

## **The Effect of Influencer Marketing and Online Customer Reviews on Purchase Decisions of Local Running Shoes: The Mediating Role of Perceived Value and Perceived Trust**

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### **Abstract**

The rapid advancement of digital technology has fundamentally transformed the way consumers interact with markets and brands. This transformation indicates a significant shift in consumer consumption behavior toward digital environments, where purchase decisions are increasingly influenced by online information, user-generated reviews, and digital promotional content. This study aims to examine the effects of influencer marketing and online customer reviews on purchase decisions, with perceived value and perceived trust serving as mediating variables. The research employs an explanatory quantitative approach involving 190 respondents from the young adult demographic aged 20–40 years in Jepara Regency, who have purchased, used, and/or owned local running shoes. Respondents were selected using purposive sampling, and data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The results indicate that influencer marketing and online customer reviews do not have a significant direct influence on purchasing decisions. The influence of influencer marketing on purchasing decisions operates through the formation of perceived trust. Meanwhile, the influence of online customer reviews on purchasing decisions operates through the formation of perceived value and perceived trust. These findings strengthen consumer behavior theory and perceived value theory by positing perceived value and perceived trust as important mediating mechanisms that transform marketing stimuli into actual purchase decisions by local running shoe consumers.

**Keywords:** *Influencer Marketing, Online Customer Review, Perceived Value, Perceived Trust, Purchase Decision.*

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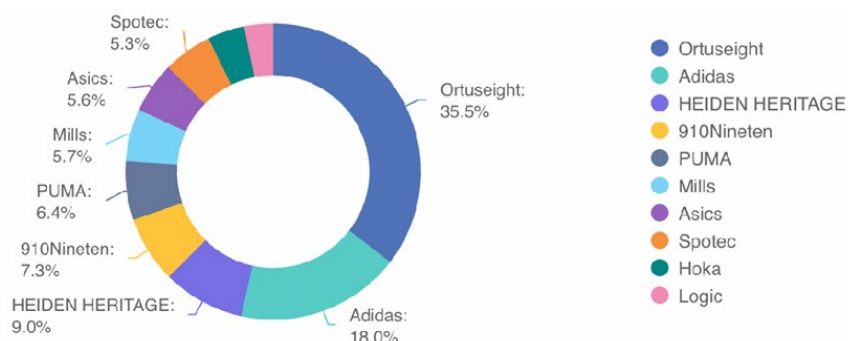
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### **INTRODUCTION**

The rapid development of digital technology over the past two decades has fundamentally transformed the way consumers interact with markets and brands, thereby driving significant growth in the electronic commerce (e-commerce) sector. According to data from Bank Indonesia, the value of e-commerce transactions has continued to increase substantially, rising from IDR 205.5 trillion in 2019 to IDR 487.01 trillion in 2024 (Pusat Kontan Data, 2025).

Advances in digital technology have also facilitated the emergence and virality of various social trends, one of which is the so-called "kalcer runner". According to Deputy Bidang Pembudayaan Olahraga Kemenpora RI (2024), a nationwide survey conducted across 38 provinces revealed that athletics—particularly walking and running—records the highest

participation rate among all sports disciplines. The survey indicates that 28.2% of the Indonesian population, equivalent to approximately 47 million individuals, actively engage in these activities. This participation rate surpasses that of other popular sports, including gymnastics, volleyball, football, and badminton, highlighting the dominant position of athletics in the national sports landscape. In line with these findings, TMO Group (2025) reported that running shoes are the bestselling products, surpassing futsal and football shoes. Seemingly following the rising trend in running and shoe sales, local brands are starting to make a name for themselves and compete with established global brands.



**Figure 1.** Top Ten Best-Selling Running Shoe Brands on Shopee

Source: Processed from [www.tmogroup.asia](http://www.tmogroup.asia), 2025.

