

# The Effect Of Customer-Product Compatibility On Intention To Purchase And Intention To Recommend Influencers With Attitude As An Intervening Variable (A Case Study On Uniqlo Instagram)

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**Abstract.** This research examines the influence of customer-product fit on purchase intention and intention to recommend influencers with attitude as an intervening variable. The aim of this research is to understand consumers' behavioral intentions when they find recommendations for Uniqlo fashion products from influencers on Instagram. With the phenomenon that we raise regarding the harmony between marketing that occurs with influencers which can influence the role of an influencer who uses social media to influence consumers (followers) and the Uniqlo brand. The method used in this research is a quantitative research method, and sample selection uses a purposive sampling approach. This research was conducted on the general public, especially Instagram social media users. This research used a sample of 161 respondents who met the testing requirements because they had passed the data checking stage. Where the data is measured numerically and uses Structural Equation Modeling with Partial Least Square. This program uses SmartPLS 3.2. The results of this research are that customer-product compatibility has a significant effect on influencers, customer-product compatibility has a significant effect on attitudes, customer-product compatibility has a significant effect on purchase intention and recommendation intention. The conclusion in this research is that all variables X have a significant influence on variable Y.

**Keywords .** Consumer-Product; Attitude; Intention to Purchase; Intention to Recommend

## INTRODUCTION

In the present advanced period, it is simple for customers to have wide admittance to data that is creating and makes it more straightforward to pick items. Web-based entertainment is one of the method for correspondence that is creating and turning into a compelling showcasing instrument. The presence of online entertainment as a showcasing methodology utilized by powerhouse showcasing to elevate items or administrations to customers.

Powerhouses are many times considered as one of the wellsprings of data that can be relied upon and has high validity to buyers. One of them utilizes online entertainment Instagram. Similarly as Instagram guarantees solid purchaser commitment, powerhouse promoting is seemingly more appealing to clients than conventional superstar based broad communications publicizing since it provides shoppers with a feeling of closeness and similarity with their number one powerhouses (Belanche et al., 2021).

Forces to be reckoned with use Instagram virtual entertainment, so brands can exploit powerhouses to elevate their item contributions to buyers who have a picture or perspective on the powerhouse (Belanche et al., 2021). Buyer Item similarity that is seen by their necessities.

Zeithaml (1988) characterizes client item fit as the degree to which item qualities address customer issues and assumptions (Zeithaml, 1988).

Thus, this can be a significant component as far as lessening the potential dangers originating from a powerhouse's proposal (Cabeza-Ramírez et al., 2022). Powerhouses give an extremely compelling effect on shoppers, which buyers feel and see when powerhouses give limited time missions to these items. Online entertainment as a method by which powerhouses are utilized for showcasing and expanding income. Powerhouses can be seen as a match that potential purchasers see or feel there is a match between themselves.

As recommended by some past examination. For instance, research zeroing in on powerhouses distinguished impacts connected with the quantity of supporters they have, label utilization, or movement measurements (Arora, Bansal, Kandpal, Aswani, and Dwivedi, 2019). Other examination makes sense of the ramifications of different buyer qualities, for example, how powerhouses uncover the business worth of the counsel they give (Boerman, 2020, De Veirman and Hudders, 2020; Jin and Muqaddam, 2019; Sokolova and Kefi, 2019). You can as of now track down a ton from the force to be reckoned with set of three by and by, regardless of whether you have any insight yet.

Past examination led by (Cabeza-Ramírez et al., 2022) that affected the utilization of powerhouses in prescribing specific items to crowds has been featured in late writing via virtual entertainment showcasing. This paper fills a hole in the writing by dissecting potential interconnections between observational learning, item commitment and saw risk on the viability of powerhouse suggestions.

Consequently, the motivation behind this study is to analyze, inside the system of the Uniqlo item classification, the connection between web-based entertainment stages, mentalities and goals to buy and expectations to suggest. The central concern in this examination is to concentrate on whether virtual entertainment contributes decidedly to demeanor discernment with extraordinary reference to uniqlo web-based entertainment (Instagram) clients and furthermore powerhouses or celebgrams from uniqlo.

## **Literature Review and Hypothesis Development**

### **Effect of Consumer-Product Fit**

Consumer influencer marketing is a marketing strategy that involves partnering with influential individuals on social media to promote brand products and services. By leveraging the credibility and connection these influencers have with their followers, brands are able to reach their target audience in a more authentic and personalised way. Platforms such as

Instagram, TikTok, and YouTube provide opportunities for brands to showcase their offerings through these influencers, who have amassed substantial followings. This approach allows brands to increase brand awareness, engagement, and ultimately convert more customers. Consumer influencer marketing offers a more organic and persuasive method compared to traditional advertising methods, as it taps into the trust and influence that influencers have built with their followers. By utilising this strategy, brands can connect with their audience on a deeper level and generate a stronger impact.

