International Summit on Science Technology and Humanity
ISETH 2024
ISSN: 2615-1588 (online)

The Influence of Observational Learning on Consumer Purchase Intention is Mediated by Perceived Message Authenticity and Consumer Attitudes

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Abstract

Purpose: The purpose of this research is to test the hypothesis that has been established by testing the relationship between variables using a numerical approach, namely to find out how observational learning influences purchase intentions through perceptions of message authenticity and consumer attitudes.
Methodology: The Hair formula was used to calculate the number of samples so that 132 respondents were obtained. Data was obtained directly from filling out online questionnaires from respondents who met the research sample criteria. Data analysis was carried out using Structural Equation Modeling (SEM) using the Partial Least Square (PLS) model evaluation with the SmartPLS 3 software application program.
Results: The research results showed the positive influence of observational learning on consumer attitudes and perceived message authenticity. Furthermore, it shows a positive correlation between observational learning and purchase intention. The research results also show a good correlation between perceived message authenticity and consumer attitudes towards purchase intentions.
Applications/Originality/Value: By using influencers' roles, businesses can better shape consumers' purchase intentions. This demonstrates the clear relationship between observational learning and customer purchase intentions. Employing influencers with skill in product promotion will strengthen the bond between the influencer and the product, increasing the likelihood that customers will make a purchase.

Keywords: Observational Learning, Perceived Message Authenticity, Consumer Attitudes, Purchase Intention

Introduction Section

Based on data quoted from ekon.go.id (accessed 17:46, 04/30/2024), in 2022 the growth of the cosmetics industry in Indonesia will reach 21.9%, namely from 913 companies to 1,010 in mid-2023. This shows that the use of Skincare in Indonesia is increasing every year. In the current digital era, many companies promote their products on social media through influencers. Social media as a bridge for communication with each other or between consumers will form attitudes, namely responses to products. The influence of social media is increasing in personal and business life, even social media is where companies interact with consumers every day (Moslehpour et al., 2021). The number of skincare brands that have emerged has made business competition increasingly fierce, thus encouraging companies to carry out various strategies to create purchase intentions among consumers into purchase decisions. Consumer purchase intentions make it possible to carry out purchase actions. Understanding consumer intent is important in marketing. This helps companies analyze the market to adapt their products to consumer desires, thereby increasing sales.

Companies must face new challenges regarding observational learning (likes, shares, & comments) because they require strategies (F. Wang et al., 2021) in observing consumer behavior so they can increase financial profits. The impact of observational learning can increase over time due to consumer behavior at different stages of a product's life cycle so the product's market age can also be an important factor (Lu et al., 2021). Nowadays, the role of influencer marketing is very much needed in promoting a product on social media. Social media allows consumers or people who see influencer content to provide feedback regarding the products being marketed. Competent influencers are considered more convincing when conveying messages. This encourages the perception of the authenticity of the message conveyed by the influencer. Perceived message authenticity indicates that an influencer is honest in conveying messages to their followers (Zafar et al., 2021). If an influencer is trustworthy and competent in conveying a message, it will influence consumer attitudes. Attitude

is important in consumer studies because it influences consumers' thoughts, feelings, and most importantly the decisionmaking process (Bilal et al., 2023). Attitudes such as sharing content with others, giving likes, leaving comments, posting reviews and recommendations, using emojis will influence consumer purchase intentions (Cabeza-Ramírez et al., 2022). The greater the consumer's faith in a product and the posts from the influencer, the greater their intention to buy.

The use of social media through influencer marketing really helps companies increase consumer purchase intentions. Companies can increase purchase intentions by utilizing influencers in marketing their products. Companies can identify what kind of influencer posts can increase perceived message authenticity, consumer attitudes, and purchase intent. The researcher used the Somehinc brand product as the brand object under study. Somethinc is a local brand from Indonesia that offers beauty products for skin care that are halal certified so they are safe for use by the general public. In 2023 Somethinc received an award, namely Brand Choice for Health & Beauty. Somehinc utilizes credible and competent influencer marketing to introduce or convey product quality to consumers. In promotions on social media, there are likes, comments, & shares on posts which show that there is consumer intention or interaction with the product. The purpose of this study is to analyze this effect of observational learning on consumer purchase intentions for Somehinc products which is mediated by perceived message authenticity and consumer attitudes.

