan secara purposive sampling, dengan 320 responden. Google Form digunakan untuk mengumpulkan data yang selanjutnya dianalisis secara deskriptif dan menggunakan Structural Equation Modeling (SEM). Penelitian ini menyimpulkan bahwa influencer berpengaruh signifikan terhadap engagement dan keputusan pembelian. Selain itu, kenyamanan dan keterlibatan memiliki pengaruh signifikan terhadap keputusan pembelian. Sebaliknya, harga tidak berpengaruh signifikan terhadap keputusan pembelian. Influencer harus fokus untuk menghasilkan konten yang secara konsisten menarik serta yang dibutuhkan oleh target pasarnya; menjaga kenyamanan terutama dalam hal ketersediaan, keamanan, dan kecepatan dalam proses pembelian; dan mengukur engagement rate (ER) secara berkala sebagai bahan evaluasi sekaligus menyampaikan pemasaran digital. Influencer juga harus tetap menjaga perhatian mereka di media sosial. Hal-hal tersebut diharapkan dapat meningkatkan keputusan pembelian produk di masa mendatang.

Kata kunci: influencer, kenyamanan, keterlibatan, keputusan pembelian

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INTRODUCTION

Instagram has grown by 50% over the last three years, which shows that Instagram is increasingly popular in today's digital society. Initially, Instagram functioned as a digital album and then continued to develop with various new features so that eventually, it was increasingly used as a marketing media. Getcraft (2018) concluded that social media is the most effective marketing channel for businesses today. Therefore, Instagram can be the proper choice for marketing products through a marketing concept approach.

Every marketing activity carried out is aimed at increasing the selling and usage. In achieving this goal, Instagram as a social media requires several essentials to be fulfilled, including the number of followers. Anggarini and Rummyeni (2015) stated that followers on Instagram could be used to determine the interest of other users on Instagram. This interest can impact the level of interest in buying products offered by the owner of the Instagram account.

The number of influencers is considered to have a role in increasing product sales. With many followers, the number of people who get information will also increase (Wahyuni *et al.*, 2019). Dewi (2018) stated that the increasing number of followers plays a significant role in increasing business sales because the more followers, the higher traffic on the accounts that are followed.

Purchasing decisions are when consumers make choices and make product purchases and use them (Suharno, 2010). Purchasing decisions are caused due to a series of processes that start with consumers recognizing the problem, looking for information about a particular product or brand, and evaluating how well each of these alternatives can solve the problem, leading to a purchase decision (Tjiptono, 2004).

In digital marketing, it is known that an e-marketing approach is needed. For example, Lodhi and Shoaib (2017) explain that e-marketing is a view to determine consumer purchasing decisions that introduce cost, customer value, communication, and convenience. Likewise, Ugonna *et al.* (2017) stated that an approach is needed to determine consumer behaviour in digital marketing. Therefore, this study was conducted to explain several variables, such as the internal role of marketers represented by influencers, interaction

activities on social media characterized by engagement, and the e-marketing mix approach defined by cost and convenience.

This research is vital to align with the increasing shopping traffic from social media every year. The consumer's need for reliable references is also an interesting issue, considering that sometimes consumers are easily fooled into online purchases on social media. Unlike the marketplaces with various mitigation steps concerning transaction security, there are no mitigation steps other than receiving fraud reports on social media.

In addition, purchasing products in the digital world through any line needs further analysis related to the e-marketing mix's role. Jarad (2020) mentioned that Lauterborn introduced the 4Cs model in 1990. Lauterborn realized other marketing mix approaches through 4C: cost, customer value, convenience, and communication. In this case, two critical variables are considered essential: cost and convenience; customer value and communication can be replaced by values built by influencers and engagement. For example, the role of influencers and engagement can be used to market motivational book products published by the account owner.

According to Brown and Hayes (2008), third parties can significantly influence customer purchasing decisions. One of the third party who plays a significant role in marketing on social media is an influencer. Influencers are non-customers or businesses incentivized to recommend or create content about business brands or products (Brown & Fiorella, 2013). The role of influencers in binding consumers is enormous, especially regarding their ability to communicate a message (Maulana *et al.*, 2020). The behaviour of influencers who can provide information, persuade, and entertain is essential to making social media users want to maintain a relationship with the message conveyed (Sugiharto & Ramadhana, 2018). As a result, social media account owners will like, comment, and share (Santoso *et al.*, 2017).

