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Kementerian Pendidikan, Kebudayaan, Riset, dan Teknologi Republik Indonesia



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YOUTUBE INFLUENCER ON USE INTENTION WITH BRAND LOVE USING WORD OF MOUTH

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Abstract

Youtube is still the top streaming platform in Indonesia in particular, which is accompanied by the rapid growth of creative workers who are engaged in content creation in the last few years. The presence of celebrity YouTubers is one of the most effective marketing strategies to market various brands to increase interest in using products. YouTube is a relevant channel for advertising and promoting a brand. Hence, the company should bear in mind the fact that the YouTuber appointed to represent its image must be connected to the feelings and interests of their followers as well as those of the brands to be publicised. The present study reveals that the follower's engagement with YouTubers presents itself within cognitive, affective and behavioural aspects, it rises from the involvement the followers have with their favourite YouTuber, impacts the brand love, word of mouth and intention of use of a brand he/she indicates or uses. Planned behavioral theories track attitudes, subjective norms, and perceived behavioral control, based on the underlying foundations of behavioral beliefs. These intentions, combined with perceived behavioral control, can account for a significant proportion of behavioral changes, using planned behavior theory, the problem is solved. This study aims to examine the role of the variable brand love and word-of-mouth as a mediation for use intention through Youtube Influencers.

Keywords: *Youtuber; Influencer; Brand Love; Use Intention; WoM.*

Introduction

In this era of disruption, the internet and IT are changing marketing aggressively, information transparency on social media has changed the concept of customer trust which is no longer affected by conventional advertising. However, recent research on the industry found that dominant customers trust the f-factor more i.e. friends, family, facebook, fans and followers. Youtube is still the top streaming platform in Indonesia in particular, which is accompanied by the rapid growth of creative workers who are engaged in content creation in the last few years. The presence of celebrity YouTubers is one of the most effective

marketing strategies to market various brands to increase interest in using products. Word-of-mouth (WOM) refers to any positive or negative statement made by celebrities, which can influence customer intentions or interest about a product or company, which is available to many people through the Internet. Word-of-mouth becomes very important because consumers will be involved in supporting and recommending companies and their brands, making positive statements about the use of products or services, sharing their experiences with brands, organizing themselves in brand communities, contributing to the development of new products and services, and participating

in various activities sponsored by the company, such as sports competitions among other activities. (Hollebeek et al., 2014) YouTuber as a relevant channel to advertise and promote brands, as a marketing communication instrument that influences the shopping process (Corrêa et al., 2020). Companies should keep in mind the fact that YouTubers who are appointed to represent their image must be associated with the feelings, interests and behavior of their followers as well as with the brand to be published (Corrêa et al., 2020). There is a significant effect between WOM and Use intention (ui-I Chang and Chen-Ying Lee, 2019). Our findings confirm a positive relationship between Brand love and WOM (Wallace et al., 2017). Brand love is significantly and positively influenced by cognitive processing, affection and activation processes (Corrêa et al., 2020).

With the existence of communication platforms and media, celebrities can promote their brands to invite consumers to use/buy (Hinson et al., 2019). So that consumers can understand the extent to which they can trust and consider the intention to use brands promoted by celebrities. Therefore, this study aims to examine the role of the variable brand love and word-of-mouth as a mediation for use intention through Youtube Influencers.

Theory of planned behavior

Planned behavioral theories track attitudes, subjective norms, and perceived behavioral control, based on the underlying foundations of behavioral beliefs. Attitudes toward behavior, subjective norms of behavior, and perceived control over behavior are usually found to predict behavioral intent with high accuracy. These intentions, combined with perceived behavioral control, can account for a significant proportion of behavioral changes (Ajzen & Driver, 1992).

The main contribution to this study was to look at the profiles of consumers who are willing to pay more for eco-friendly products and then discuss their impact on marketers (Laroche et al., 2001). Based on word of mouth

and strategic experimentation. When it comes to instilling trust, there is a perception that experience outweighs WOM, which leads to intent and action. Consumer income levels also facilitate the link between experience and trust, and between WOM and trust. This study looked at the relationship between consumer loyalty to YouTuber and consumer intent to use or indicate the brand he used or indicated. The results of this study show that when viewers watch their favorite YouTuber videos, cognitive processing is triggered in relation to YouTuber, making it easier to use intention for brands that are published or popular in the videos (Corrêa et al., 2020).

Cognitive Processing, Activation, Affection & Brand Love

The findings specify the necessary and sufficient conditions for cognitive engagement to develop each of the three brand love dimensions, namely intimacy, passion, and commitment. Meanwhile, cognitive engagement is a sufficient condition for intimacy and passion development (Shin & Back, 2020). Indeed, the love emotion itself was rarely mentioned as part of that brand love relationship, whereas other emotions (e.g., happiness when thinking about the brand, anxiety about possibly losing the loved brand) were frequently discussed (Shin & Back, 2020). Consumer engagement happens by means of opinions, recommendation, defence, testimonies and direct and indirect experiences with a certain object. In the current study, the object of engagement analysed was the YouTubers H1. The cognitive Processing of the engagement of the public with the YouTuber has a positive.

influence to the Brand Love

The impact of three dimensions of celebrity endorsement – attractiveness, expertise and trustworthiness – on purchase intention and brand affection, with WOM taken as an intervening construct. These results support finding that e-WOM mediates the relationship between the endorser's attractiveness,

trustworthiness and expertise and brand attitude, including brand affection, brand trust and customer intention to purchase (Saleem, 2017). We conclude that customer loyalty determined by the willingness of the customer to have positive affection and should be supported by customer's trust on a company. The brand affections perceived as feeling good, happy, and calm during can build their trust. Customer perception on brand trust has an influence on customer loyalty, the confidence feeling or trust would encourage the willingness to repurchase services in the future and build up more commitment (Silalahi et al., 2016). By its unique and differentiated communication, the brand can have wide and powerful competitive advantage, and its strategies and assets express clearly individuals' real intentions. Nowadays, in many businesses there needs to have powerful and growing communication, in such a way, all brand equities take place efficiently in strong forms of touch (Vahedi et al., 2014).

