

Research.

Consequences of Physical Attractiveness

Nabila Maghfiroh¹⁾, Sri Dewi Yuningsih²⁾, dan Fatik Rahayu^{3*)}

¹²³⁾ Program Studi Manajemen, Universitas Trisakti Jakarta

¹⁾nabillamaghfiroh@yahoo.co.id; ²⁾sr.dewiyuningsih@gmail.com; ^{3*)}fatik.rahayu@trisakti.ac.id

corresponding author*

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ABSTRACT: *The purpose of this research is to analyze the positive effect of Physical Attractiveness on Trustworthiness and Perceived Expertise and analyze Trustworthiness and Perceived Expertise have a positive effect on Purchase Intention. The sampling technique in this research uses "purposive sampling" with the criteria that respondents are individuals who use local skincare products. This research uses primary data obtained through the distribution of questionnaires distributed to 200 respondents. The results of this research indicate that there is a positive effect of Physical Attractiveness on Trustworthiness and Perceived Expertise. And there is a positive effect of Physical Attractiveness and Trustworthiness on Purchase Intention.*

Keywords: *Physical Attractiveness, Perceived Expertise, Purchase Intention and Trust.*

INTRODUCTION

In the era of technological advances that are increasingly developing both in Indonesia and around the world, causing all people to use social media as a daily activity. This can lead to increasingly fierce business competition, as producers are forced to innovate the products they sell. Innovation can be done by creating attractive advertisements using famous influencer, influencer can be trusted to be able to attract consumer attention when promoting a product on a social media platform.

Along with the development of social media, anyone can easily become an effectr. To become an effectr, you need to have experience and knowledge when promoting skincare products through social media. Influencer who promote skincare products must be able to explain what are the advantages and disadvantages contained in the advertised product. Influencer must also have an attractive appearance, such as a beautiful or handsome appearance. So that when promoting products through social media, influencer can attract the attention of consumers because of the beauty or good looks that influencer display.

Currently, one of the types of products that are widely promoted by influencer is skincare products. Skincare is one of the primary needs that is often used by both men and women. Because skincare is a primary need, it results in many skincare products that vary in shape and usefulness, making competition in this industry increasingly fierce. One way that skincare manufacturers can introduce their products to the public and be able to increase sales is by promoting their products through social media by using influencer as promotional mediators. This is done to be able to attract the attention of consumers to skincare products promoted by an effectr. Effectr-effectd content can encourage consumers to believe in the content created and promoted by the effectr.

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Purchase Intention is a decision made by consumers to buy a product or service. Purchase intention can also be interpreted as a consumer's desire to buy a product, because the consumer already knows the function of the product (Mahadi and Sukati, 2012). Therefore, utilizing social media as a good marketing medium can increase purchase intention. Therefore, the purpose of this research aims for marketers to be able to properly manage the dimensions of social media marketing which consist of Physical Attractiveness, Trustworthiness, and Perceived Expertise in increasing Purchase Intention.

Problem Formulation

1. Is there a positive effect of Physical Attractiveness on Trustworthiness?
2. Is there a positive effect of Physical Attractiveness on Perceived Expertise?
3. Is there a positive effect of Trustworthiness on Purchase Intention?
4. Is there a positive effect of Perceived Expertise on Purchase Intention?

LITERATURE REVIEW

Physical Attractiveness

According to Shimp (2007:304), attractiveness is defined as something that is attractive to look at. Attractiveness can be friendly, pleasant, and physical. The physical attractiveness of a celebrity can attract consumers when consumers see the product advertised by the celebrity. Influencer who are physically attractive are preferred and have a positive impact on the product advertised by the effectr (Joseph, 1982; Ohanian, 1990). When consumers are attracted to influencer, they effect the beliefs, attitudes, behaviors, interests, or preferences of these influencer (Shimp, 2013).

Trustworthiness

Shimp (2013) argues that trustworthiness is the honesty and trustworthiness of influencer who promote their products through social media advertising. An effectr is considered very trustworthy, when the effectr can provide information that is in accordance with reality. this can affect consumer attitudes towards a product (Ohanian, 1990). Trustworthiness is the trust that influencer provide when advertising a product or service, so trust or honesty can effect consumer interest.