This study examines several variables: the internal role of marketers represented by influencers, interaction activities on social media represented by engagement, and the e-marketing mix approach represented by cost and convenience. In this study, customer value and communication variables were not included in the research variables because the engagement variable

could represent the communication variable in the e-marketing mix as a communication process carried out on social media. Furthermore, the customer value variable in the e-marketing mix can be represented by the influencer variable because followers choose influencers that match their values when carrying out follow activities. This study's preference for selecting engagement and influencer variables is due to this research's primary focus on social media activities.

The characteristics of followers who have made product purchases are essential to understanding existing customers' demographic, geographic, and psychographic conditions and optimising marketing strategies for the appropriate product market segmentation. Currently, converting followers into buyers of products marketed by a particular influencer is still limited in research as an effort to create exceptional strategies for optimizing existing market segments. This research is expected to be more optimal in encouraging the conversion process from followers to product buyers or from non-followers to followers to become product buyers.

This research was conducted to explain the internal role of marketers represented by influencers, interaction activities on social media characterized by engagement, and the digital marketing mix approach. The research framework is presented in Figure 1. In this study, four variables are studied, namely influencer and engagement, to observe how the influence of activity on Instagram can influence purchasing decisions. In addition, cost and convenience variables are part of the e-marketing mix to represent the process of purchasing activities in influencing purchasing decisions. In this study, the indirect influence of an influencer on purchasing decisions through engagement will also be compared with an influencer's direct influence on purchasing decisions. Measuring how strong these variables influence purchasing decisions could serve as the basis for managerial implications to optimize product sales through social media.

METHODS

The design of this study was a quantitative and cross-sectional study to analyze various variables in the study. This research was conducted in 2020 to study the role of social media on influencer XYZ's Instagram account in selling their products. The consideration of choosing

influencer XYZ was because this influencer had been active as content creators on Instagram for a long time, have an officially verified Instagram account, have a high number of followers that is more than 600,000 followers, which the majority of the followers are segmented in adolescents aged 18-24 years. The most important is because it creates repetitive products by using Instagram as the main promotional media for its products.

Purposive sampling technique was used to select the research respondents who are followers of influencer XYZ's Instagram and had purchased the influencer's products. The data collection was carried out for two weeks (14 days) with 347 respondents returned the questionnaire. However, only 320 respondents met the requirements as followers of influencer XYZ Instagram accounts who had purchased books written by influencer XYZ, or those who followed Instagram influencer XYZ first, then bought influencer XYZ products.

Primary data was collected using an online questionnaire with Google Forms' help. The online questionnaire was distributed in the Google Form link on Instagram influencer XYZ social media through the swipe-up feature on Instagram stories. The respondents who filled in were influencer XYZ followers to fit this research's scope. The swipe-up feature on Instagram Stories makes it easier for the researcher to collect data since it was directed to the provided google form link. The type of questions were closed questions. The questionnaire was divided into screening, profiling, and central inquiries related to research variables.

The research instrument for purchasing decision variables referred to Kotler and Armstrong (2012) and Setiadi (2010), the engagement instrument referred to Strauss and Frost (2014) and Sashi (2012), and the influencer instrument referred to Brown and Hayes (2008) as well as Brown and Fiorella (2013), the cost instrument referred to Firdaus and Wasilah (2009) and Hansen (2005). Lastly, the convenience instrument is referred to by Berry, Seiders, and Grewal (2002).

The purchase decision refers to the activity of buying the product that the respondent likes the most from the various alternatives. Engagement refers to things that can provide a relationship and captured the respondent emotionally and cognitively. Influencers refer to third parties who play a role in building respondents'

attention to their followers and become key opinion leaders. Cost refers to the costs incurred by respondents to get something they want. Finally, convenience refers to the time and effort required by the respondent to purchase or use a service.

Figure 1 explained the research framework of this research. Based on the framework that has been explained, the hypotheses of this research are as follows:

- H1: Influencers have a significant effect on product purchasing decisions
- H2: Influencers have a significant effect on engagement
- H3: Engagement has a significant effect on product purchasing decisions
- H4: Cost has a significant effect on product purchasing decisions
- H5: Convenience has a significant effect on product purchasing decisions

The analysis used in this study was descriptive and Structural Equation Modeling (SEM) analysis using LISREL. Descriptive analysis was used to produce distribution tables for each variable, while SEM analysis was used to answer the relationship between variables.