2 Literature Review and Hypothesis Model

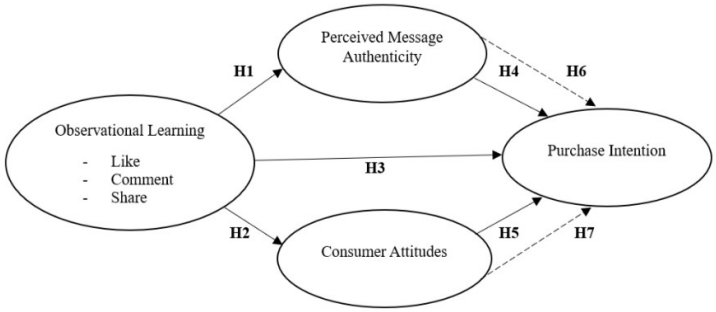

Figure 1. Conceptual model

1. Effect of Observational Learning on Perceived Message Authenticity

In the field of marketing, social learning has been applied to study individual behavior towards markets, such as consumers or companies (F. Wang et al., 2021). The social learning process consists of observational learning, where students avoid unnecessary and detrimental mistakes by observing the behavior of others and learning how that behavior is processed before engaging in purchase intention (Akram et al., 2021). When experiences using goods circulate on social media, other consumers can view, process, and document these posts (Onofrei et al., 2022). Companies should pay attention to this when selecting credible influencers to create a positive market. Influencers must provide original information to create positive reactions to their posts. Message authenticity includes the quality of the message which refers to the message being genuine, real, actual, and bona fide (i.e. the message is actual and the same as what is conveyed) (Pérez et al., 2020). This will strengthen the relationship between the message conveyed from the influencer's post and the perceived message authenticity by consumers. In line with the research explanation from (Cabeza-Ramírez et al., 2022) it shows that observational learning (like & comment) has a positive effect on the perceived message authenticity. Thus, the first hypothesis that can be proposed is:

H1: Observational learning has a positive effect on the perceived message authenticity

2. The effect of Observational Learning on Consumer Attitudes

Observational learning is learning by observing other people's behavior to avoid mistakes (Lou et al., 2019). The number of likes, comments, & shares is an ecosystem of discovery and observation and decision making which is part of observational learning (Zafar et al., 2021). Social media is plenty of content and social media users often watch content that produces influencer marketing which will shape consumer perceptions. Consumer perception must be improved to encourage consumers to consider messages promoted by influencers as interesting and genuine and therefore worthy of consumption (Belanche et al., 2021). Social media acts as a communication bridge between influencers and consumers and will shape attitudes, namely responses to products. In addition, consumer attitudes are measured as an indicator of the level of involvement, which reflects how important or interesting the product is to consumers and how much information consumers need to make a decision (Barreto & Ramalho, 2019). Thus, the message conveyed by the influencer will encourage consumer involvement in the product and will shape consumer attitudes. In line with this explanation, research

from (Barreto & Ramalho, 2019) shows that observational learning has a positive effect on consumer attitudes. Thus, a second hypothesis that can be proposed is:
H2: Observational learning has a positive effect on consumer attitudes

3. The effect of Observational Learning on Purchase Intention

Social media is increasingly receiving attention from marketers who want to take advantage of this opportunity in marketing products to influence consumer purchase intentions (Weismueller et al., 2020). Users can interact on social media by sharing memorable moments such as liking posts, posting posts, and at the same time spreading product information (T. Wang et al., 2021). The number of likes, comments, & shares is an ecosystem of discovery and observation and decision making which is part of observational learning (Zafar et al., 2021). The more consumers know about a product from influencer posts, the higher their purchase intention. In line with this explanation, research from (Onofrei et al., 2022) shows that observational learning has a positive effect on purchase intention. Thus, a third hypothesis that can be proposed is:
H3: Observational learning has a positive effect on purchase intention