Perceived Expertise

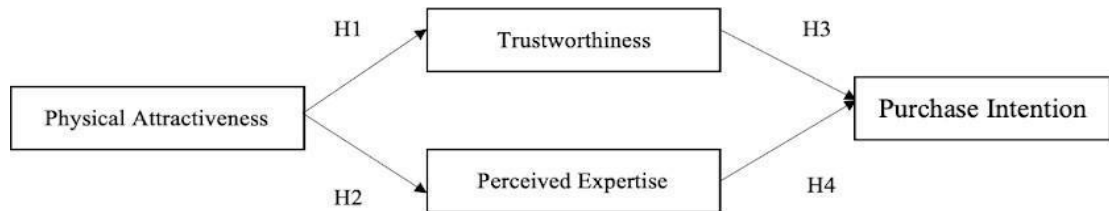
According to Shimp (2013:292), perceived expertise includes the knowledge, experience or skills possessed by an effectr. An effectr who is competent and has a high level of expertise is considered to be more persuasive in changing audience perceptions than an effectr who has low expertise (Ohanian, 1990 and Erdogan, 1999). The expertise that an effectr should possess should be related to the product being advertised (Till and Busler, 1998).

Purchase Intention

Consumer buying interest can arise because of promotions, advertisements, price perceptions about products (Schiffman and Wisenblit, 2019). The higher the purchase

interest of a consumer, the higher the likelihood of consumers to buy a product advertised by an effectr (Solomon, 2019). The purchase intention can also be defined as a customer's desire to buy a product, because consumers already know the function of the product (Mahadi and Sukati, 2012). Purchase Intention is a process in consumers who plan to purchase products/services advertised or delivered through social media (Huang et al., 2010, Kamins & Marks, 1987; Bang Lee et al., 2017).

Conceptual Framework



Source: Hisashi Masuda, Spring H. Han, and Jungwoo Lee (2022)

Hypothesis Development

When an effectr has physical attractiveness such as, having a bright, glowing face or clean and well-groomed. This makes consumers interested in seeing the product advertised by an effectr. When consumers are attracted to influencer, it can affect consumer confidence in the advertised product. Therefore, influencer must provide trust to consumers by providing honest information regarding the advertised product. So that this can increase trust in influencer in advertising their products. Previous research results state that Physical Attractiveness has a positive effect on Trustworthiness (Ert & Fleischer 2020) and (Masuda et al., 2022). Then the resulting hypothesis is:

H1: Physical Attractiveness has a positive effect on Trustworthiness

The attractiveness of an effectr, when the effectr has a white, glowing face, raises consumers' perception of the effectr's expertise. If an effectr has expertise in beauty, of course that expertise can make this effectr have a beautiful and handsome face. Because, the effectr has the expertise to take care of herself. So that consumers who see the effectr will be interested and try the product that has been advertised and consumers also hope that when using the product it is in accordance with what the effectr advertises. The results of previous research state that Physical Attractiveness has a positive effect on Perceived Expertise (Joseph, 1982 & Patzer 1983) and (Masuda et al., 2022). Then the resulting hypothesis is:

H2: Physical Attractiveness has a positive effect on Perceived Expertise

The trust or honesty that influencer have in promoting their products can lead to consumer confidence in an advertised product. If the level of consumer confidence in the effectr is high, the greater the desire to buy the product advertised by the effectr. Therefore, trust or honesty when influencer advertise their products is very important to be able to effect consumer interest. This trust is in the form of, when influencer promote their products by telling consumers how to use them correctly, telling what the uses and

ingredients are in the skincare product. This will certainly generate trust and buying interest in the product. Something similar was also found in research (Sofiyanti & Dian Novita, 2020) and (Masuda et al., 2022) which revealed that there is a positive relationship from trustworthiness to one's buying interest. So the hypothesis can be formulated as follows:

H3: *Trustworthiness has a positive effect on Purchase Intention*

Expertise in promoting products is needed in advertising, so that consumers can understand the message conveyed by an effectr. Influencer must have expertise in their field, for example, influencer who promote skincare products must have expertise in skincare. Influencer must have good and interesting communication skills in promoting their products, so that it will generate buying interest in the product. The expertise possessed by this effectr is able to attract and convince consumers of the advertised product, so this can generate buying interest in the product. Previous research conducted by (Sofiyanti and Dian Novita, 2020) and (Masuda et al., 2022) states that expertise or perceived expertise has a positive effect on a person's buying interest. Then the resulting hypothesis is :

H4: *Perceived Expertise has a positive effect on Purchase Intention*

RESEARCH METHODOLOGY

This research was conducted in accordance with previous research conducted by Masuda, et al., (2022) entitled "Technological Forecasting & Social Change". The research design that will be used in this research is Hypothesis Testing. Hypothesis testing is conducted because this research proposes several hypotheses or conjectures that are temporary. The hypothesis proposed needs to be tested and validated to find out whether the hypothesis proposed is proven correct and has an effect between the variables to be studied, namely the variables of Physical Attractiveness, Trustworthiness, and Perceived Expertise on Purchase Intention.

The data used in this research used primary data. Primary data in this research were obtained from distributing questionnaires that had been made via google form and distributed via social media. This research also uses the Cross Sectional method where data is collected at one time allegedly with many objects. The measurement scale used in this research is a Likert scale with a scale range ranging from scale value 1 (strongly disagree) to scale value 5 (strongly agree). The sample selection technique used in this research uses purposive sampling technique because the criteria for qualified respondents are respondents who have used skincare products in Indonesia. The number of samples used in this research amounted to 200 respondents. The object to be studied in this research is an individual skincare user. The time for this research was taken in 2022. The data analysis tool that will be used in this research is Structural Equation Modeling (SEM). Hair et al., (2019) said that using the Structural Equation Model (SEM), the ideal minimum sample size is 200 - 400 respondents. Therefore, to achieve the specified criteria, the researcher set a respondent of 200 respondents in order to achieve the specified criteria for respondents.

RESEARCH RESULTS AND DISCUSSION

Validity Test

The validity test is used to determine the suitability of the statements on the questionnaire (indicators) in measuring a variable. To test the validity of each question item in the questionnaire, factor analysis will be conducted which is used to compare the factor loading value with the standard factor loading (Hair et al., 2019).

Table 1
Instrument Test Results

No	Questions	Loading Factor	Cronbach efficient Alpha	Decision
Physical Attractiveness			0.710	Reliable
1	I think that influencer who promote Scarlett products are beautiful/handsome.	0.739		Valid
2	I feel that the influencer who promoting Scarlett products are attractive.	0.635		Valid
3	I have a better relationship with influencer who promote skincare than with other influencer.	0.720		Valid
4	I think influencer who promoting Skincare products are very physically attractive	0.749		Valid
Trustworthiness			0.884	Reliable
1	I feel that Influencer who promote Scarlett are honest.	0.884		Valid
2	I feel that Influencer who promote Scarlett products are trustworthy.	0.884		Valid
Perceived Expertise			0.738	Reliable
1	I feel that the influencer who promote Scarlett are knowledgeable about the skincare world.about the skincare world.	0.742		Valid
2	I feel that the influencer who promote Scarlett are able to bring a good opinion about Scarlett skincare.	0.725		Valid
3	I feel that the influencer promoting Scarlett are experts in the field of skincare.	0.756		Valid
4	I assume that the effectr is experienced enough to make a statement about his/her idea.	0.729		
Purchase Intention			0.687	Reliable
1	Recommendations from influencer made me think about buying Scarlett products.	0.739		Valid
2	I will buy Scarlett products after watching reviews from influencer	0.635		

In accordance with the indicators of the four variables in the instrument test results table above, it can be said that all research variables are valid or appropriate and also reliable.