In a report released by TMO Group (2025) as shown in Figure 1, Ortuseight became the best-selling local running shoe brand on Shopee Indonesia in May 2025, controlling 35.5% of the total revenue generated by the top ten running shoe brands. Adidas, a German brand, was in second place with an 18% revenue share. Another local brand, Heiden Heritage, was in third place with a 9% revenue share, while the fourth position was occupied by the local brand 910, which contributed 7.3% of total revenue. Puma, another German brand, was in fifth place with a 6.4% revenue share.

The emergence of local brands as the top-selling brands in running shoe products is the result of various marketing efforts and strategies, one of which is digital marketing involving the use of influencers to increase consumer interest. Ao et al. (2023), through a meta-synthesis of the existing literature on influencer marketing, demonstrate that social media influencer attributes exhibit a moderate to strong relationship with consumers' purchase intentions.

Hadipranata et al. (2023) found that influencer marketing has a significant effect on purchase decisions on Shopee. Similarly, Anggoro Wilis & Faik (2022) as well as Muhammad Fachmi & Sinau (2022) reported positive and significant effects of influencer marketing and online customer reviews on purchase decisions. However, these findings contrast with those of Handayani & Usman (2021) and Junaedi et al. (2025) who found that influencer marketing does not have a significant effect on purchase decisions and concluded that influencer marketing is not a primary factor influencing consumers' online purchasing decisions. This inconsistency in prior research findings indicates the presence of an empirical gap regarding the relationship between influencer marketing and purchase decisions.

Therefore, this study aims to address the empirical gap arising from inconsistencies in prior research findings by re-examining the relationship through a Partial Least Squares-Structural Equation Modeling (PLS-SEM) approach and incorporating perceived value and perceived trust as mediating variables within the context of local brand running shoe products in Indonesia. Nabillah & Kusumawardhani (2023) emphasize that consumers' perceived value has a significant influence on purchase decisions. Similarly, Hanaysha (2022) concludes that trust exerts a positive and significant effect on purchase decisions. Accordingly, in addition to providing a theoretical contribution to the advancement of digital marketing scholarship, this

study also offers practical relevance for local brand running shoe businesses by encouraging greater openness to diverse marketing methods and strategies in the contemporary digital era.

Based on the phenomena described above, the main research question addressed in this study relates to how influencer marketing and online customer review effect on purchase decision for local brand running shoes, with perceived value and perceived trust included as mediating variables.

## **LITERATURE REVIEW**

### **Theoretical Basis**

This study is grounded in two major theoretical frameworks, namely consumer behavior theory and perceived value theory. These theories serve as the foundation for understanding how consumers process marketing information derived from influencer marketing and online customer reviews, form perceptions – specifically perceived value and perceived trust – and ultimately make purchase decisions regarding local brand running shoe products.

Consumer behavior theory provides a framework for explaining how individuals select, use, and evaluate products based on information, experiences, and psychological factors (Kotler & Keller, 2021). Meanwhile, perceived value theory was introduced by Zeithaml (1988), who defines perceived value as a consumer's overall assessment of a product's utility based on perceptions of what is received versus what is given.

### **Influencer Marketing (IM)**

Influencer marketing has become one of the most widely adopted approaches by brands as a digital marketing strategy. Influencer marketing refers to a marketing strategy in which individuals with significant influence on social media are utilized to promote products or services (Stubb et al., 2019). Meanwhile, Liang & Lin (2018) describe influencer marketing as involving individuals who have the ability to shape others' thoughts and influence their perspectives.

The indicators of influencer marketing employed in this study are based on the framework proposed by Ohanian (1990), which continues to be widely applied in contemporary research, namely: attractiveness, trustworthiness, and expertise.

### **Online Customer Review (OCR)**

Online customer reviews refer to opinions shared by consumers regarding a product, encompassing all aspects of their experiences after making a purchase Umma & Nabila (2023). Arifin et al. (2024) define that online reviews are reviews or comments given by previous consumers regarding a particular product or service. This feature enables customers to share opinions, provide ratings, and communicate their experiences related to a product (Junaedi et al., 2025).