4. The effect of Perceived Message Authenticity on Purchase Intention

Consumers are often faced with a lack of information about products which can prevent consumers from differentiating high quality products from low quality products (Kim & Song, 2020). Therefore, influencers are needed to provide information about a product. A credible influencer has expertise in conveying information according to the content (Sokolova & Perez, 2021). The perceived message authenticity plays a very important role in determining how much consumers are intention in purchase (Demsar et al., 2022). From this, the perceived message authenticity from the influencer's post can create purchase intention. In line with this explanation, research from (Kim & Song, 2020) shows that perceived message authenticity has a positive effect on purchase intention. Thus, the fourth hypothesis can be formulated, namely:
H4: The perceived message authenticity has a positive effect on purchase intention

5. The effect of Consumer Attitudes on Purchase Intention

A good attitude towards a product can increase consumer confidence in the product and a positive attitude can influence consumers' purchase intentions. Attitudes such as sharing content with others, giving likes, leaving comments, posting reviews and recommendations, using emojis will influence consumer purchase intentions (Cabeza-Ramírez et al., 2022). The higher consumer confidence regarding a product will encourage increased purchase intentions (Chen et al., 2022). In line with this explanation, research from (Cabeza-Ramírez et al., 2022) shows that consumer attitudes have a positive impact on purchase intentions. Thus, the fifth hypothesis can be formulated, namely: H5: Consumer attitudes have a positive effect on purchase intention

6. The effect of Observational Learning on Purchase Intention is Mediated by Perceived Message Authenticity

Most research on influencer marketing takes a consumer-focused approach, examining how influencers respond to the content they deliver, how their followers respond, and how their consumers respond, and finds that content evaluation plays an important role (Cabeza-Ramírez et al., 2022). The number of likes, comments, & shares are findings that are simplified and integrated into decision making which is part of observational learning (Zafar et al., 2021). Social media users feel that the content delivered by influencers is genuine and reflects the quality of the product content, so their attitudes towards the content will be positive and their purchase intentions will increase (Cabeza-Ramírez et al., 2022). The perceived authenticity of the message plays a very important role in determining how much consumers desire in purchase intentions (Demsar et al., 2022). Research from (Cabeza-Ramírez et al., 2022) shows that observational learning has a positive effect on perceived message authenticity and perceived message authenticity has a positive effect on purchase intention. Thus, the sixth hypothesis can be formulated, namely:
H6: Perceived message authenticity mediates the effect of observational learning on purchase intention

7. The effect of Observational Learning on Purchase Intention is Mediated by Consumer Attitudes

Social media is an environment for sharing opinions and discussions through user interactions with products (Moslehpour et al., 2021). In observational learning (like, comment, & share) a relationship will be established between consumers and products and will develop into product purchases (Zheng et al., 2022). Attitudes such as sharing content with others, giving likes, leaving comments, posting reviews and recommendations, using emojis will influence consumer purchase intentions (Cabeza-Ramírez et al., 2022). Consumer attitudes will influence consumer intentions in making purchases (Chen et al., 2022). The higher the consumer's confidence in a product, the higher the intention to buy. Research from (Moslehpour et al., 2021) shows that observational learning has a positive influence on attitudes regarding trust and

consumer attitudes have a positive influence on purchase intentions. Thus, the seventh hypothesis can be put forward, namely:
H7: Consumer attitudes mediate the effect of observational learning on purchase intention

3. Metodology

This research is a causal quantitative research. This data was obtained directly from filling out an online questionnaire. The sampling technique in this study used a group of non-probability sampling techniques with a purposive sampling approach. Using this technique, researchers distributed questionnaires to respondents who met the following criteria: seeing influencer posts on social media promoting Somethinc products, seeing likes, comments, & shares on posts about Somethinc products, social media users who have never purchased Somethinc products, age 17 - 27 years old. A Likert scale with a scale of (1) strongly disagree to (5) strongly agree is used to measure all indicators in this research. By using the Hair formula, the sample size in this study is as follows:

N = (5 to 10 x number of indicators used)
N = 5 x 20 = 100
N = 10 x 20 = 200

Based on the calculations above, the number of samples to be studied is 100 to 200 respondents. The research involved 132 respondents who met the criteria and processed the data.

Data analysis was carried out using Structural Equation Modeling (SEM) analysis using Partial Least Square (PLS) model evaluation with the SmartPLS 3 software application program. The PLS-SEM method is widely used by researchers because it allows researchers to estimate complex models with many indicator variables (Hair et al., 2019). In addition, PLS-SEM can be used on small sample sizes.