H1 : Consumer Influencer has a positive and significant effect on Attitude

Influencer product in the context of influencer marketing relates to the fit between an influencer and the product being promoted. It is part of the tripartite model in an influencer marketing campaign, which involves three main elements: the influencer, the brand/product, and the consumer. The fit between the influencer and the product is crucial for effective persuasive communication in influencer marketing. An influencer who demonstrates a good fit with the product is likely to motivate his or her followers to have a positive view of the product, as followers aspire themselves to resemble the influencer they follow (Casaló et al., 2020; Campbell & Farrell, 2020; Audrezet, De Kerviler, & Moulard, 2020).

H2 : Influencer Product has a positive and significant effect on Attitude

Research suggests that when there is a fit between a product and a consumer, it tends to decrease consumer attitudes towards the product. Consumer attitudes refer to their emotional and evaluative responses to a particular product. It has been found that attitudes towards products can be influenced by the extent to which the product image aligns with the consumer's self-image. For instance, consumers are more likely to have positive evaluations of products that evoke images similar to their self-image. Furthermore, studies have shown that conformity to the ideal self is a strong predictor of brand attachment and emotional brand attachment, and it can also lead to compulsive buying. Therefore, it is expected that consumers will develop more positive attitudes towards products that they perceive to have greater self-congruence or product-consumer congruence.:

H3 : Consumer Product has a positive and significant effect on Attitude

### **The effect of attitudes towards the product.**

Consumer attitudes play a crucial role in determining their behavioural intentions, such as their willingness to purchase, pay a higher price, or recommend a product. Previous studies have shown that a positive attitude towards a product leads to positive behavioural intentions (Belanche et al., 2021). The theory of planned behaviour states that intentions strongly predict future behaviour (Casaló et al., 2010). Therefore, behavioural intentions reflect customers'

willingness to engage in certain behaviours. Research has established a connection between behavioural intentions and actual behaviour. Purchase intention, specifically, indicates a customer's conscious plan to spend money on a product or service and increases the likelihood of actual purchase (Spears & Singh, 2004; Schiffman & Kanuk, 2007). In summary, consumer attitudes influence behavioural intentions, which in turn can predict actual purchasing behaviour.

H4 : Effect of Consumer-Product fit on consumers' attitudes towards products

Consumer attitudes are also very important in understanding their behavioural intentions . Previous literature shows that consumers' positive attitude towards a product influences consumers' behavioural intentions, such. Previous studies show that there is a correlation between behavioural intentions and actual behaviour (Belanche et al., 2021). Research suggests that when there is a fit between a product and a consumer, it can result in more positive attitudes towards the product. Attitudes are defined as a person's emotional and evaluative responses to a target. This fit can be seen in the degree of congruence between the product image and the consumer's self-image. When a product evokes images that are similar to a consumer's self-image, they tend to develop more positive evaluations of the product. Additionally, conformity to one's ideal self has been found to be a predictor of brand attachment and emotional brand attachment, and can even lead to compulsive buying. Therefore, it is expected that consumers will have more positive attitudes towards products that they perceive to have a greater level of self-congruence or product-consumer congruence.

H4 : Consumer Product berpengaruh positif dan signifikan terhadap Sikap.

Consumer attitudes have a significant impact on their behavioural intentions, including purchasing decisions and willingness to pay a higher price for a product, as well as recommending it to others. Previous research has indicated that a positive attitude towards a product influences these intentions. The theory of planned behaviour suggests that intentions can predict subsequent consumer behaviour, providing insight into their willingness to engage in certain actions. When consumers develop a positive attitude towards a product or brand, they are more likely to recommend it to others. Additionally, the intention to recommend a product can predict whether consumers will have a positive judgement of the product. Therefore, consumers' attitudes should guide their intention to purchase or recommend sponsored products, indicating the importance of attitude in shaping consumer behaviour.

H5 : Attitude has a positive and significant effect on Intention to Recommend

**Intention to Purchase**

Partnering with social media influencers has become a popular strategy for brands to reach their target audiences. Influencers, who have large followings on platforms like Instagram, TikTok, and YouTube, allow brands to leverage their credibility and connection with their followers. This approach, known as influencer marketing, is more organic and personalised compared to traditional advertising methods. By working with influencers, brands can increase brand awareness, engagement, and ultimately conversions. Research has shown that there is a positive relationship between people's attitudes towards influencers and their purchase intentions. When consumers like, trust, and engage with influencers, it influences their product selection and increases their likelihood of making a purchase. Attitudes towards influencers have been found to significantly impact consumer behaviour. Therefore, a positive attitude towards influencers is likely to result in higher purchase intentions among consumers.