The indicators of online customer reviews employed in this study include: argument quality, source credibility, valence, and timelessness (Akbar et al., 2023).

### **Perceived Value (PV) as a Moderator**

Perceived value is a crucial aspect of product marketing. It refers to consumers' assessment of the benefits and usefulness of a product relative to the costs or sacrifices they incur. A product's value extends beyond price, encompassing functional benefits, the purchasing experience, and brand usage related to how the product meets consumers' needs and desires (Kasadah & Roosdhani, 2025). Consumer perceptions of value have been extensively examined within the context of consumer behavior in marketing, as numerous studies have sought to enhance understanding of consumers' purchase decision-making processes (Zauner et al., 2015). Wu & Huang (2023) emphasize that higher perceived value

increases the likelihood of consumers making a purchase decision. Accordingly, this study investigates the effects of influencer marketing and online customer reviews on purchase decisions, with perceived value serving as a mediating variable.

The indicators of perceived value employed in this study include: social, quality, emotion, dan price (Oppong et al., 2021).

### **Perceived Trust (PT) as a Moderator**

Trust is defined as a user's intention toward an expected outcome enabled by technology, as well as the belief that a service provider will fulfill its responsibilities (Gefen, 2000). When combined with other factors, consumer trust is likely to exert a strong influence on consumers' purchase intentions and decisions (Rachbini, 2018). Guided by this perspective, the present study examines the effects of influencer marketing and online customer reviews on purchase decisions, with perceived trust acting as a mediating variable.

The indicators of perceived trust employed in this study include: benevolence, integrity, and competence (McKnight et al., 2002).

### **Purchase Decision (PD)**

Purchase decision refers to a cognitive process that guides consumers from recognizing a need, generating various alternative choices, to selecting a specific product and brand (Salem, 2018). The purchase decision is the evaluation stage that entails developing buy values and mentally organizing consumers' brands (Roosdhani et al., 2024). The purchase decision can be viewed as a sequence of stages that consumers go through before engaging in an actual purchase. This process encompasses several aspects, including what to buy, when to buy, where to buy, which brand or model to choose, the payment method to be used, and how much to spend (Hanaysha, 2022).

The indicators of the purchase decision variable employed in this study include: product perception, recommended to others, product purchase habits, dan repeat purchases (Sudaryanto et al., 2025) and (Anggoro Wilis & Faik, 2022).

Based on the conceptual framework described above, the hypotheses formulated in this study are as follows:

- H1: IM has an effect on PD.
- H2: OCR have an effect on PD.
- H3: IM affects PD through the mediation of PV.
- H4: IM affects PD through the mediation of PT.
- H5: OCR affect PD through the mediation of PV.
- H6: OCR affect PD through the mediation of PT.

## **RESEARCH METHODOLOGY**

This study adopts a quantitative research design with an explanatory research approach. The quantitative approach is employed because the study aims to empirically test the relationships and effects among variables through numerical data processing and statistical analysis. The explanatory approach is used to clarify the role of each variable within the proposed model and to examine the influence of one variable on another (Sugiyono, 2013).

The sampling technique used was purposive sampling, which involves selecting respondents based on specific criteria relevant to the research objectives (Sugiyono, 2013). This research was conducted in Jepara Regency with respondents being a group of young adults aged 20-40 years who have purchased, owned, and/or used local running shoes. Data were collected using a questionnaire distributed via QR code and Google Form link measured using a 10-point Likert scale on 18 indicators as the main research instrument with data analysis

using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) approach on SmartPLS software version 4.1.1.6.

Hypothesis testing was conducted using a bootstrapping procedure, which aims to obtain path coefficient estimates, t-statistics, and p-values as a basis for assessing the significance of the relationship between latent variables. The statistical significance criteria in this study follow the guideline that the relationship between variables is considered significant if the t-statistic value exceeds 1.96 and the p-value is less than 0.05 at a 5% significance level (Sugiyono, 2013). The t-statistic is used to assess the strength of the influence between variables, while the p-value indicates the probability of error in the hypothesis decision-making process. If both criteria are met, the research hypothesis is accepted. Conversely, if one or both criteria are not met, the research hypothesis is rejected.