Table 1.
Analysis of respondent characteristics

Characteristics	Items	Frequency	Percentage (%)
Gender	Male	33	25 %
	Female	99	75 %
Age	17 – 20	27	20,5 %
	21 – 24	96	72,7 %
	25 – 27	9	6,8 %
Education	Middle School	1	0,8 %
	High School	74	56,1 %
	Bachelor	57	43,2 %
	Master	0	0 %
Job	Students	102	77,3 %
	Government Employee	4	3 %
	Private Sector Employee	16	12,1 %
	Self-employee	7	5,3 %
	Others	3	2,3 %
Domicile	Jabodetabek & Jawa Barat	12	9,1 %
	Jawa Tengah	70	53 %
	Jawa Timur	11	8,3 %
	Yogyakarta	16	12,1 %
	Sumatera	5	3,8 %
	Maluku	1	0,8 %
	Sulawesi	5	3,8 %

Kalimantan	6	4,5 %
Papua	3	2,3 %
NTT & NTB	3	2,3 %

Source: Processed Primary Data (2024)

Meassurement

There are 4 variables used (observational learning, perceived message authenticity, consumer attitudes, and purchase intentions). The variables used in this model are operationalized by adapting from previous research on purchasing behavior. Each variable item is measured using a 5 point Likert scale. There is one indicator to measure observational learning from (Cabeza-Ramírez et al., 2022) namely interaction. The perceived message authenticity is measured using indicators from (Sokolova & Kefi, 2020) namely personal and parasocial interactions, persuasive appeal and feelings of intimacy. Consumer attitudes are measured using indicators from (Mewey, 2013) namely brand, knowledge, feelings, and reliability. Meanwhile, purchase intention is measured using indicators from (Putri et al., 2018) namely information search, purchase intention, and having references. The question items for each variable are modifications from previous research (Cabeza-Ramírez et al., 2022).

4. Result And Discusions Result

Data analysis was carried out using Structural Equation Modeling (SEM) analysis using Partial Least Square (PLS) model evaluation with the SmartPLS 3 software application program. Evaluation of the Partial Least Square (PLS) model is carried out through outer model evaluation and inner model evaluation. Analysis of Outer Models

Convergent Validity

The suitability or validity of an indicator with convergent validity is shown by an outer loading value greater than 0.7. The study's indicator variables' outer loading values are as follows:

Table 2.
Outer Loading Value

Variable	Indicator	*Outer Loading*
Observational Learning (X)	X1	0.796
	X2	0.722
	X3	0.677
	X4	0.700
	X5	0.781
	X6	0.721
	X7	0.795
	X8	0.747
	X9	0.784
Perceived Message Authenticity (Z1)	Z1.1	0.904
	Z1.2	0.866
	Z1.3	0.927
Consumer Attitudes (Z2)	Z2.1	0.860
	Z2.2	0.892
	Z2.3	0.929
Purchase Intention (Y)	Y1	0.856
	Y2	0.839

	Y3	0.895
	Y4	0.891
	Y5	0.900

Source: Processed Primary Data (2024)

Based on the test results in the table above, one indicator is X3 < 0.7, but most of the values for each variable indicator show an outer loadings value > 0.7. So this shows that the instruments used in this research are valid.

Descriminant Validity the discriminant validity test is used to demonstrate the appropriateness of each indicator with an AVE value > 0.5 and a strong association to the concept with convergent validity. The AVE values for the study variables are as follows:

Table 3.
Average Variance Extracted Value

Variable	*AVE (Average Variance Extracted)*	Description
Observational Learning (X)	0.559	Valid
Perceived Message Authenticity (Z1)	0.809	Valid
Consumer Attitude (Z2)	0.799	Valid
Purchase Intention (Y)	0.768	Valid

Source: Processed Primary Data (2024)

Based on the test results in table 3, each variable shows AVE > 0.5, with observational learning details of 0.559, perceived message authenticity of 0.809, consumer attitude of 0.799, and purchase intention of 0.768. This shows that it has good discriminant validity for each variable.