H2. Affection of the public to the YouTuber of its preference has a positive influence to the Brand Love. Similar findings have been reported concerning the effect of relationship length on the connections between self-expressiveness, hedonic value and brand love and satisfaction. However, the finding that experience does not have the same moderating effect on the relationship between brand love and WOM needs further research (Karjaluoto et al., 2016). A study on consumer psychology noted that individuals who are able to fully demonstrate a personal self-image will be more suitable to develop, shape and create close brand relationships such as brand love (Huang, 2019). Among three factors that are hypothesized to drive brand love, consumer-brand engagement and consumer-brand connection have a positive impact; however, brand self-expressiveness, passionate brand love has a positive relationship with both the inner self and the social self. Thus, it is possible that brand love could be a

multi-dimensional construct, one of which could be passionate (Tran et al., 2021).

H3. Activation of the public to the YouTuber of its preference has a positive influence to the Brand Love.

Brand Love & WoM

Since online brands are sometimes used as a form of self-expression (Jensen Schau & Gilly, 2003)(it is also understandable that consumers offer WOM to such brands, especially if they are loved. Finally, a post-assessment of the mediation effect shows that the perceived self-match with the "Liked" brand indirectly affects WOM through the love of the brand (Wallace et al., 2017).

H4. Brand love of the public to the YouTuber of its preference is positively associated with WOM for those brands.

WOM & Use Intention

Based on word-of-mouth theory and strategic experimentation. When it comes to instilling trust, there is a perception that experience outweighs WOM, which leads to intent and action. Consumer income levels also ease the link between experience and trust, and between WOM and trust. The results suggest that PWOM has the dual effect of social norms on behavioral attitudes and intentions, and that social norms and NWOM have the same influence (Martensen & Grønholdt, 2016). According to previous research, consumers respond positively to PWOM and negatively to NWOM. But it is asymmetric. Some researchers argue that consumers are more likely to believe in negative information than positive, suggesting that NWOM is more powerful than PWOM. For example, most brand messages are usually positive, but when negative information distorts the positive message, it often gets noticed (Chakravarty et al., 2010).

H5. WoM of the public to the YouTuber of its preference has a positive influence on use intention.

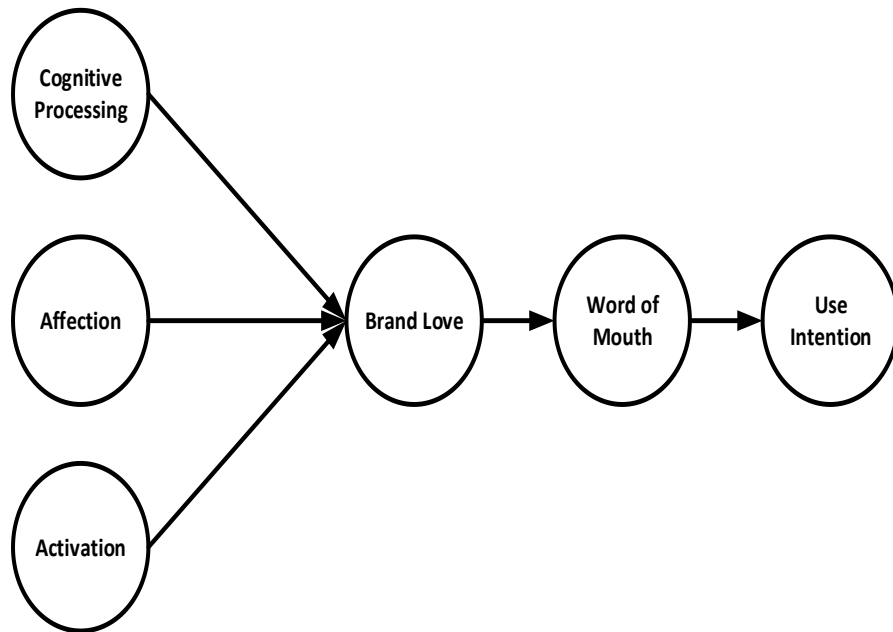


Figure 1. Structural Model

METHODS

Participants

Table 1
Demographic Characteristics (N=135)

Characteristics	Category	Number	Percentage
Gender	Male	87	64.4%
	Female	48	35.6%
Age	< 20 Tahun	2	1.5%
	20 - 25 tahun	56	41.5%
	26 - 30 tahun	33	24.4%
	30 - 40 tahun	23	17%
	> 40 Tahun	21	15.6%
Education	Diploma	9	6.7%
	Bachelor	98	72.6%
	Master	23	17%
	High School	5	3.7
Position	Employee	94	69.6%
	Student	23	17%
	entrepreneur	18	13.3%
Salary	< Rp 3.000.000	11	8.1%
	> Rp 5.000.000	111	82.2%
	Rp 3.000.000 - Rp 5.000.000	13	9.6%

How many times use youtube apps in one week	< 10	37	27.4%
	> 20	59	43.7%
	10 - 20	39	28.9%
The most watched channel	Agnez Mo	10	7.4%
	Deddy Corbuzier	80	59.3%
	Gadgetin	28	20.7%
	Lain lain	1	7%
	Lapor pak	2	1.5%
	not that specific	2	1.5%
	Raditya Dika	2	1.5%
	Random	1	7%
	Ria SW	2	1.5%
	Rocky Padilla	7	5.2%
How many days do you watch the youtuber channel in one month	< 3 Days	41	30.4%
	> 7 Days	37	27.4%
	3 - 7 Days	57	42.2%

Participants consisted of 135 proportionally selected customers from Jakarta, Indonesia. The gender ratio of the participants was 64.4% for men and 35.6% for women. Over 69.6% of employees are already watching YouTube channels in a month. Interesting information is that 42.2% of viewers watched YouTube last month. The level of education was dominated by a bachelor's degree (72.6%).