H6 : Consumer Influencer has a positive and significant effect on Intention to Purchase through Attitude

The fit between an influencer and the product they promote is crucial for successful influencer marketing. Businesses can use influencer products to advertise their own products or services, but it is important to choose the right influencer for maximum impact. The positive attitude of consumers towards a product can be influenced by a variety of factors, including the use of product influencers. Therefore, incorporating influencer products into marketing strategies can be an effective way to enhance consumers' intention to purchase a product. Research findings indicate that influencer products have a positive and significant impact on purchase intention through attitude. This suggests that influencer products can enhance consumer attitudes towards a product, which in turn leads to an increased intention to buy.

H7 : Influencer Product berpengaruh positif dan signifikan terhadap Intention to Purchase melalui Sikap

Consumer products are products or services that are purchased by end consumers for personal use. They can be divided into different categories based on factors like how frequently they are purchased, how much consideration is given before purchase, and the level of awareness of the product. Studies by Memon et al. (2020), Asif et al. (2017), Teng and Wang (2015), and Ham et al. (2018) all suggest that attitude plays a significant role in purchase intention. When consumers have a positive attitude towards a product, it typically leads to a positive intention to make a purchase. Additionally, the better an individual's attitude towards a particular behaviour, the stronger their intention to engage in that behaviour. Furthermore, having a positive attitude towards a product or service increases an individual's confidence in the object, which in turn strengthens their desire to make a purchase.

H8 : Consumer Product has a positive and significant effect on Intention to Purchase through Attitude

### **Intention to Recommend**

Consumer influencer marketing can be defined as a marketing strategy that utilises the influence of influential individuals on social media to promote products, services and brand ideas more persuasively and authentically. Purchase intention reflects a customer's conscious plan to provide economic expenditure to acquire a product or service (Spears & Singh, 2004) and a greater chance for the customer to actually purchase the product (Schiffman & Kanuk, 2007). Consumer influencer marketing can be defined as a marketing strategy that utilises the influence of influential individuals on social media to promote products, services and brand ideas more persuasively and authentically.

H9 : Consumer Influencer has a positive and significant effect on Intention to Recommend through Attitude

Influencer marketing is a widely used strategy that involves using influential individuals, or influencers, to market products and services to their audience. These influencers have a significant impact on their followers both online and offline. Attitude is an app that measures consumer attitudes and behaviours, using an online survey method to gather data. Collecting information through Sikapp is extremely valuable for understanding how consumers feel about a specific product or service. Additionally, product influencers play a crucial role in influencing the intention of recommending a product. They possess the ability to enhance respondents' attitudes towards a product or service. When individuals hold a positive attitude towards a product, they are more likely to recommend it to others. Overall, influencer marketing harnesses the power of influential individuals to promote products and services, while Sikapp aids in comprehending consumer attitudes and behaviours. Utilizing influencer products can potentially have a positive impact on the intention to recommend a specific product or service.

H10 : Influencer Product has a positive and significant effect on Intention to Recommend through Attitude

Consumer products are goods, services, or experiences that are consumed by consumers. A study has found that a consumer's intention to recommend a product to others is influenced by their attitude towards the product. The study concluded that consumer product has a positive and significant effect on intention to recommend through attitude. This means that consumers' perceptions of a product can impact their attitude towards it, and a positive attitude can lead to an increased intention to recommend. The results of the study also have implications for consumers, as they need to be aware that their attitude towards a product can influence their intention to recommend it. Consumers who have a positive attitude towards a

product are more likely to share their experience with others, which can be beneficial for companies and other consumers.

H11 : Consumer Product has a positive and significant effect on Intention to Recommend through Attitude