Reliability Test

The purpose of the validity test is to assess the instrument's stability and consistency in measuring a given variable. A variable is deemed dependable if its Composite Reliability or value is less than 0.7. The Composite Reliability values for the variables in this study are as follows:

Table 4.
Composite Reliability

Variable	***Composite Reliability***
Observational Learning (X)	0.919
Perceived Message Authenticity (Z1)	0.927
Consumer Attitudes (Z2)	0.923
Purchase Intention (Y)	0.943

Source: Processed Primary Data (2024)

Based on table 4, Composite Reliability for the observational learning variable has a value of 0.919, perceived message authenticity is 0.927, consumer attitudes is 0.923, and purchase intention is 0.943. This shows that each variable in this research is reliable. Based on the test results in the table above, the instrument is declared reliable because each variable has a Composite Reliability value > 0.7.

Cronbachs Alpha

A variable is deemed dependable if its Cronbach's Alpha value is less than 0.7. The Cronbach’s Alpha values for the variables in this study are as follows:

Table 5.
Cronbachs Alpha

Variable	*Cronbachs Alpha*
Observational Learning (X)	0.901
Perceived Message Authenticity (Z1)	0.882
Consumer Attitudes (Z2)	0.874
Purchase Intention (Y)	0.924

Source: Processed Primary Data (2024)

Based on table 5, Cronbach's alpha for the observational learning variable has a value of 0.901, perceived message authenticity is 0.882, consumer attitudes is 0.874, and purchase intention is 0.924. This shows that each variable in this research is reliable. Based on the test results in the table above, the instrument is declared reliable because each variable has a Cronbach's alpha value > 0,7.

Multicollinearity Test

Multicollinearity testing is used to determine multicollinearity between variables. If a research model has a VIF < 5, it can be said to be free of multicollinearity. Following are the VIF values for each variable in this study: **Table 6.**

Collinearity Statistic (VIF)

Inner VIF Values	VIF	Description
X -> Z1	1.000	*Non multicollinearity*
X -> Z2	1.000	*Non multicollinearity*
X -> Y	2.817	*Non multicollinearity*
Z1 -> Y	2.655	*Non multicollinearity*
Z2 -> Y	2.703	*Non multicollinearity*

Source: Processed Primary Data (2024)

Based on the test results in table 6, it shows that the correlation value between variables has a VIF < 5, with details of the variable observational learning on perceived message authenticity of 1.000, observational learning on consumer attitudes of 1.000, observational learning on purchase intention of 2.817, perceived message authenticity to purchase intention of 2.655 and consumer attitudes towards purchase intention of 2.703. This shows that there is no multicollinearity in this research model.

Inner Model Analysis

Model Goodness Test (Goodness of fit)

How much the dependent variable is fulfilled by other variables is determined by looking at the coefficient of determination (R^2). The value (R^2) falls between 0 and 1. Each variable in this study has a R Square value of the following:

Table 7.
R-Square Value

	R Square	R Square Adjusted
Perceived Message Authenticity (Z1)	0.555	0.551
Consumer Attitudes (Z2)	0.835	0.832
Purchase Intention (Y)	0.562	0.559

Source: Processed Primary Data (2024)

Based on the test results in Table 7, the R Square value which shows that observational learning influences the perceived message is 0.555, which shows that this influence is moderate and accounts for 55.5% of the variable perception of message authenticity explained by the observational learning variable. Meanwhile, the remaining 44.5% is explained by other variables outside the model. The following R Square value which measures how much influence observational learning has on consumer attitudes is good at 0.835 and shows that 83.5% of consumer attitude variables are explained by observational learning. Meanwhile, the remaining 16.5% is explained by other variables outside the model. Finally, the

observational learning variable explains 0.562 of the purchase intention variable, indicating that the level of influence of the observational learning variable on purchase intention is quite large, with a value of 56.2%. Meanwhile, the remaining 43% is explained by other variables outside the model.

The Q-square value can be used to determine the Goodness Test assessment. The value of Q^2 ranges from 0 to 1. A higher Q^2 number is indicative of a better model. The Q^2 values for each variable in this study are as follows:

Table 8.
Q2

Variable	Q^2
Perceived Message Aithenticity (Z1)	0.543
Consumer Attitudes (Z2)	0.549
Purchase Intention (Y)	0.670

Source: Processed Primary Data (2024)

In table 8 above, the Q2 Perceived Message Authenticity value is 0.543; Consumer Attitudes of 0.549; and Purchase Intention of 0.670. This shows that the model has predictive relevance.