Measurement and Analysis

This research has been translated from English to Bahasa. Then the final translation consists of 22 items that were used in this study. The Cognitive processing was assessed with 3 items from (Hollebeek et al., 2014). The Cronbach alpha was 0.899. Examples of the items were 'The more I watch the YouTuber of my preference, the more I think about him (her)'.

The Affection was assessed with 4 items from (Hollebeek et al., 2014). The Cronbach

alpha was 0.919. Examples of the items were 'I feel very positive when I watch the YouTuber of my preference'. The Brand Love was assessed with 3 items from (Karjaluoto et al., 2016). The Cronbach alpha was 0.857. Examples of the items were 'I feel very positive when I watch the YouTuber of my preference'. The Word-of-Mouth was assessed with 5 items. The Cronbach alpha was 0.928. Examples of the items were 'I feel very positive when I watch the YouTuber of my preference'. The Activation was assessed with 3 items from (Hollebeek et al., 2014). The Cronbach alpha was 0.915. Examples of the items were 'The more I watch the YouTuber of my preference, the more I think about him (her)'.

The Use Intention was assessed with 4 items from Yoo and Donthu, 2001. The Cronbach alpha was 0.944. Examples of the items were 'It makes more sense to use brands indicated or used by the YouTuber of my

preference than other ones, even if they are similar.

Results and Discussion

In this research used SPSS to analyze the reliability data and AMOS to analyze the validity data.

Table 2. Validity and Realibilty

Variable	Standardized estimate	Cronback
Brand Love		0.857
BL1	0.739	
BL2	0.892	
BL3	0.841	
WOM		0.928
WOM1	0.852	
WOM2	0.929	
WOM3	0.898	
WOM4	0.818	
WOM5	0.792	
CP		0.899
CP1	0.885	
CP2	0.819	
CP3	0.897	
AFF		0.919
AFF1	0.872	
AFF2	0.904	
AFF3	0.865	
AFF4	0.804	
ACT		0.915
ACT1	0.827	
ACT2	0.934	
ACT3	0.892	
UI		0.944
UI1	0.906	
UI2	0.895	
UI3	0.897	
UI4	0.905	

Overall the indicators in the research variables are valid and reliable. Data analyses were administered in two phases (Hair et al., 2010). First, confirmatory factor analysis (CFA) was performed in order to ensure the quality of the proposed measurement model. Second, structural equation modelling was conducted to test the proposed hypotheses. Both analyses were performed with Amos 23.0 using

maximum likelihood estimation of the covariance matrix. To verify the fit of the measurement model, properties of the measurement model including Cronbach's alpha, construct reliability, convergent validity and discriminant validity were examined. Cronbach's alpha and construct reliability are two common internal consistency indexes. CFA

was performed with all factors for the measurement model.

Table 3. Goodness of Fit

Goodness of fit index	Criteria (cut off value)	Indicator value	Conclusion
chi Square	Closte to 0	1.086.126	poor fit
probabilitas	$\geq .05$	0.000	poor fit
GFI	$\geq .90$	0.616	poor fit
AGFI	$\geq .90$	0.517	poor fit
NFI	$\geq .90$	0.635	poor fit
IFI	$\geq .90$	0.681	poor fit
TLI	$\geq .90$	0.629	poor fit
CFI	$\geq .90$	0.678	poor fit
RMR	$\leq .10$	0.074	good fit
RMSEA	$\leq .10$	0.181	poor fit

From the data table above, the results obtained for goodness of fit are only RMR and the rest are poor fit, fit statistics ($\chi^2 = 1.086.126$,

CFI = 0.678, TLI = 0.629, IFI = 0.681, RMSEA = 0.181, RMR = 0.074). Only RMR has a good fit and the rest are poor fit.

Hypothesis

Table 4. Hypothesis

Hypotesis	Standardized Estimate	Probability	Conclusion
H1 : Cognitive processing > Brand Love	-0.297	0.158	No Accepted
H2: Affection > Brand Love	0.726	0.002	Accepted
H3: Activation > Brand Love	0.386	0.004	Accepted
H4: Brand Love > WOM	0.913	0.000	Accepted
H5: WOM > Use Intention	0.502	0.000	Accepted

The results from the hypothesis table show only hypothesis 1: cognitive processing to brand love which shows no accepted or rejected because the probability value is above 0.05. Based on the provisions (Hair et al, 2010) the hypothesis is accepted the value of 0.05. in hypothesis 3: affection to brand love shows accepted with a probability value of 0.002. in hypothesis 3: activation to brand love shows

accepted. In Hypothesis 4: Brand Love to Words-of-Mouth shows accepted. In Hypothesis 5: Words-of-Mouth to Use intention shows accepted.

Conclusion

Overall the indicators in the research variables are valid and reliable. Data analyses were administered in two phases (Hair et al.,

2010). First, confirmatory factor analysis (CFA) was performed in order to ensure the quality of the proposed measurement model. Second, structural equation modelling was conducted to test the proposed hypotheses. Both analyses were performed with Amos 23.0 using maximum likelihood estimation of the covariance matrix. To verify the fit of the measurement model, properties of the measurement model including Cronbach's alpha, construct reliability, convergent validity and discriminant validity were examined. Cronbach's alpha and construct reliability are two common internal consistency indexes. CFA was performed with all factors for the measurement model.

The result obtained for goodness of fit only RMR dan the rest are poor fit. From the data table above, the results obtained for goodness of fit only RMR and the rest are poor fit. The result from the hypothesis 1: cognitive processing to brand love shows no accepted or rejected because the probability value is above 0.05. based on the provisions (Hair et al,2010) the hypothesis is accepted the value of 0.05 and so it does not support the research of (Correa et al, 2021). in hypothesis 2: affection to brand love shows accepted with a probability value of 0.002. in hypothesis 3: activation to brand love shows accepted. On Hypothesis 2 and 3 support the research of Correa et al (2021) which states that affection and activation have a significant effect on brand love. In Hypothesis 4: Brand Love to Words-of-Mouth shows accepted. In Hypothesis 5: Words-of-Mouth to Use intention shows accepted.