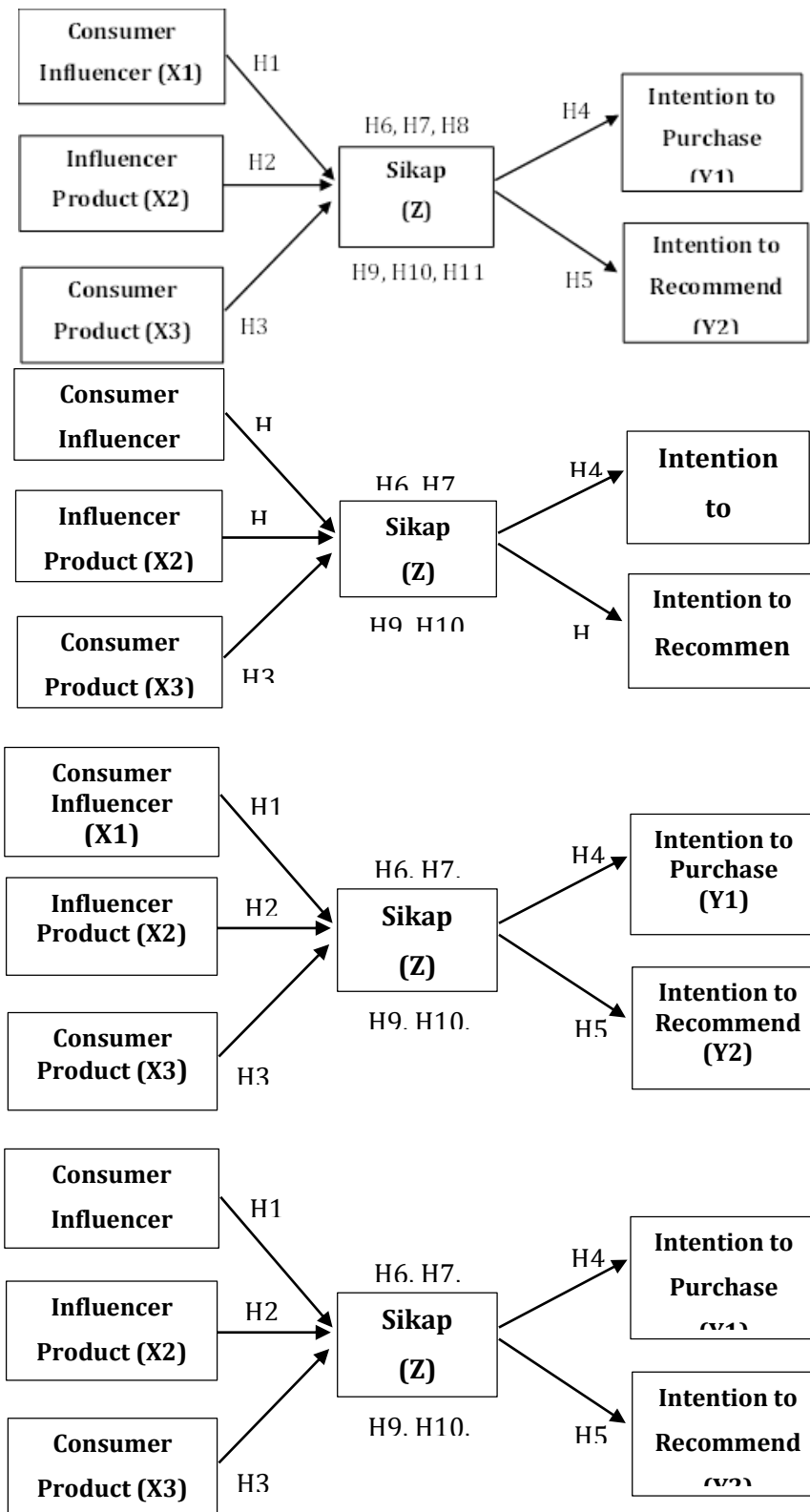


Figure 2.1 Research model

## RESEARCH METHOD

This research uses a randomised survey with a survey method using a questionnaire as the instrument. The method used in this research is a quantitative approach. If this quantitative research involves measuring and analysing variables to obtain results. The population of this study includes consumers who use Instagram social media and follow influencers or the Uniqlo brand. The sampling technique used in this study was purposive sampling technique with a total of 161 respondents. The data was then analysed with SEM PLS, namely. SmartPLS 3.2. The questions in this survey were made on a Likert scale (1-5) with the desired response level each rated 1-5.

### Respondent Characteristics

**Table 1. Characteristics of Respondents.**

No.	Gender	Frequency (person)	Presentase (%)
1	Male	43	26.6
2	Famale	118	73.4
	<b>Total</b>	<b>161</b>	<b>100%</b>
No.	Usia		
1	17-20 Years	31	18.9
2	21-30 Years	90	55.6
3	31-40 Years	26	16
4	41-50 Years	14	8,9
	<b>Total</b>	<b>161</b>	<b>100%</b>
No.	Final education		
1	Junior High Scool	6	4.1
2	Senior High Scool	95	59.2
3	DIPLOMA	8	5.3
4	S1	40	24.9
5	S2	6	4.1
6	S3	6	4.1
	<b>Total</b>	<b>161</b>	<b>100%</b>
No.	Type of worker		
1	Student	99	61.5
2	Private Employee	17	10.7
3	Entrepreneurship	25	15.4
4	Civil Servant	16	10.1
5	Others	4	2.3
	<b>Total</b>	<b>161</b>	<b>100%</b>
No.	Revenue		
1	< Rp 1.000.000	40	25
2	Rp 1.000.000 – Rp 1.500.000	36	22.6
3	Rp 1.500.000 – Rp 2.500.000	26	16.1
4	Rp 2.500.000 – Rp 3.000.000	29	17.9
5	>Rp 3.000.000	30	18.5
	<b>Total</b>	<b>161</b>	<b>100%</b>
No	Social media users (Instagram)		