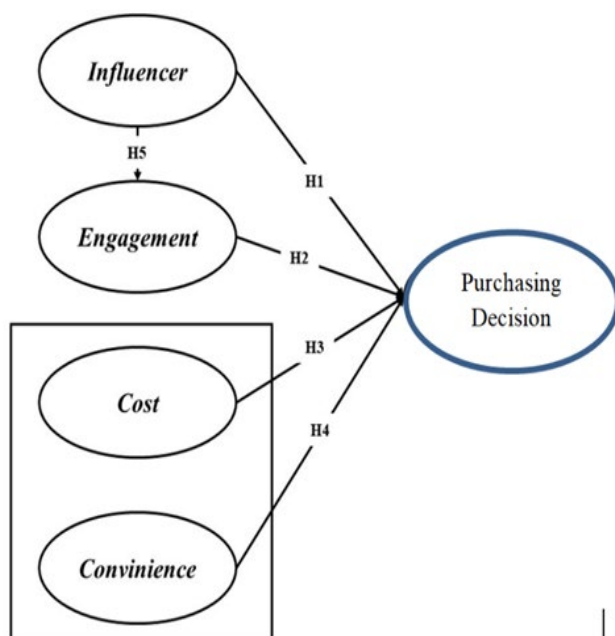


Figure 1. Research framework

RESULTS

In marketing activities with social media, gender is important because it relates to the targeted market segment. The female gender is the majority that provides an overview of the model; this is in line with the actual condition of followers of the influencer XYZ Instagram account, which is dominated as much as 70% by females. This finding proves that influencer XYZ's book products are more attractive to women.

As many as 75,3% of respondents are in the 18 to 24 years-old group. The same tendency was found on the age range distribution of influencer XYZ Instagram account followers. The respondents' latest education can provide a substantial overview of the age distribution. The latest consumer education also impacts marketing activities carried out in business development. The latest education of the most significant respondents was high school (59,4%) and bachelor/diploma graduates (32,2%). This latest education data also validate the age distribution data for influencer XYZ product buyers in the same dominant age range as the latest education, over 18 and under 24 years. The latest education data, dominated by high school and bachelor/diploma, shows that most readers of influencer XYZ books are educated young people. This is corresponding with the types of products made by influencer XYZ which are motivational and self-development books suitable for reading by educated young people and adults.

All respondents are Instagram users. Instagram is the best promotional and branding media that can intensively market a product if you want to sell it to the generation in the 18-24 year age range. Apart from Instagram, respondents also used other social media, namely Youtube as much as 52,2%, Twitter at 40,3%, and Tiktok at 21,6%.

The main reason of following influencer XYZ is that the content posted in the account is considered attractive by as much as 93,8%. So, for an influencer, having interesting content is essential in determining the type and number of followers. Also, as many as 40,1% of respondents followed influencer XYZ because they felt stressed by high social pressure. The second biggest reason is still related to the motivational content created by influencer XYZ. One of the impacts of using social media is that many millennials and neglectful generations easily felt insecure when they see happiness or achievements posted by their friends, making them

prone to feel stressed. Although social media benefits cannot be ignored, social media addiction poses unique ethical problems not caused by addiction to other products, such as alcohol and cigarettes (Bhargava and Velasquez, 2020).

Data testing was carried out through modelling by including all 45 indicators. The composition of each variable is as follows: seven indicators of purchasing decisions, ten indicators of engagement, eight indicators of influencers, eight of cost, and twelve of convenience. Figure 2 presents the final model of SEM.

Table 1 provides information that the four parameters had an acceptable goodness of fit value. These findings conclude that the model tested using five hypotheses and five variables is feasible to be used in this research. Purchasing decisions are supported by five indicators, with the K5 indicator having a value of 0.72. That is, the purchasing decisions made by consumers are

due to an interest in the products of influencer XYZ. Engagement is supported by nine indicators, with the highest contribution being in EE5, namely saving the contents posted by influencer XYZ's Instagram account when it is needed, which proves that valuable and needed content is useful for engagement. Influencers have seven indicators with the main one being IF1 indicator which is believing in influencer XYZ because they consistently post articles that become their fighting friends, which gives them an enormous contribution. The variable cost has four indicators, with the largest contribution being CO5 of 0.67, which is the respondents feel that the costs incurred follow the benefits received after having the XYZ influencer book product. Finally, convenience has ten indicators, with the immense contribution being the CON12 indicator, namely buying influencer XYZ books because they believe that complaints will be served well after buying the book if there is a delivery error or the book purchased is defective (Table 2).