Hypothesis Test

The present study employs hypothesis testing to examine the direct and indirect effects of independent, dependent, and intervening factors. The research's hypothesis was tested using P-Values. In case the P-Values value is less than 0.05, it is considered significant; on the other hand, if the value is greater than 0.05, it is not considered significant. The hypothesis testing outcomes for the SmartPLS 3 program are shown in the patch coefficient table, which uses the bootstrapping technique.

Direct Effect Table
9.
Path Coefisient (Direct Effect)

	Hypothesis	Original Sample	T Statistics	P Values	Description
Observational Learning (X) -> Perceived Message authenticity (Z1)	H1	0.745	17.611	0.000	**Positive significant**
Observational Learning (X) -> Consumer Attitudes (Z2)	H2	0.750	19.589	0.000	**Positive significant**
Observational Learning (X) -> Purchase Intention (Y)	H3	0.319	3.358	0.001	**Positive significant**
Perceived Message authenticity (Z1) -> Purchase Intention (Y)	H4	0.170	2.515	0.012	**Positive significant**
Consumer Attitudes (Z2) -> Purchase Intention (Y)	H5	0.506	6.172	0.000	**Positive significant**

Source: Processed Primary Data (2024)

Based on the test results in table 8 above, the results of the analysis of the direct influence of observational learning on perceived message authenticity show an original sample value of 0,745 and a p-value <0,05 which is significantly positive, so H_1: observational learning has a significant positive effect on message authenticity that feels acceptable.

The results of the analysis of the direct influence of observational learning on consumer attitudes show that the

original sample value is 0,750 and the p-value < 0,05 which is significantly positive, so that H_2: observational learning has a significant positive effect on consumer attitudes.

The results of the analysis of the direct influence of observational learning on purchase intention show that the original sample value is 0,319 and the p-value < 0,05 which is significantly positive, so that H_3: observational learning has a significant positive effect on purchase intention.

The results of the analysis of the direct influence of perceived message authenticity on purchase intentions show an original sample value of 0,170 and a p-value < 0,05 which is significantly positive, so that H_4: perceived message authenticity has a significant positive effect on accepted purchase intentions.

The results of the analysis of the direct influence of consumer attitudes on purchase intentions show that the original sample value is 0,506 and the p-value < 0,05 which is significantly positive, so that H_5: consumer attitudes have a significant positive effect on purchase intentions.

Indirect Effect Table
10.
Indirect Effect

	Hypothesis	Original Sample	T Statistics	P Values	Description
Observational Learning (X) -> Perceived Message Authenticity (Z1) -> Purchase Intention (Y)	H6	0.126	2.449	0.015	**Positive significant**
Observational Learning (X) > Consumer Attitudes (Z2) -> Purchase Intention (Y)	H7	0.380	5.868	0.000	**Positive significant**

Source: Processed Primary Data (2024)

Based on the analysis above, (X) -> (Z1) -> (Y) shows an original sample value of 0,126. (X) -> (Z2) -> (Y) shows an original sample value of 0,380. These results show a p-value < 0,05, so everything is declared significantly positive. So the hypothesis can be concluded as follows:

H_6: perceived message authenticity mediates the effect of observational learning on purchase intention. H_7: Consumer attitudes mediate the influence of observational learning on purchase intention.

Discussion

This research provides a theory to understand how to increase consumer purchase intention through observational learning by utilizing the perceived message authenticity and consumer attitudes.

1. The effect of observational learning on perceived message authenticity

   The results of this study are relevant to previous research (Cabeza-Ramírez et al., 2022) which showed that observational learning had a positive effect on the perceived message authenticity. Credible influencers provide an important influence in influencing consumer responses to posts. The more positively the customer reacts to the post, the more real the message is thought to be.

2. The effect of observational learning on consumer attitudes

   The results of this research are relevant to previous research (Barreto & Ramalho, 2019) that observational learning has a positive effect on consumer attitudes. Social media functions as a communication channel between consumers and influencers, thereby influencing attitudes and responses to products. As a result, consumers' opinions of the products being promoted will be influenced by how positive the influencer's posts are. 3. The Effect of observational learning on purchase intention

   The results of this study are relevant to previous research (Onofrei et al., 2022) that observational learning has a positive effect on purchase intention. One strategy that business people often use in the current digital era to promote their products is influencer marketing. Consumers want to know information about a product shared by influencers and their expectations match reality. Therefore, positive knowledge of a product resulting from influencer posts will increase consumer purchase intentions.