1	Yes	161	100
2	No	0	0
	<b>Total</b>	<b>161</b>	<b>100%</b>
<b>No</b>	<b>Knowing fashion products (Uniqlo)</b>		
1	Yes	157	97.6
2	No	4	2.4
	<b>Total</b>	<b>161</b>	<b>100%</b>
<b>No</b>	<b>Knowing Influencers/Selebgrams (Uniqlo)</b>		
1	Yes	131	81.1
2	No	30	18.9
	<b>Total</b>	<b>161</b>	<b>100%</b>

Source: Primary data 2023

Based on table 1, it is known that the total respondents were male as many as 43 respondents or 26.6%, while the remaining 118 respondents or 73.4 were the most dominant women. When viewed from age, it is dominated by respondents aged 21-30 Years as much as 55.6%, while the lowest age is under 17-20 Years as many as 31 respondents or 18.9%. Judging from the final education dominated by SMA / SMK 59.2% of respondents or the lowest in junior high school as much as 4.1% or 6 respondents. Judging from the type of work, students dominate as many as 99 respondents while entrepreneurs are 25 respondents, while the lowest is in others, namely 4 respondents 2.3%. When viewed from the highest monthly income of less than Rp 1,000,000 as many as 40 respondents 25%, while the lowest income is Rp 1,500,000- Rp 2,500,000 as many as 26 respondents 16.1%. Judging from the level of social media users (Instagram) all are users. Judging from people who know fashion products (Uniqlo), 157 respondents 97.6% know and the remaining 4 respondents 2.4% do not know. Meanwhile, judging from people who know influencers / celebrities (Uniqlo), 131 respondents 81.1% know and the remaining 30 respondents 18.9% do not know.

#### **Analysis of Results**

**In this study, SmartPLS Version 3.2 software was used, the complete model is presented as follows in the figure:**

#### **Model Test Analysis**

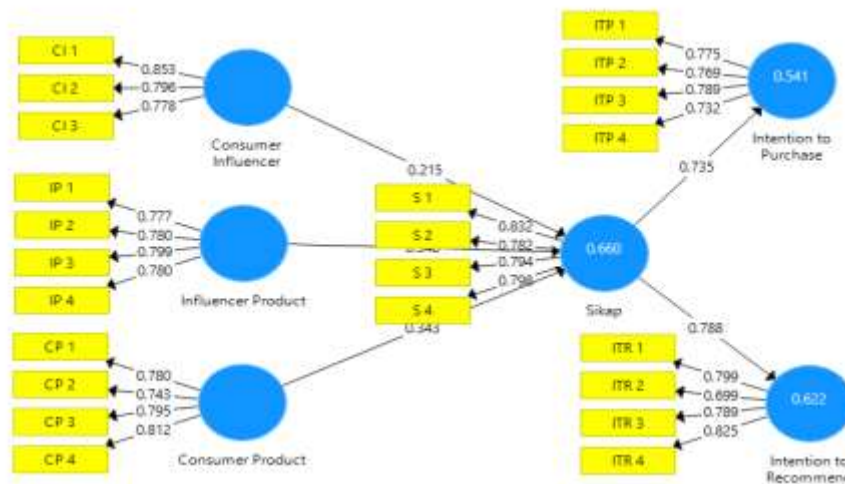


Figure 3.1 External Model

1. Convergent Validity

Convergent validity is used on the *outer loading value* or *loadings factor*. An indicator that is stated in *convergent validity* is in a good category if the *Outer Loading value* is > 0.50. The following is the *Outer Loading value* of each indicator in the research variable.

Table 1  
Validity Testing Results

Variabel	Indikator	Outer Loading	Interpretasi
Consumer Influencer	CI1	0.853	Valid
	CI2	0.796	Valid
	CI3	0.778	Valid
Influencer Product	IP1	0.777	Valid
	IP2	0.780	Valid
	IP3	0.799	Valid
	IP4	0.780	Valid
Consumer Product	CP1	0.780	Valid
	CP2	0.743	Valid
	CP3	0.795	Valid
	CP4	0.812	Valid
Attitude	S1	0.832	Valid
	S2	0.782	Valid
	S3	0.794	Valid
	S4	0.798	Valid
Intention to Purchase	ITP1	0.755	Valid
	ITP2	0.769	Valid
	ITP3	0.789	Valid
	ITP4	0.732	Valid
Intention to Recommend	ITR1	0.799	Valid
	ITR2	0.699	Valid
	ITR3	0.789	Valid
	ITR4	0.825	Valid

Source: Primary Data 2023

In light of the information in the table above, it very well may be seen that the External Stacking or Stacking factor esteem is utilized to test Joined Legitimacy. The size or standards for impression of these ttests with an External Stacking worth of 0.05-0.06 (Ghozali 2015). The information above shows that there are no factor markers whose External stacking esteem is underneath 0.50 so all pointers are proclaimed achievable or substantial for research use and can be utilized for additional investigation.