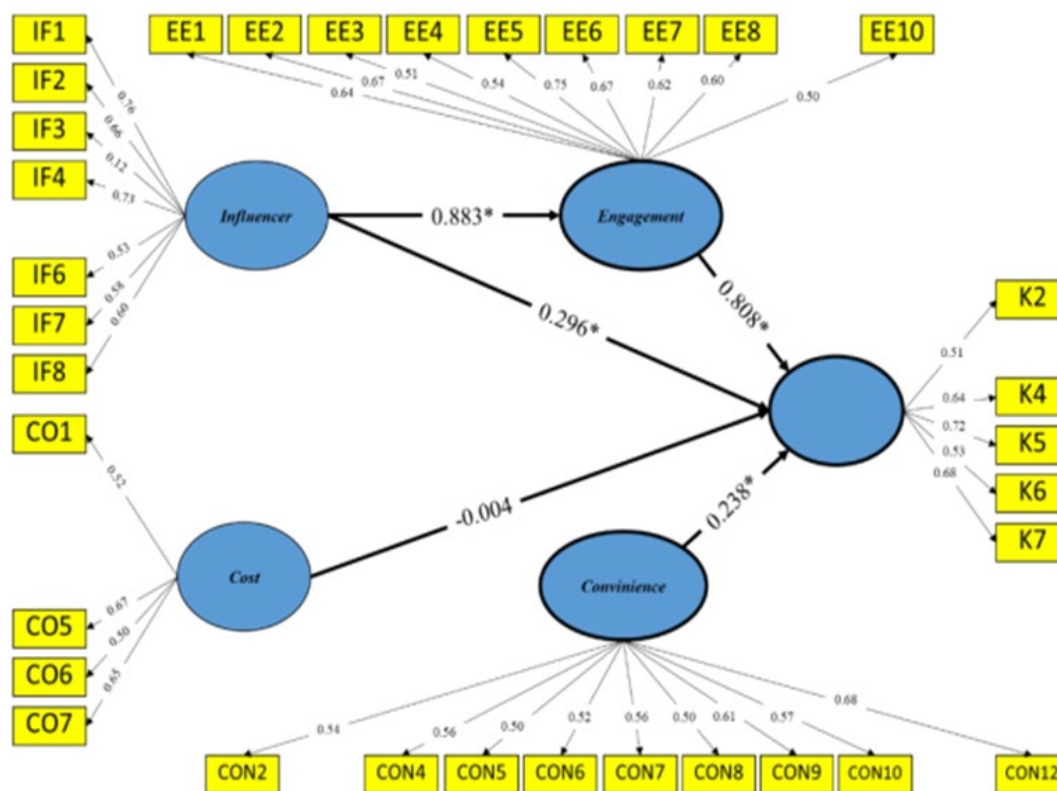


Figure 2. Structural Equation Modeling (SEM) final model

Table 1. Goodness of Fit

Parameter	Output	Goodness of Fit	Conclusion
GFI	0.914	>0.9	Fit
NFI	0.833	>0.8	Fit
TLI	0.817	>0.8	Fit
PRATIO	0.782	>0.5	Fit