Table 2
Model Fit Test Results (Goodness of Fit Model)

Type of Measurement	Measurement	Value	Recommended acceptance limit	Conclusion
<i>Absolute fit measures</i>	p	0.000	≥ 0.05	<i>Poor of Fit</i>
	ECVI	0.778	Closer to the Salturated value than independent	<i>Goodness of Fit</i>
	RMSEA	0.070	≤ 0.1	<i>Goodness of Fit</i>
<i>Incremental fit measures</i>	IFI	0.934	≥ 0.90 or close to 1	<i>Marginal of Fit</i>
	NFI	0.874	≥ 0.90 or close to 1	<i>Marginal of Fit</i>
	TLI	0.910	≥ 0.90 or close to 1	<i>Marginal of Fit</i>
	CFI	0.932	≥ 0.90 or close to 1	<i>Marginal of Fit</i>
	RFI	0.834	≥ 0.90 or close to 1	<i>Poor of Fit</i>
<i>Parsimonious fit measures</i>	CMIN/DF	1,977	Lower limit 1, upper limit 5	<i>Poor of Fit</i>
	AIC	154,851	Closer to the Salturated value than Independent	<i>Goodness of Fit</i>

Source: SPSS Processing Output

In accordance with the goodness of fit test results in table 3.10, it is known that the ECVI, RMSEA, IFI, CFI, CMIN / DF, and AIC values state goodness of fit. Hair et al. (2018) argue that if there is at least one goodness of fit criterion that is met, the research model can be declared feasible or pass the goodness of fit test. Thus, the research model can be declared feasible to proceed to the next test, namely hypothesis testing.

Hypothesis Test Results

Table 3
Hypothesis Test Results 1

Hypothesis	Estimate	P-Value	Decision
<i>PA has a positive effect on T</i>	1.479	0.000	H1 supported

Hypothesis 1 test whether Physical Attractiveness has a positive effect on Trustworthiness with the null hypothesis (Ho) and alternative hypothesis (Ha) as follows:

Ho: Physical Attractiveness. does not have a positive effect on Trustworthiness

H1: Physical Attractiveness has a positive effect on Trustworthiness

In accordance with the results of testing hypothesis 1, it is known that the resulting p-value is $0.000 \leq 0.05$, and the resulting positive estimate value of 1.479, it can be said that hypothesis 1 is supported. It can be concluded that PA has a positive effect on T. When consumers increasingly feel that influencer who promote skincare products are attractive, it will increase consumer confidence in these Influencers. This is in accordance

with previous research conducted by Ert & Fleischer (2020) and Masuda et al., (2022) which states that Physical Attractiveness has a positive effect on Trustworthiness.

Table 4
Hypothesis 2 Test Results

Hypothesis	Estimate	P-Value	Decision
<i>PA has a positive effect on PE</i>	1.222	0.000	H2 supported

The second hypothesis tests whether Physical Attractiveness has a positive effect on Perceived Expertise with the null hypothesis (Ho) and alternative hypothesis (Ha) as follows:

Ho: Physical Attractiveness has no positive effect on Perceived Expertise

H1: Physical Attractiveness has a positive effect on Perceived Expertise

In accordance with the results of testing hypothesis 2, it is known that the resulting p-value is $0.000 \leq 0.05$, and the resulting positive estimate value is 1.222, so it can be said that hypothesis 2 is supported. It can be concluded that PA has a positive effect on PE. This is in accordance with the results of research conducted by Joseph (1982) & Patzer (1983) and Masuda et al., (2022) which state that Physical Attractiveness has a positive effect on Perceived Expertise.

Tabel 5
Hypothesis 3 Test Results

Hypothesis	Estimate	P-Value	Decision
<i>T has a positive effect on PI</i>	0,697	0,000	H3 supported

Hypothesis 3 tests whether Trustworthiness has a positive effect on Purchase Intention with the following sound null hypothesis (Ho) and alternative hypothesis (Ha) as follows:

Ho: Trustworthiness has no positive effect on Purchase Intention

H1: Trustworthiness has a positive effect on Purchase Intention

In accordance with the results of testing hypothesis 3, it can be seen that the resulting p-value is $0.000 \leq 0.05$ and the resulting positive estimate value is 0.697. It can be concluded that the results of hypothesis 4 testing are supported. It can be stated that Trustworthiness has a positive effect on Purchase Intention. This is in accordance with the results of previous research conducted by Yi & Priscilla, Pramudya Ningsih (2013) and Indraswari & Pramudana (2014) which state that Trustworthiness has a positive effect on Purchase Intention. Other research conducted by Masuda et al., (2022) also shows that Trustworthiness has a positive effect on Purchase Intention.