## 2. Discriminan Validity

In the discriminant legitimacy test utilizing the cross stacking esteem. This pointer can be proclaimed to meet discriminant legitimacy on the off chance that the crissloading on the variable marker is more noteworthy than the relationship of different factors. Coming up next is a cross loading on every variable.

**Table 2: Discriminan Validity**

	Consumer Influencer	Consumer Product	Influencer Product	Intention to Purchase	Intention to Recommend
CI 1	0.853	0.628	0.594	0.644	0.621
CI 2	0.796	0.568	0.588	0.568	0.497
CI 3	0.778	0.499	0.577	0.491	0.565
CP 1	0.529	0.777	0.480	0.597	0.560
CP 2	0.571	0.780	0.598	0.593	0.608
CP 3	0.569	0.799	0.512	0.560	0.569
CP 4	0.532	0.780	0.548	0.545	0.596
IP 1	0.578	0.530	0.780	0.581	0.575
IP 2	0.560	0.546	0.743	0.557	0.534
IP 3	0.548	0.504	0.795	0.541	0.609
IP 4	0.576	0.555	0.812	0.620	0.602
ITP 1	0.567	0.616	0.623	0.593	0.775
ITP 2	0.479	0.542	0.525	0.557	0.769
ITP 3	0.598	0.539	0.606	0.564	0.789
ITP 4	0.479	0.583	0.513	0.539	0.732
ITR 1	0.552	0.574	0.600	0.645	0.618
ITR 2	0.535	0.515	0.570	0.533	0.586
ITR 3	0.522	0.593	0.597	0.603	0.624
ITR 4	0.581	0.579	0.621	0.667	0.673
S 1	0.553	0.575	0.543	0.832	0.582
S 2	0.613	0.602	0.669	0.782	0.626
S 3	0.490	0.580	0.549	0.794	0.559
S 4	0.602	0.589	0.586	0.798	0.585

Source; Primary Data 2023

From the table information above, it shows that cross driving has areas of strength for a so every pointer has major areas of strength for a.

Aside from noticing the Cross Stacking esteem, dicriminant legitimacy .can likewise be known through the other strategy, in particular by taking a gander at the avarage variation

extrated (AVE) an incentive for every pointer offered that the benefit must be > 0.50 for a legitimate model

**Table 3** Average Variance Extracted (AVE)

Indikator	Average Variance Extracted (AVE)	Catatan
Consumer Influencer	0.655	Valid
Influencer Product	0.614	Valid
Consumer Product	0.613	Valid
Attitude	0.643	Valid
Intention to Purchase	0.588	Valid
Intention to recommend	0.607	Valid

Source: Primary Data 2023

From the table information above, it shows that cross driving has areas of strength for a so every pointer has major areas of strength for a.

Aside from noticing the Cross Stacking esteem, dicriminant legitimacy .can likewise be known through the other strategy, in particular by taking a gander at the avarage variation extrated (AVE) an incentive for every pointer offered that the benefit must be > 0.50 for a legitimate model.

### 3. Reliability Test

**Table 4** Reliability test

Indikator	Cronbach's Alpha	rho_A	Composite Reliability	Keterangan
Consumer Influencer	0.738	0.751	0.851	Valid
Influencer Product	0.791	0.791	0.864	Valid
Consumer Product	0.789	0.791	0.863	Valid
Attitude	0.815	0.815	0.878	Valid
Intention to Purchase	0.766	0.767	0.851	Valid
Intention to recommend	0.783	0.791	0.860	Valid

Source: Primary Data 2023

In view of the table above, it very well may be seen that the composite unwavering quality of every variable shows a build value > 0.60. These outcomes demonstrate that every variable has satisfied composite unwavering quality, so it very well may be presumed that all factors have an elevated degree of dependability. Moreover, in the table above, Cronbach'salpa of every variable shows a development value > 0.70. Consequently these outcomes show that each examination variable has met the necessities of the Cronbach'salpa esteem, so it very well may be inferred that all factors have a significant level.