4. The effect of perceived message authenticity on purchase intention

   The results of this study are relevant to previous research (Kim & Song, 2020)that perceived message authenticity has a positive effect on purchase intention. The perceived message authenticity has an important influence in determining how willing consumers are to buy (C. Wang et al., 2023). Customers' opinion of influencers will increase and their intention to make purchases will increase if consumers believe that the content created by influencers is genuine and in line with the characteristics and quality of the product (Cabeza-Ramírez et al., 2022). Therefore, in order to enhance customers' intention to acquire products, reputable influencers in their sector are required. These influencers are anticipated to be able to establish authenticity in their messaging to consumers.

5. The effect of consumer attitudes on purchase intention

   The results of this research are relevant to previous research (Cabeza-Ramírez et al., 2022) that consumer attitudes have a positive effect on purchase intentions. A positive perception of a product can impact both the consumer trust and intention to acquire it. The construct that has the greatest influence on purchase intention is attitude (Cabeza-Ramírez et al., 2022).

6. The effect of observational learning on purchase intention is mediated by perceived message authenticity

   The results of this study are relevant to previous research (Cabeza-Ramírez et al., 2022) that perceived message authenticity mediates the effect of observational learning on purchase intention. Social media allows consumers or people who see the content to provide feedback regarding the products marketed by the influencer. When social media users see that an influencer produces original, high-quality content, they will view them favorably and be more inclined to buy from them (Cabeza-Ramírez et al., 2022). As a result, the perceived message authenticity has an important influence in determining how much consumers desire to purchase (C. Wang et al., 2023).

7. The effect of observational learning on purchase intention is mediated by consumer attitudes

   The results of this study are relevant to previous research (Moslehpour et al., 2021) that consumer attitudes mediate the influence of observational learning on purchase intentions. Influencer marketing is becoming increasingly important in product promotion on social media today. Social media is a place to share opinions and discussions through user interactions with products (F. Wang et al., 2021) or influencers. Attitudes such as sharing content with others, giving likes, providing comments, posting reviews and recommendations, using emojis will influence consumer purchase intentions (Cabeza-Ramírez et al., 2022). Observational learning (like, comment, & share) will establish a relationship between consumers and products and will develop into product purchases (Chen et al., 2022). As a result, a consumer's propensity to purchase is positively correlated with their relationship with the product and influencer.

5. Conclusion and Suggestions

Based on the findings of the research, it shows that observational learning has a positive and significant effect on the perceived message authenticity. So, the acceptance of the first hypothesis. Furthermore, observational learning has a positive and significant effect on consumer attitudes. So, the acceptance of the second hypothesis. then, observational learning has a positive and significant effect on purchase intentions. So, the acceptance of the third hypothesis. Then, the perceived message authenticity has a positive and significant effect on purchase intention. So, the acceptance of the fourth hypothesis. Furthermore, consumer attitudes have a positive and significant effect on purchase intentions. So, the acceptance of the fifth hypothesis. Then, perceived message authenticity mediates the effect of observational learning on purchase intention. So, the acceptance of the sicth hypothesis. Finally, consumer attitudes mediate the effect of observational learning on purchase intentions. So, the acceptance of the seventh hypothesis.

1. Suggestion for company

According to this study, perceived message authenticity positive effects on consumer attitudes and perceived message authenticity are a result of their influenced influencer in product promotion. By using influencers' roles, businesses can better shape consumers' purchase intentions. This demonstrates the clear relationship between observational learning and customer purchase intentions. Employing influencers with skill in product promotion will strengthen the bond between the influencer and the product, increasing the likelihood that customers will make a purchase.

2. Suggestion for future researchers

Due to a limited of research time, the study's respondent pool was small. It is hoped that additional or larger sample sizes added in future studies to increase their accuracy and variety. Other than that, it is hoped that next studies will look into more independent variables that might have a bigger impact on the dependent variable.

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