Table 2 Value of loading factor indicator

Indicators	Output	Result
Buying decision		
Bought a book of influencer XYZ due to following the Instagram (K2)	0,51	***
Purchased a book of influencer XYZ due to personal needs (K4)	0,64	***
Feeling an interest in the book of influencer XYZ (K5)	0,72	***
Buy a book of influencer XYZ because you are a fan of influencer XYZ (K6)	0,53	***
Buy a book of influencer XYZ for self-development (K7)	0,68	***
Factor Engagement		
Give likes/love when the content posted by influencer XYZ's Instagram account is needed (EE1)	0,64	***
Give likes/love when the content posted by influencer XYZ's Instagram account is interesting (EE2)	0,67	***
Make comments when the content posted by the XYZ influencer Instagram account is needed (EE3)	0,51	***
Make comments when the content posted by the XYZ influencer Instagram account is interesting (EE4)	0,53	***
Saved when the content posted by influencer XYZ's Instagram account is needed (EE5)	0,75	***
Saved when the content posted by influencer XYZ's Instagram account is interesting (EE6)	0,67	***
Share if the content posted by influencer XYZ's Instagram account is needed by others (EE7)	0,62	***
Share if the content posted by influencer XYZ's Instagram account is interesting (EE8)	0,60	***
Felt familiar with influencer XYZ who replied to messages on Instagram DMs (EE10)	0,50	***
Influencers		
Trust XYZ influencers because they consistently post articles that become friends in struggle (IF1)	0,76	***
Trust the quality work of influencer XYZ because he is good at writing motivational writings (IF2)	0,66	***
Feel close to influencer XYZ because the writing is in accordance with my situation (IF3)	0,61	***
Feeling close to him because his writing motivates him (IF4)	0,73	***
Follow influencer XYZ because the content posted on Instagram is inspiring (IF6)	0,53	***
Feel safe buying products made/produced by influencer XYZ (IF7)	0,58	***
Buying products made by influencer XYZ is a way to support them to continue working (IF8)	0,60	***
Cost		
Buying XYZ influencer books as a form of long-term investment (CO1)	0,52	***
Feel the costs incurred are in accordance with the benefits received after having an XYZ (CO5) influencer book	0,67	***
Price is not a barrier to buying products made by influencer XYZ (CO6)	0,50	***
Willing to raise money to buy books created by influencer XYZ (CO7)	0,65	***
Convenience		
Having a choice of online and offline platforms makes it easier to decide to buy influencer XYZ (CON2) books	0,54	***
Feel more comfortable shopping for XYZ influencer books because Instagram is prominent and reliable (CON4)	0,56	***
Purchased XYZ influencer book because seller admin is responsive (CON5)	0,50	***
Buy XYZ influencer book because the admin is friendly (CON6)	0,52	***
Purchased XYZ influencer book because the book delivery time is precise (CON7)	0,56	***
Purchased XYZ influencer book because book delivery time is clear (CON8)	0,50	***
Purchased XYZ influencer book as it is available in offline bookstores (CON9)	0,61	***
Purchased influencer XYZ's book at an offline bookstore because he had read influencer XYZ's post on Instagram (CON10)	0,57	***
Buying XYZ influencer books because they believe that complaints will be well served after buying the book if there is a delivery error or the book is defective (CON12)	0,68	***

Structural equational modelling (SEM) analysis was conducted to test hypotheses related to the relationship between variables. In the model, there are five hypotheses. Grace (2010) explains that hypothesis testing is essential to proving the relationship of variables. The relationship between variables that prove significant will later be used to make recommendations for organizations (Lam & Maguire, 2012). The influence between variables is demonstrated by the value estimate representing the relationship's direction (positive or negative) and the p-value to prove (significant and insignificant). The cut-off that expresses a relationship between significant variables is below 0,05 or 5%. The hypothesis testing information is presented in Table 2.

The effect of influencers on engagement is on the positive direction (0,883) and significant (0,00). It is known that eight important variables can reflect the influencer's image to increase engagement. Moreover, the target market leads to the need for content that inspires and motivates. Followers must feel close to influencer XYZ because their writing follows the circumstances to continue interacting with each post. This condition indicates that the role of influencers, as reflected in the posted content, encourages respondents who follow them on Instagram to carry out several activities such as pressing the like, comment, share, and save buttons. This finding shows that respondents who follow influencer XYZ's Instagram account feel they have similar feelings and understand the experience of the contents posted by the influencer. This result is in line with the findings of Lou, Tan, & Chen (2019), who concluded that the value transmitted by influencers could encourage attachment by interacting with influencers. Marketing a product involves many parties with followers because influencers can also be equated as key opinion leaders who can lead their followers to do the same thing (Jin *et al.*, 2019).

The effect of cost on purchasing decisions is negative (-0,004) and insignificant (0,792). Cost is supported by four indicators that are considered to reflect the role of variables. The followers explained that cost is definite and they are willing to spend as long as it benefits and is intended for long-term investment. This is known from the description of indicators of willingness to cost incurred according to the benefits received after having the influencer XYZ book.