Limitation and Future Research

The limitations of this study are that the questionnaires distributed to respondents are limited to Indonesia and the Greater Jakarta area, the duration of time for research is too short and the number of influencers endorsed by brands is still limited. In addition, there is one insignificant hypothesis, namely cognitive and brand love. So the suggestion for further research is to add an attitude toward the ad

variable between the relationship between cognitive variables and brand love.

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YOUTUBE INFLUENCER ON USE INTENTION WITH BRAND LOVE USING WORD OF MOUTH

by Husna Leila Yusran

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YOUTUBE INFLUENCER ON USE INTENTION WITH BRAND LOVE USING WORD OF MOUTH

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Abstract

Youtube is still the top streaming platform in Indonesia in particular, which is accompanied by the rapid growth of creative workers who are engaged in content creation in the last few years. The presence of celebrity YouTubers is one of the most effective marketing strategies to market various brands to increase interest in using products. YouTube is a relevant channel for advertising and promoting a brand. Hence, the company should bear in mind the fact that the YouTuber appointed to represent its image must be connected to the feelings and interests of their followers as well as those of the brands to be publicised. The present study reveals that the follower's engagement with YouTubers presents itself within cognitive, affective and behavioural aspects, it rises from the involvement the followers have with their favourite YouTuber, impacts the brand love, word of mouth and intention of use of a brand he/she indicates or uses. Planned behavioral theories track attitudes, subjective norms, and perceived behavioral control, based on the underlying foundations of behavioral beliefs. These intentions, combined with perceived behavioral control, can account for a significant proportion of behavioral changes, using planned behavior theory, the problem is solved. This study aims to examine the role of the variable brand love and word-of-mouth as a mediation for use intention through Youtube Influencers.

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Planned behavioral theories track attitudes, subjective norms, and perceived behavioral control, based on the underlying foundations of behavioral beliefs. Attitudes toward behavior, subjective norms of behavior, and perceived control over behavior are usually found to predict behavioral intent with high accuracy. These intentions, combined with perceived behavioral control, can account for a significant proportion of behavioral changes (Ajzen & Driver, 1992).

The main contribution to this study was to look at the profiles of consumers who are willing to pay more for eco-friendly products and then discuss their impact on marketers (Laroche et al., 2001). Based on word of mouth

and strategic experimentation. When it comes to instilling trust, there is a perception that experience outweighs WOM, which leads to intent and action. Consumer income levels also facilitate the link between experience and trust, and between WOM and trust. This study looked at the relationship between consumer loyalty to YouTuber and consumer intent to use or indicate the brand he used or indicated. The results of this study show that when viewers watch their favorite YouTuber videos, cognitive processing is triggered in relation to YouTuber, making it easier to use intention for brands that are published or popular in the videos (Corrêa et al., 2020).

Cognitive Processing, Activation, Affection & Brand Love

The findings specify the necessary and sufficient conditions for cognitive engagement to develop each of the three brand love dimensions, namely intimacy, passion, and commitment. Meanwhile, cognitive engagement is a sufficient condition for intimacy and passion development (Shin & Back, 2020). Indeed, the love emotion itself was rarely mentioned as part of that brand love relationship, whereas other emotions (e.g., happiness when thinking about the brand, anxiety about possibly losing the loved brand) were frequently discussed (Shin & Back, 2020). Consumer engagement happens by means of opinions, recommendation, defence, testimonies and direct and indirect experiences with a certain object. In the current study, the object of engagement analysed was the YouTubers H1. The cognitive Processing of the engagement of the public with the YouTuber has a positive.

influence to the Brand Love

The impact of three dimensions of celebrity endorsement – attractiveness, expertise and trustworthiness – on purchase intention and brand affection, with WOM taken as an intervening construct. These results support finding that e-WOM mediates the relationship between the endorser's attractiveness,

trustworthiness and expertise and brand attitude, including brand affection, brand trust and customer intention to purchase (Saleem, 2017). We conclude that customer loyalty determined by the willingness of the customer to have positive affection and should be supported by customer's trust on a company. The brand affections perceived as feeling good, happy, and calm during can build their trust. Customer perception on brand trust has an influence on customer loyalty, the confidence feeling or trust would encourage the willingness to repurchase services in the future and build up more commitment (Silalahi et al., 2016). By its unique and differentiated communication, the brand can have wide and powerful competitive advantage, and its strategies and assets express clearly individuals' real intentions. Nowadays, in many businesses there needs to have powerful and growing communication, in such a way, all brand equities take place efficiently in strong forms of touch (Vahedi et al., 2014).

H2. Affection of the public to the YouTuber of its preference has a positive influence to the Brand Love. Similar findings have been reported concerning the effect of relationship length on the connections between self-expressiveness, hedonic value and brand love and satisfaction. However, the finding that experience does not have the same moderating effect on the relationship between brand love and WOM needs further research (Karjaluoto et al., 2016). A study on consumer psychology noted that individuals who are able to fully demonstrate a personal self-image will be more suitable to develop, shape and create close brand relationships such as brand love (Huang, 2019). Among three factors that are hypothesized to drive brand love, consumer-brand engagement and consumer-brand connection have a positive impact; however, brand self-expressiveness, passionate brand love has a positive relationship with both the inner self and the social self. Thus, it is possible that brand love could be a

multi-dimensional construct, one of which could be passionate (Tran et al., 2021).

H3. Activation of the public to the YouTuber of its preference has a positive influence to the Brand Love.