Table 6
Hypothesis 4 Test Results

Hypothesis	Estimate	P-Value	Decision
PE has a positive effect on PI	0,339	0,000	H2 supported

Source: Data processing using AMOS (attached)

Hypothesis 4 tests whether Perceived Expertise has a positive effect on Purchase Intention with the null hypothesis (Ho) and alternative hypothesis (Ha) as follows:

Ho: Perceived Expertise has no positive effect on Purchase Intention

H1: Perceived Expertise has a positive effect on Purchase Intention

In accordance with the results of testing hypothesis 4, it is known that the resulting p-value is $0.044 \leq 0.05$ and the resulting positive estimate value is 0.339, it can be concluded that hypothesis 4 is supported. Thus, it can be concluded that Perceived Expertise has a positive effect on Purchase Intention. This is in accordance with the results of previous research conducted by Yi & Priscilla (2012), Pramudya Ningsih (2013), and Indraswari and Pramudana (2014) which state that Perceived Expertise has a positive effect on Purchase Intention. Other research conducted by Masuda et al., (2022) also states that Perceived Expertise has a positive effect on Purchase Intention.

In accordance with the results of the research we have been done, the following results are obtained:

H1. Physical Attractiveness has a positive effect on Trustworthiness

The results of testing the first hypothesis in this research state that there is a direct effect of physical attractiveness on trustworthiness. The results of this research are in accordance with previous research conducted by Ert & Fleischer (2020) and Masuda et al., (2022) which state that Physical Attractiveness has a positive effect on Trustworthiness.

H2. Physical Attractiveness has a positive effect on Perceived Expertise

The results of testing the second hypothesis in this research state that there is a direct effect of physical attractiveness on perceived expertise. The results of this research are in accordance with previous research conducted by Joseph (1982) & Patzer (1983) and Masuda et al., (2022) which state that Physical Attractiveness has a positive effect on Perceived Expertise.

H3. Trustworthiness has a positive effect on Purchase Intention

The results of testing the third hypothesis in this research state that there is a direct effect of trustworthiness on purchase intention. The results of this research are in accordance with research conducted previously by Yi & Priscilla, Pramudya Ningsih (2013) and Indraswari & Pramudana (2014) which state that Trustworthiness has a positive effect on Purchase Intention. Other research conducted by Masuda et al.,

(2022) also states that Trustworthiness has a positive effect on Purchase Intention.

H4. Perceived Expertise has a positive effect on Purchase Intention

The results of testing the fourth hypothesis in this research state that there is a direct effect of perceived expertise on purchase intention. The results of this research are in accordance with previous research conducted by Yi & Priscilla (2012), Pramudya Ningsih (2013), and Indraswari and Pramudana (2014) which state that there is a positive effect between Perceived Expertise on Purchase Intention. Other research was also conducted by Safiyanti & Dian Novita (2021) which stated that Perceived Expertise has a positive effect on Purchase Intention.

CONCLUSIONS AND SUGGESTIONS

Conclusion

In accordance with the results of the research and discussion described in the previous chapter, it can be concluded that:

1. Physical Attractiveness has a positive effect on Trustworthiness
2. Physical Attractiveness has a positive effect on Perceived Expertise
3. Trustworthiness has a positive effect on Purchase Intention
4. Perceived Expertise has a positive effect on Purchase Intention

Suggestions

1. Future researchers are advised to examine one of the local skincare products, to make it more comprehensive.
2. Further researchers are advised to include other variables that can affect Purchase Intention, such as variables Perceived Credibility, Likeability, Similarity, Familiarity so that the research model is more comprehensive (Magano et al., 2022).
3. Further researchers are advised to be able to develop hypotheses involving mediating variables or moderating variables so that it is possible to have different results. For example, such as the Attitude variable as a mediator of the effect of Physical Attractiveness, Trustworthiness, and Perceived Expertise which affects purchase intention. (Adji, 2018)

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