## RESULTS AND DISCUSSION

### Characteristics of Respondents

**Table 1.** Respondent Profile

| <b>Age</b>                        | <b>Sum</b> | <b>Percentage</b> |
|-----------------------------------|------------|-------------------|
| 20-30 tahun                       | 92         | 48,42%            |
| 31-40 tahun                       | 98         | 51,58%            |
| Total                             | 190        | 100,00%           |
| <b>Gender</b>                     | <b>Sum</b> | <b>Percentage</b> |
| Male                              | 119        | 62,63%            |
| Female                            | 71         | 37,37%            |
| Total                             | 190        | 100,00%           |
| <b>Employment Status</b>          | <b>Sum</b> | <b>Percentage</b> |
| Currently Pursuing Education      | 14         | 7,37%             |
| ASN/TNI/Polri/ BUMN               | 66         | 34,73%            |
| Entrepreneur                      | 31         | 16,32%            |
| Private-sector employee           | 46         | 24,21%            |
| Others                            | 33         | 17,37%            |
| Total                             | 190        | 100,00%           |
| <b>Highest Level of Education</b> | <b>Sum</b> | <b>Percentage</b> |
| Junior High School                | 4          | 2,11%             |
| Senior High School                | 62         | 32,63%            |
| Bachelor's Degree                 | 110        | 57,89%            |
| Master's Degree                   | 9          | 4,74%             |
| Others                            | 5          | 2,63%             |
| Total                             | 190        | 100,00%           |

Source: processed data, 2026

**Table 1** presents the profile and characteristics of the respondents, categorized based on four criteria: age, gender, occupation, and level of education. Based on data obtained from 190 respondents, the majority were male, 119 respondents (62.63%), with the dominant age group being 31–40 years, comprising 98 respondents (51.58%). Among the 190 respondents, 66 individuals (34.73%) were employed as ASN/TNI/Polri/ BUMN. In terms of educational attainment, the majority of respondents held a bachelor's degree, accounting for 110 respondents (57.89%).

**Table 2.** Local Brand Running Shoes by Respondents

| Local Brand              | Sum | Percentage |
|--------------------------|-----|------------|
| Ortuseight               | 49  | 25,79%     |
| 910 Nineten              | 29  | 15,26%     |
| Specs                    | 25  | 13,16%     |
| Mills                    | 19  | 10,00%     |
| Using other local brands |     |            |

Source: processed data, 2026

**Table 2** presents data related to the local running shoe brands that have been purchased, used, or owned by the respondents. Consistent with Goodstats (2025), which reports Ortuseight as the top-selling running shoe brand on the Shopee platform, the results of this study also indicate that the majority of respondents—49 individuals (25.79%)—were purchasers, users, and/or owners of Ortuseight shoes. This was followed by the 910 Nineten brand with 29 respondents (15.26%), Specs with 25 respondents (13.16%), and Mills with 19 respondents (10.00%), ranking second, third, and fourth, respectively.

**Result**

**Table 3.** Construct Validity and Reliability Results

| Variabel | Cronbach's Alpha | Composite Reliability (CR) | AVE   | Keterangan       |
|----------|------------------|----------------------------|-------|------------------|
| IM       | 0.709            | 0.837                      | 0.632 | Valid & Reliabel |
| OCR      | 0.857            | 0.904                      | 0.704 | Valid & Reliabel |
| PV       | 0.861            | 0.907                      | 0.709 | Valid & Reliabel |
| PT       | 0.892            | 0.933                      | 0.823 | Valid & Reliabel |
| PD       | 0.896            | 0.928                      | 0.762 | Valid & Reliabel |

Source: processed data, 2026

**Table 3** presents the results of the construct validity and reliability assessment for all latent variables examined in this study. Construct reliability was evaluated using Cronbach's Alpha and Composite Reliability (CR), while convergent validity was assessed through the Average Variance Extracted (AVE).