Brand Love & WoM

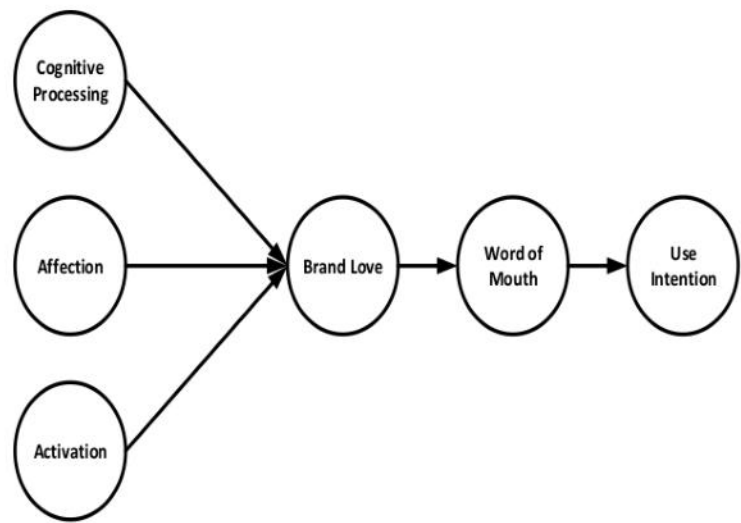
Since online brands are sometimes used as a form of self-expression (Jensen Schau & Gilly, 2003) (it is also understandable that consumers offer WOM to such brands, especially if they are loved. Finally, a post-assessment of the mediation effect shows that the perceived self-match with the "Liked" brand indirectly affects WOM through the love of the brand (Wallace et al., 2017).

H4. Brand love of the public to the YouTuber of its preference is positively associated with WOM for those brands.

WOM & Use Intention

Based on word-of-mouth theory and strategic experimentation. When it comes to instilling trust, there is a perception that experience outweighs WOM, which leads to intent and action. Consumer income levels also ease the link between experience and trust, and between WOM and trust. The results suggest that PWOM has the dual effect of social norms on behavioral attitudes and intentions, and that social norms and NWOM have the same influence (Martensen & Grønholdt, 2016). According to previous research, consumers respond positively to PWOM and negatively to NWOM. But it is asymmetric. Some researchers argue that consumers are more likely to believe in negative information than positive, suggesting that NWOM is more powerful than PWOM. For example, most brand messages are usually positive, but when negative information distorts the positive message, it often gets noticed (Chakravarty et al., 2010).

H5. WoM of the public to the YouTuber of its preference has a positive influence on use intention.



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Figure 1. Structural Model

METHODS
Participants

Table 1
Demographic Characteristics (N=135)

Characteristics	Category	Number	Percentage
Gender	Male	87	64.4%
	Female	48	35.6%
Age	< 20 Tahun	2	1.5%
	20 - 25 tahun	56	41.5%
	26 - 30 tahun	33	24.4%
	30 - 40 tahun	23	17%
	> 40 Tahun	21	15.6%
Education	Diploma	9	6.7%
	Bachelor	98	72.6%
	Master	23	17%
	High School	5	3.7
Position	Employee	94	69.6%
	Student	23	17%
	enterpreneur	18	13.3%
Salary	< Rp 3.000.000	11	8.1%
	> Rp 5.000.000	111	82.2%
	Rp 3.000.000 - Rp 5.000.000	13	9.6%

How many times use youtube apps in one week	< 10	37	27.4%
	> 20	59	43.7%
	10 - 20	39	28.9%
The most watched channel	Agnez Mo	10	7.4%
	Deddy Corbuzier	80	59.3%
	Gadgetin	28	20.7%
	Lain lain	1	7%
	Lapor pak	2	1.5%
	not that specific	2	1.5%
	Raditya Dika	2	1.5%
	Random	1	7%
	Ria SW	2	1.5%
	Rocky Padilla	7	5.2%
How many days do you watch the youtuber channel in one month	< 3 Days	41	30.4%
	> 7 Days	37	27.4%
	3 - 7 Days	57	42.2%

Participants consisted of 135 proportionally selected customers from Jakarta, Indonesia. The gender ratio of the participants was 64.4% for men and 35.6% for women. Over 69.6% of employees are already watching YouTube channels in a month. Interesting information is that 42.2% of viewers watched YouTube last month. The level of education was dominated by a bachelor's degree (72.6%).

Measurement and Analysis

This research has been translated from English to Bahasa. Then the final translation consists of 22 items that were used in this study. The Cognitive processing was assessed with 3 items from (Hollebeek et al., 2014). The Cronbach alpha was 0.899. Examples of the items were 'The more I watch the YouTuber of my preference, the more I think about him (her)'.

The Affection was assessed with 4 items from (Hollebeek et al., 2014). The Cronbach

alpha was 0.919. Examples of the items were 'I feel very positive when I watch the YouTuber of my preference'. The Brand Love was assessed with 3 items from (Karjaluoto et al., 2016). The Cronbach alpha was 0.857. Examples of the items were 'I feel very positive when I watch the YouTuber of my preference'. The Word-of-Mouth was assessed with 5 items. The Cronbach alpha was 0.928. Examples of the items were 'I feel very positive when I watch the YouTuber of my preference'. The Activation was assessed with 3 items from (Hollebeek et al., 2014). The Cronbach alpha was 0.915. Examples of the items were 'The more I watch the YouTuber of my preference, the more I think about him (her)'.

The Use Intention was assessed with 4 items from Yoo and Donthu, 2001. The Cronbach alpha was 0.944. Examples of the items were 'It makes more sense to use brands indicated or used by the YouTuber of my

preference than other ones, even if they are similar.

Results and Discussion

In this research used SPSS to analyze the reliability data and AMOS to analyze the validity data.