This condition illustrates that cost do not significantly affects purchasing books made by respondents. These findings indicate that costs are not a priority for improving purchasing decisions. This is not in line with the research of Salamin and Hassan (2016) and Septiaji, Simanjuntak and Saptono (2020) that cost is a critical component. Furthermore, it is also not in line with the finding of Harahap (2015), Shabrina, Yuliati and Simanjuntak (2018), as well as Rahman, Yuliati, and Simanjuntak (2019) which noted that the cost is an important part that can influence consumer decisions to make purchases.

Nevertheless, consumers already know the price mix for a product with the same characteristics. This opinion provides the view that when consumers know the price mix of one product with another, it will not have a significant impact on changes in purchasing decisions.

The effect of convenience on purchasing decisions is positive (0,238) and significant (0,00). The convenience variable is supported by nine indicators that play significant roles. Followers who buy books from influencer XYZ are looking for comfort, symbolised by clarity and responsiveness. There are various sales channels and customer service prepared to fulfill the customers' needs.

Table 2. Hypothesis testing

Hypothesis	Estimate	P-Value	Conclusions
Influencer → Engagement	0,883	***	Positive and Significant
Cost → Decision	-0,004	0,792	Not significant
Convenience → Decision	0,238	***	Positive and Significant
Engagement → Decision	0,808	***	Positive and Significant
Influencer → Decision	0,296	**	Positive and Significant

This condition illustrates that when convenience increases, it will impact in improving purchasing decisions. This is proven when influencer XYZ's management can provide services through fast responses, transparent processes, and market product service problems. This is in line with Marza, Idris, and Abror (2018), who stated that the comfort built can impact purchasing decisions. This is reflected in the fulfilment of expectations and services for customers. Service convenience is the time and effort required to purchase or use a service (Bivens & Volker, 2002). Service convenience is recognized as increasingly important for consumers and has become an essential part of marketing activities. In addition, convenience is a crucial factor applied to customers to maintain repeat purchases of similar products (Mathur *et al.* 2016).

The effect of the engagement variable on purchasing decisions is observed to have a positive direction (0,808) and significant (0,00). Eight indicators of engagement variables play a role in purchasing decisions. Influencing indicators include interactions depicted from the like, comment, share, and save activities carried out by the writer's followers and influencer XYZ. This condition indicates that when the engagement reflected from the activity (likes, comments, shares, and saved) increases, it will impact purchasing decisions. Therefore, management is required to increase the reaction of respondents to interact with each posted content so that respondents are more interested and decide to buy products marketed by influencer XYZ. This is in line with the research of Ozer (2012), which explains that in social media, the level of activity of followers and viewers is needed to prove that they are interested in the issues raised. Other conditions when they are interested in impacting the following things communicated.

The effect of influencer on purchasing decision is positive (0,296) and significant (0,00). This condition indicates that the role of influencers can encourage someone to decide to buy the product being marketed. This finding shows that respondents who follow influencer XYZ's Instagram account feel inspired and motivated by every content posted. Based on these findings, for purchasing decisions to increase, management needs to pay attention to the value an influencer provides so that respondents still believe that the content provided is valuable and if it is implemented in purchasing marketed products. This finding also supports the previous results by Widyanto and Agusti (2020), which explain that the role of influencers in purchasing can be optimal when

influencers can use their expertise to invite and educate with appropriate and reliable words and evidence. This is in line with Kalu's (2019) research which stated that the role of influencers in increasing product purchase decisions is enormous. However, in this case, it still requires conformity to the image and characteristics of the influencer. Riset lain mengkonfirmasi eWOM yang berbentuk influencer berpengaruh positif dan signifikan terhadap keputusan pembelian (Hakim, Simanjuntak & Hasanah 2021).

Influencers can also build consumer behaviour in terms of product purchases, which is seen through influencers' ability in their expertise to build trust with followers (Chopra *et al.* 2020). In addition, the characteristics of an influencer's Instagram, which are depicted in the content (originality, uniqueness, and quality), can affect the behaviour of consumers (interests, recommendations, and interactions) (Casalo *et al.* 2018).

Engagement can provide a relationship and bond emotionally and cognitively (Strauss & Frost, 2014). Engagement in marketing develops special activities to maintain customer relationships (Kumar, 2013). Bowden (2009) explains that engagement is a psychological process whose model is a mechanism that underlies the formation of feedback from other individuals related to a brand or product.

Trust significantly influences consumers' purchasing decisions because trust is an essential part of making these users confident in all decisions. In addition, users' trust increases interest, which influencers should protect appropriately (Parmariza, 2019).