### 4. Multicollinearity Test

**Table 5 4.** Multicollinearity Test

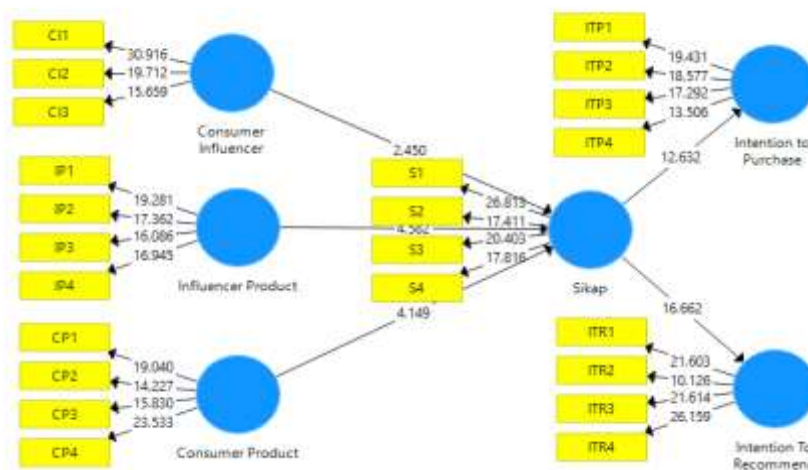
Kolinearitas (VUF)	Consumer Influencer	Consumer Product	Influencer Product	Intention to Purchase	Intention to Recommend	Keterangan
CI 1			2.528			Valid
CI 2			2.259			Valid
CI 3			2.394			Valid
CP 1				1.000	1.000	Valid
CP 2						Valid

Sumber : Data Primer 2023

Multicollinearity test is to decide multicollinearity between factors by taking a gander at the connection esteem between free factors. The pertinent standards in the multicollinearity test are if the VIF (Fluctuation Expansion Element) esteem <10, and that implies that the relapse model is liberated from multicollinearity. ( Ghozali 2015).

**Inner Model Analysis**

Subsequent to testing the External Model estimation model, the following stage is trying the Internal Model primary model. In this review, it very well may be made sense of about the consequences of the way coefficients test, decency of fit and the speculation test.



**Gambar 2 Inner Model (Path Coefficients and P-Value)**

**a. Uji Path Coefficients**

In the assessment, the way path coefficient is utilized to show serious areas of strength for how impact or impact of the free factor is on the reliant variable. The rules are T Statistics > 1.96 then the speculation is acknowledged.

**Table 6**

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Results
Consumer Influencer -> Attitude	0.21	2.45	0.01	Retrieved
Consumer Product -> Attitude	0.34	4.15	0.00	Retrieved
Influencer Product -> Attitude	0.35	4.58	0.00	Retrieved
Attitude -> Intention To Recommend	0.79	16.66	0.00	Retrieved

Attitude -> Intention to Purchase	0.74	12.63	0.00	Retrieved
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Source: Primary Data 2023

From the data table above, it can be seen that the results of the hypotheses put forward in this study show that all of them are acceptable, because each is presented in the T-Statistics value dangt; 1.96.

**b. Goodness Of Fit Test**

The coefficient of determination (R-squared) is used to measure how much influence other variables have on an endogenous variable. Based on data processing with SmartPLS 3.0, the R-squared value is:

**Tabel 7**  
**R-Square**

	R Square
Intention To Recommend	0.62
Intention to Purchase	0.54
Attitude	0.66

**Sumber :** Primary Data 2023

From the table above, it is known that the R-squared value of the Intention to Recommend variable is 0.62 which explains 62% of the percentage of intention to recommend. This means that consumer influencer variables, influencer products and consumer products affect the intention to recommend by 62% and other variables by 38%. While the Purchase Intention variable has an R-squared value of 0.54 which explains the percentage of the proposed intention by 54%. This means that the variables of consumer influence, product influence and consumer products affect purchase intention by 54% and the remaining other variables by 46%. Meanwhile, the R-square value of the attitude variable is 0.66 which explains 66% of the intention to recommend. This means that the variables of consumer influence, product influence and consumer goods affect attitudes by 66% and other variables by 34%.

**c. Uji Goodness of fit.**

This goodness-of-fit test is conducted to evaluate the measurement model and structural model and provides simple steps to predict the overall model (Ghizali, 2015). The results of the Q-square calculation are as follows:

$$\begin{aligned}
 Q\text{-Square} &= 1 - [(1 - R^2_1)] \times [(1 - R^2_2)] \times [(1 - R^2_3)] \\
 &= 1 - [(1 - 0,62^2)] \times [(1 - 54^2)] \times [(1 - 66^2)] \\
 &= 0,754
 \end{aligned}$$

Based on the results of the above calculations, the R-Square value is 0.754. This shows the value. 0 indicates that the model is predictively relevant.