Table 2. Validity and Realibilty

Variable	Standardized estimate	Cronback
Brand Love		0.857
BL1	0.739	
BL2	0.892	
BL3	0.841	
WOM		0.928
WOM1	0.852	
WOM2	0.929	
WOM3	0.898	
WOM4	0.818	
WOM5	0.792	
CP		0.899
CP1	0.885	
CP2	0.819	
CP3	0.897	
AFF		0.919
AFF1	0.872	
AFF2	0.904	
AFF3	0.865	
AFF4	0.804	
ACT		0.915
ACT1	0.827	
ACT2	0.934	
ACT3	0.892	
UI		0.944
UI1	0.906	
UI2	0.895	
UI3	0.897	
UI4	0.905	

Overall the indicators in the research variables are valid and reliable. Data analyses were administered in two phases (Hair et al., 2010). First, confirmatory factor analysis (CFA) was performed in order to ensure the quality of the proposed measurement model. Second, structural equation modelling was conducted to test the proposed hypotheses. Both analyses were performed with Amos 23.0 using

maximum likelihood estimation of the covariance matrix. To verify the fit of the measurement model, properties of the measurement model including Cronbach's alpha, construct reliability, convergent validity and discriminant validity were examined. Cronbach's alpha and construct reliability are two common internal consistency indexes. CFA

was performed with all factors for the measurement model.

Table 3. Goodness of Fit

Goodness of fit index	Criteria (cut off value)	Indicator value	Conclusion
chi Square	Closte to 0	1.086.126	poor fit
probabilitas	$\geq .05$	0.000	poor fit
GFI	$\geq .90$	0.616	poor fit
AGFI	$\geq .90$	0.517	poor fit
NFI	$\geq .90$	0.635	poor fit
IFI	$\geq .90$	0.681	poor fit
TLI	$\geq .90$	0.629	poor fit
CFI	$\geq .90$	0.678	poor fit
RMR	$\leq .10$	0.074	good fit
RMSEA	$\leq .10$	0.181	poor fit

From the data table above, the results obtained for goodness of fit are only RMR and the rest are poor fit, fit statistics ($\chi^2 = 1.086.126$,

CFI = 0.678, TLI = 0.629, IFI = 0.681, RMSEA = 0.181, RMR = 0.074). Only RMR has a good fit and the rest are poor fit.

Hypothesis

Table 4. Hypothesis

Hypotesis	Standardized Estimate	Probability	Conclusion
H1 : Cognitive processing > Brand Love	-0.297	0.158	No Accepted
H2: Affection > Brand Love	0.726	0.002	Accepted
H3: Activation > Brand Love	0.386	0.004	Accepted
H4: Brand Love > WOM	0.913	0.000	Accepted
H5: WOM > Use Intention	0.502	0.000	Accepted

The results from the hypothesis table show only hypothesis 1: cognitive processing to brand love which shows no accepted or rejected because the probability value is above 0.05. Based on the provisions (Hair et al, 2010) the hypothesis is accepted the value of 0.05. in hypothesis 3: affection to brand love shows accepted with a probability value of 0.002. in hypothesis 3: activation to brand love shows

accepted. In Hypothesis 4: Brand Love to Words-of-Mouth shows accepted. In Hypothesis 5: Words-of-Mouth to Use intention shows accepted.

Conclusion

Overall the indicators in the research variables are valid and reliable. Data analyses were administered in two phases (Hair et al.,

2010). First, confirmatory factor analysis (CFA) was performed in order to ensure the quality of the proposed measurement model. Second, structural equation modelling was conducted to test the proposed hypotheses. Both analyses were performed with Amos 23.0 using maximum likelihood estimation of the covariance matrix. To verify the fit of the measurement model, properties of the measurement model including Cronbach's alpha, construct reliability, convergent validity and discriminant validity were examined. Cronbach's alpha and construct reliability are two common internal consistency indexes. CFA was performed with all factors for the measurement model.

The result obtained for goodness of fit only RMR dan the rest are poor fit. From the data table above, the results obtained for goodness of fit only RMR and the rest are poor fit. The result from the hypothesis 1: cognitive processing to brand love shows no accepted or rejected because the probability value is above 0.05. based on the provisions (Hair et al,2010) the hypothesis is accepted the value of 0.05 and so it does not support the research of (Correa et al, 2021). in hypothesis 2: affection to brand love shows accepted with a probability value of 0.002. in hypothesis 3: activation to brand love shows accepted. On Hypothesis 2 and 3 support the research of Correa et al (2021) which states that affection and activation have a significant effect on brand love. In Hypothesis 4: Brand Love to Words-of-Mouth shows accepted. In Hypothesis 5: Words-of-Mouth to Use intention shows accepted.

20 Limitation and Future Research

The limitations of this study are that the questionnaires distributed to respondents are limited to Indonesia and the Greater Jakarta area, the duration of time for research is too short and the number of influencers endorsed by brands is still limited. In addition, there is one insignificant hypothesis, namely cognitive and brand love. So the suggestion for further research is to ad an attitude toward the ad

variable between the relationship between cognitive variables and brand love.

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YOUTUBE INFLUENCER ON USE INTENTION WITH BRAND LOVE USING WORD OF MOUTH

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Abstract

Youtube is still the top streaming platform in Indonesia in particular, which is accompanied by the rapid growth of creative workers who are engaged in content creation in the last few years. The presence of celebrity YouTubers is one of the most effective marketing strategies to market various brands to increase interest in using products. YouTube is a relevant channel for advertising and promoting a brand. Hence, the company should bear in mind the fact that the YouTuber appointed to represent its image must be connected to the feelings and interests of their followers as well as those of the brands to be publicised. The present study reveals that the follower's engagement with YouTubers presents itself within cognitive, affective and behavioural aspects, it rises from the involvement the followers have with their favourite YouTuber, impacts the brand love, word of mouth and intention of use of a brand he/she indicates or uses. Planned behavioral theories track attitudes, subjective norms, and perceived behavioral control, based on the underlying foundations of behavioral beliefs. These intentions, combined with perceived behavioral control, can account for a significant proportion of behavioral changes, using planned behavior theory, the problem is solved. This study aims to examine the role of the variable brand love and word-of-mouth as a mediation for use intention through Youtube Influencers.