Online brand engagement, interactivity, sales campaigns, and trust can explain how vital trust is needed by brands marketed online (Merili & Sandra, 2019). Credibility is closely related to trust, where trust is the starting point for building credibility and consumer behaviour (Lim *et al.*, 2017). Engagement is an important thing that can increase positive feelings from customers. Engagement is a form of user behaviour (Chuang, 2019).

Engagement with consumers describes consumer interest and attachment to the product being marketed. On the other hand, it is known that reaching the purchasing decision stage needs to be further proven (Milan *et al.* 2018). Marketing using social media explains that engagement is essential to improving

purchasing decisions, where engagement links consumer behaviour towards these products (Toor *et al.* 2017). Engagement from consumers can directly influence consumers to buy products, and this is due to a sense of confidence and closeness to these products (Gilani *et al.*, 2019). Interest can attract followers to purchase activities, but trust is a critical proxy to encourage online world activities (Astuti & Putri, 2018). Instagram users will make purchases when they believe the risks can be adequately managed (Kusumah, 2015). Riorini and Widayati (2015) explain that engagement by followers can provide an increase in purchasing decisions. This is based on the rise in the reciprocity of followers from posts made in line with the rise in the number of sales made. Vivek *et al.* (2012) also stated that engagement is essential and needs to be done and improved to increase sales.

Convenience is considered a factor that plays a role in purchasing decisions. The basic concept of convenience is providing something marketed easily and quickly. The most prominent buying activity for book products is in the first and second books because the two book products were sold before the Covid-19 pandemic. Meanwhile, the third book was sold right when the Covid-19 pandemic in Indonesia broke out in Indonesia, so it has many obstacles. One of the most significant barriers is distribution in offline bookstores, given that many respondents still make purchases on offline books.

Managerial Implications

An influencer has many followers because he posts content on social media to become an actor in marketing activities. Concerning marketing activities, an influencer must be able to manage several essential things that must be achieved, namely a) be able to make or market products that are following their target market, b) make followers in particular and netizens, in general, become more confident in the products being marketed, c) reach more viewers so that the exposure of posted information is higher, and d) build closeness or a good relationship with their followers so that attention can be fixed on them.

Engagement on social media is inherent and plays a role in developing an Instagram account or business development. In addition, engagement in social media is an essential indicator of how great the followers' attention to an influencer is. Given how vital the role

of engagement is in attracting followers' attention and then converting them to product buyers, an influencer should regularly check how the performance of their engagement rate on Instagram. In addition, the evaluation of content should be undertaken. An influencer's engagement rate can also be an essential reference for marketing agencies in choosing the chosen influencer in an advertising campaign for a brand that is being handled if the brand expects more than just awareness and exposure, namely potential product purchases. Engagement rate can be measured easily through various online platforms that provide this feature, so there is no need to be calculated manually, such as phlanx.com, influencermarketinghub.com, or socialbuzz.com.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

This research concluded that influencers significantly affect engagement and purchasing decisions. Moreover, convenience and engagement have a significant effect on purchasing decisions. However, cost has no significant effect on purchasing decisions. Therefore, the influencer XYZ should focus on producing content consistently attractive that is needed by their target market; maintaining convenience, especially in terms of availability, security, and speed in the purchasing process; and periodically measure the engagement rate (ER) as an evaluation material while conveying digital marketing. Influencers also can keep their attention on social media. These things are expected to improve product purchasing decisions in the future.

Recommendations

Subsequent research can examine other influencers who are active on Instagram and promote other people's products, for example, influencers who act as brand ambassadors for a product. Future research can specifically examine the best Instagram features to convert Instagram followers into product buyers, given the large selection of features on Instagram in providing content such as Instagram feeds, Instagram stories, Instagram TV, Instagram LIVE, and Instagram reels. The next research can also focus on using the Instagram ads feature to increase content exposure without influencers' roles. Finally, future research could examine influencers actively doing digital marketing

on other major social media platforms such as Youtube, Twitter, Tiktok, or Facebook.

This research has limitations in the social media scope being studied which is only Instagram. In contrast, consumer behaviour on other major social media platforms, such as Youtube, Twitter, Tiktok, or Facebook, may differ. Also, this research only focuses on the influencers who produce their marketed products. Further research is needed on influencers who sell other people's products.

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