**d. Hypothesis Test**

Based on the hypothesis testing carried out in the study, Table 6 above shows the value of the direct effect path coefficient and the value of indirect effects with certain indirect effects (mediation). The purpose of the t test is to determine how much influence the independent variable has on the dependent variable. In this study, hypothesis testing was carried out using the T-Statistics value and P-values. The research hypothesis can be accepted if the P-values are equal; 0.05 (Ghazali and Latan, 2015). The following are the results of hypothesis testing obtained through the internal model in this study..

**Discussion**

This study will explain the results of the analysis of the research. The purpose of this study is to influence Consumer-Product compatibility on intention to Purchase and Intention to Recommend Influencer with attitude as an intervening variable. Based on previous literature, this study uses six items, namely Consumer Influencer (X1), Product Influencer (X2), Consumer Product (X3) and Attitude (Z). In addition, Intention to Purchase (Y1) and Intention to Recommend. A sum of 3 speculations were created and tried utilizing the Underlying Condition Displaying (SEM) strategy and helped by SmartPLS 3.2 programming. The consequences of this study show the accompanying:

The first hypothesis of this study shows that consumer influencers have a positive and significant effect on attitudes. Based on the results obtained, the P-value is 0.001 andlt; 0.05, this indicates that the positive effect is significant, so this hypothesis is accepted. Word of mouth messages received by consumers through influencers are very important for consumers to learn about products or services. The purpose of the brand is to evoke consumer trust, strength, durability, security and exclusivity. Attitudes are essential for businesses to reduce uncertainty and provide valuable information to consumers.

Second, the results of this study indicate that product influencers have a positive and significant effect on attitudes. The greater the credibility, attractiveness, expertise and credibility of the influencer, the greater the influence on product attitudes. Based on the results obtained, the P-value is 0.000 andlt; 0.05, this indicates that the positive effect is significant, so this hypothesis is accepted. Social Media Product Influencers; In the presence of influencers, attitude can determine how sales can grow. In this study, sharing information can arouse the interest of buyers of Uniqlo products. Online consumers and product influencers

also attract consumers to Uniqlo products.

Third, the speculation created in this study demonstrates that Purchaser Item decidedly and altogether influences mentalities. In light of the outcomes got, the P-esteem is  $0.000 < 0.05$ , this demonstrates a critical constructive outcome, so this speculation is acknowledged. In this review, Buyer Items will gather data on uniqlo item surveys online prior to purchasing an item. With the presence of purchaser items can impact through the perspectives of different shoppers on Instagram, purchasers are more certain to purchase uniqlo items.

Fourth, the speculation produced in this study demonstrates that Mentality is positive and important to Expectation to Buy. In light of the outcomes got, the P-esteem is  $0.000 < 0.05$ , this demonstrates a critical constructive outcome, so this speculation is acknowledged. In this review, the disposition towards the item is the means by which the assessment is about the design that is utilized and seen. With the goal that it will gather data on uniqlo item surveys online prior to purchasing an item. With this disposition, it will figure out how the item can impact through the mentality of shoppers will impact the expectation to purchase the item, so purchasers are more certain to purchase uniqlo items.

Fifth, the speculation produced in this study demonstrates that Demeanor is positive and important to Expectation to Suggest. In light of the outcomes got, the P-esteem is  $0.000 < 0.05$ , this demonstrates a critical constructive outcome, so this speculation is acknowledged. In this review, the goal to suggest from powerhouses will influence shopper mentalities towards uniqlo style. With this disposition, we know the impact of expectation to prescribe items to adherents or clients of online entertainment through isntagram to purchasers.

## **CONCLUSION**

This study plans to dissect the impact of Buyer Item similarity on goal to Buy and Expectation to Suggest Powerhouses with mentality as an interceding variable contextual investigation on Uniqlo Instagram virtual entertainment. In view of the examination of the definition of the issue, speculations and exploration results, the accompanying ends can be drawn: To begin with, Purchaser Powerhouses meaningfully affect mentalities. Second, Item Forces to be reckoned with affect Demeanor. Third, Shopper items meaningfully affect demeanor. Fourth, demeanor affects aim to buy. At last, Disposition meaningfully affects Expectation to Suggest. From the consequences of the examination and ends, the creators suggest that in shopper item similarity should be visible from perspectives, goal to buy and aim to suggest and consistently think about purchasing expectations with Online Entertainment



also. The impediment of this examination is that the poll research is shut so every respondent will just response the measures that have been given. This can permit every respondent to answer a poll that isn't as per the genuine circumstance. For additional examination, it is trusted that it can extend research on the impact of buyer item similarity on expectation to buy and goal to suggest powerhouses.

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