Keywords: *Youtuber; Influencer; Brand Love; Use Intention; WoM.*

Introduction

In this era of disruption, the internet and IT are changing marketing aggressively, information transparency on social media has changed the concept of customer trust which is no longer affected by conventional advertising. However, recent research on the industry found that dominant customers trust the f-factor more i.e. friends, family, facebook, fans and followers. Youtube is still the top streaming platform in Indonesia in particular, which is accompanied by the rapid growth of creative workers who are engaged in content creation in the last few years. The presence of celebrity YouTubers is one of the most effective

marketing strategies to market various brands to increase interest in using products. Word-of-mouth (WOM) refers to any positive or negative statement made by celebrities, which can influence customer intentions or interest about a product or company, which is available to many people through the Internet. Word-of-mouth becomes very important because consumers will be involved in supporting and recommending companies and their brands, making positive statements about the use of products or services, sharing their experiences with brands, organizing themselves in brand communities, contributing to the development of new products and services, and participating

in various activities sponsored by the company, such as sports competitions among other activities. (Hollebeek et al., 2014) YouTuber as a relevant channel to advertise and promote brands, as a marketing communication instrument that influences the shopping process (Corrêa et al., 2020). Companies should keep in mind the fact that YouTubers who are appointed to represent their image must be associated with the feelings, interests and behavior of their followers as well as with the brand to be published (Corrêa et al., 2020). There is a significant effect between WOM and Use intention (ui-I Chang and Chen-Ying Lee, 2019). Our findings confirm a positive relationship between Brand love and WOM (Wallace et al., 2017). Brand love is significantly and positively influenced by cognitive processing, affection and activation processes (Corrêa et al., 2020).

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multi-dimensional construct, one of which could be passionate (Tran et al., 2021).

H3. Activation of the public to the YouTuber of its preference has a positive influence to the Brand Love.

Brand Love & WoM

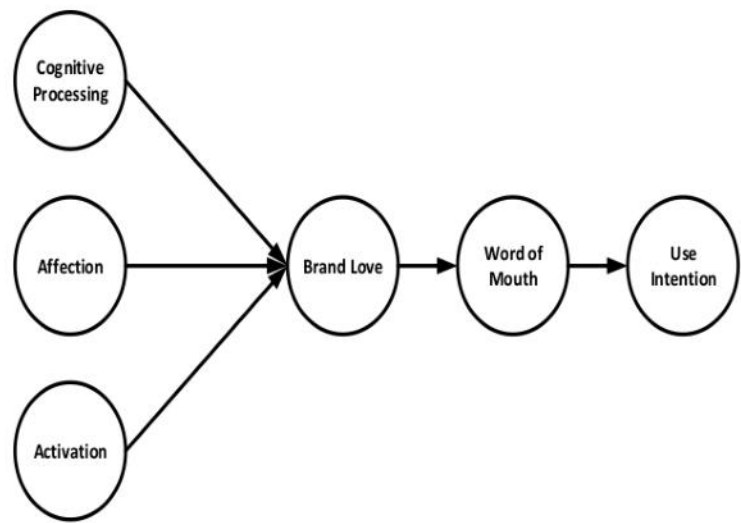
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H4. Brand love of the public to the YouTuber of its preference is positively associated with WOM for those brands.

WOM & Use Intention

Based on word-of-mouth theory and strategic experimentation. When it comes to instilling trust, there is a perception that experience outweighs WOM, which leads to intent and action. Consumer income levels also ease the link between experience and trust, and between WOM and trust. The results suggest that PWOM has the dual effect of social norms on behavioral attitudes and intentions, and that social norms and NWOM have the same influence (Martensen & Grønholdt, 2016). According to previous research, consumers respond positively to PWOM and negatively to NWOM. But it is asymmetric. Some researchers argue that consumers are more likely to believe in negative information than positive, suggesting that NWOM is more powerful than PWOM. For example, most brand messages are usually positive, but when negative information distorts the positive message, it often gets noticed (Chakravarty et al., 2010).

H5. WoM of the public to the YouTuber of its preference has a positive influence on use intention.



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Figure 1. Structural Model

METHODS
Participants

Table 1
Demographic Characteristics (N=135)

Characteristics	Category	Number	Percentage
Gender	Male	87	64.4%
	Female	48	35.6%
Age	< 20 Tahun	2	1.5%
	20 - 25 tahun	56	41.5%
	26 - 30 tahun	33	24.4%
	30 - 40 tahun	23	17%
	> 40 Tahun	21	15.6%
Education	Diploma	9	6.7%
	Bachelor	98	72.6%
	Master	23	17%
	High School	5	3.7
Position	Employee	94	69.6%
	Student	23	17%
	enterpreneur	18	13.3%
Salary	< Rp 3.000.000	11	8.1%
	> Rp 5.000.000	111	82.2%
	Rp 3.000.000 - Rp 5.000.000	13	9.6%

How many times use youtube apps in one week	< 10	37	27.4%
	> 20	59	43.7%
	10 - 20	39	28.9%
The most watched channel	Agnez Mo	10	7.4%
	Deddy Corbuzier	80	59.3%
	Gadgetin	28	20.7%
	Lain lain	1	7%
	Lapor pak	2	1.5%
	not that specific	2	1.5%
	Raditya Dika	2	1.5%
	Random	1	7%
	Ria SW	2	1.5%
	Rocky Padilla	7	5.2%
How many days do you watch the youtuber channel in one month	< 3 Days	41	30.4%
	> 7 Days	37	27.4%
	3 - 7 Days	57	42.2%

Participants consisted of 135 proportionally selected customers from Jakarta, Indonesia. The gender ratio of the participants was 64.4% for men and 35.6% for women. Over 69.6% of employees are already watching YouTube channels in a month. Interesting information is that 42.2% of viewers watched YouTube last month. The level of education was dominated by a bachelor's degree (72.6%).

Measurement and Analysis

This research has been translated from English to Bahasa. Then the final translation consists of 22 items that were used in this study. The Cognitive processing was assessed with 3 items from (Hollebeek et al., 2014). The Cronbach alpha was 0.899. Examples of the items were 'The more I watch the YouTuber of my preference, the more I think about him (her)'.

The Affection was assessed with 4 items from (Hollebeek et al., 2014). The Cronbach

alpha was 0.919. Examples of the items were 'I feel very positive when I watch the YouTuber of my preference'. The Brand Love was assessed with 3 items from (Karjaluoto et al., 2016). The Cronbach alpha was 0.857. Examples of the items were 'I feel very positive when I watch the YouTuber of my preference'. The Word-of-Mouth was assessed with 5 items. The Cronbach alpha was 0.928. Examples of the items were 'I feel very positive when I watch the YouTuber of my preference'. The Activation was assessed with 3 items from (Hollebeek et al., 2014). The Cronbach alpha was 0.915. Examples of the items were 'The more I watch the YouTuber of my preference, the more I think about him (her)'.

The Use Intention was assessed with 4 items from Yoo and Donthu, 2001. The Cronbach alpha was 0.944. Examples of the items were 'It makes more sense to use brands indicated or used by the YouTuber of my

preference than other ones, even if they are similar.

Results and Discussion

In this research used SPSS to analyze the reliability data and AMOS to analyze the validity data.

Table 2. Validity and Realibilty

Variable	Standardized estimate	Cronback
Brand Love		0.857
BL1	0.739	
BL2	0.892	
BL3	0.841	
WOM		0.928
WOM1	0.852	
WOM2	0.929	
WOM3	0.898	
WOM4	0.818	
WOM5	0.792	
CP		0.899
CP1	0.885	
CP2	0.819	
CP3	0.897	
AFF		0.919
AFF1	0.872	
AFF2	0.904	
AFF3	0.865	
AFF4	0.804	
ACT		0.915
ACT1	0.827	
ACT2	0.934	
ACT3	0.892	
UI		0.944
UI1	0.906	
UI2	0.895	
UI3	0.897	
UI4	0.905	

Overall the indicators in the research variables are valid and reliable. Data analyses were administered in two phases (Hair et al., 2010). First, confirmatory factor analysis (CFA) was performed in order to ensure the quality of the proposed measurement model. Second, structural equation modelling was conducted to test the proposed hypotheses. Both analyses were performed with Amos 23.0 using

maximum likelihood estimation of the covariance matrix. To verify the fit of the measurement model, properties of the measurement model including Cronbach's alpha, construct reliability, convergent validity and discriminant validity were examined. Cronbach's alpha and construct reliability are two common internal consistency indexes. CFA

was performed with all factors for the measurement model.

Table 3. Goodness of Fit

Goodness of fit index	Criteria (cut off value)	Indicator value	Conclusion
chi Square	Closte to 0	1.086.126	poor fit
probabilitas	$\geq .05$	0.000	poor fit
GFI	$\geq .90$	0.616	poor fit
AGFI	$\geq .90$	0.517	poor fit
NFI	$\geq .90$	0.635	poor fit
IFI	$\geq .90$	0.681	poor fit
TLI	$\geq .90$	0.629	poor fit
CFI	$\geq .90$	0.678	poor fit
RMR	$\leq .10$	0.074	good fit
RMSEA	$\leq .10$	0.181	poor fit

From the data table above, the results obtained for goodness of fit are only RMR and the rest are poor fit, fit statistics ($\chi^2 = 1.086.126$,

CFI = 0.678, TLI = 0.629, IFI = 0.681, RMSEA = 0.181, RMR = 0.074). Only RMR has a good fit and the rest are poor fit.

Hypothesis

Table 4. Hypothesis

Hypotesis	Standardized Estimate	Probability	Conclusion
H1 : Cognitive processing > Brand Love	-0.297	0.158	No Accepted
H2: Affection > Brand Love	0.726	0.002	Accepted
H3: Activation > Brand Love	0.386	0.004	Accepted
H4: Brand Love > WOM	0.913	0.000	Accepted
H5: WOM > Use Intention	0.502	0.000	Accepted

The results from the hypothesis table show only hypothesis 1: cognitive processing to brand love which shows no accepted or rejected because the probability value is above 0.05. Based on the provisions (Hair et al, 2010) the hypothesis is accepted the value of 0.05. in hypothesis 3: affection to brand love shows accepted with a probability value of 0.002. in hypothesis 3: activation to brand love shows

accepted. In Hypothesis 4: Brand Love to Words-of-Mouth shows accepted. In Hypothesis 5: Words-of-Mouth to Use intention shows accepted.

Conclusion

Overall the indicators in the research variables are valid and reliable. Data analyses were administered in two phases (Hair et al.,

2010). First, confirmatory factor analysis (CFA) was performed in order to ensure the quality of the proposed measurement model. Second, structural equation modelling was conducted to test the proposed hypotheses. Both analyses were performed with Amos 23.0 using maximum likelihood estimation of the covariance matrix. To verify the fit of the measurement model, properties of the measurement model including Cronbach's alpha, construct reliability, convergent validity and discriminant validity were examined. Cronbach's alpha and construct reliability are two common internal consistency indexes. CFA was performed with all factors for the measurement model.

The result obtained for goodness of fit only RMR dan the rest are poor fit. From the data table above, the results obtained for goodness of fit only RMR and the rest are poor fit. The result from the hypothesis 1: cognitive processing to brand love shows no accepted or rejected because the probability value is above 0.05. based on the provisions (Hair et al,2010) the hypothesis is accepted the value of 0.05 and so it does not support the research of (Correa et al, 2021). in hypothesis 2: affection to brand love shows accepted with a probability value of 0.002. in hypothesis 3: activation to brand love shows accepted. On Hypothesis 2 and 3 support the research of Correa et al (2021) which states that affection and activation have a significant effect on brand love. In Hypothesis 4: Brand Love to Words-of-Mouth shows accepted. In Hypothesis 5: Words-of-Mouth to Use intention shows accepted.

20 Limitation and Future Research

The limitations of this study are that the questionnaires distributed to respondents are limited to Indonesia and the Greater Jakarta area, the duration of time for research is too short and the number of influencers endorsed by brands is still limited. In addition, there is one insignificant hypothesis, namely cognitive and brand love. So the suggestion for further research is to ad an attitude toward the ad

variable between the relationship between cognitive variables and brand love.

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