The results indicate that all constructs demonstrate adequate internal consistency reliability. Cronbach's Alpha values for all variables range from 0.709 to 0.896, exceeding the minimum threshold of 0.70 (Hair et al., 2021). This finding suggests that the indicators used for each construct exhibit good internal consistency in measuring the underlying latent variables. In addition, the Composite Reliability values for all constructs range from 0.837 to 0.933, which also surpass the recommended cutoff value of 0.70, indicating that all constructs meet the criteria for satisfactory reliability.

Furthermore, the convergent validity assessment shows that the AVE values for all constructs range from 0.632 to 0.823, all of which exceed the minimum threshold of 0.50 (Hair et al., 2021). This result indicates that each construct is able to explain more than 50% of the variance of its indicators, thereby confirming adequate convergent validity.

Overall, the findings confirm that all constructs in this study satisfy the established criteria for validity and reliability and are therefore suitable for further analysis in the structural model.

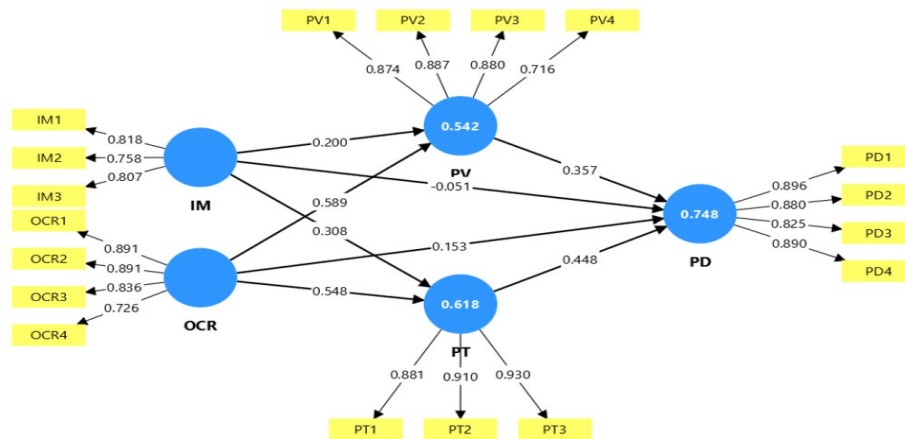


Figure 2. Structural Model Test

Source: processed data, 2026

Table 4. Summary of Hypothesis Testing Results

| Code | Hypothesized Relationship | Path Coefficient | T Statistic | P Value | Decision |
|------|---------------------------|------------------|-------------|---------|----------|
| H1   | IM → PD                   | -0.051           | 0.854       | 0.393   | Rejected |
| H2   | OCR → PD                  | 0.153            | 1.663       | 0.096   | Rejected |
| H3   | IM → PV → PD              | 0.071            | 1.769       | 0.077   | Rejected |
| H4   | IM → PT → PD              | 0.138            | 2.464       | 0.014   | Accepted |
| H5   | OCR → PV → PD             | 0.210            | 2.834       | 0.005   | Accepted |
| H6   | OCR → PT → PD             | 0.245            | 3.128       | 0.002   | Accepted |

Source: processed data, 2026

**Note:**

Hypotheses are considered significant when the t-statistic value exceeds 1.96 and the p-value is below 0.05, based on a 5% significance level (Hair et al., 2019).

**The Effect of Influencer Marketing on Purchase Decision**

The results of the structural path analysis, as presented in Figure 2 and Table 4, indicate that influencer marketing has a negative and not significant effect on Purchase Decision, with a path coefficient of -0.051. The coefficient value, which is close to zero and negative, suggests that influencer marketing is not capable of directly enhancing consumers’ purchase decisions.

Furthermore, the path coefficient, t-statistic and p-value does not meet the statistical significance criteria (t-statistic ≤ 1.96 and p-value ≥ 0.05), it can be concluded that influencer marketing does not have a significant effect on purchase decision. The results indicate that influencer marketing cannot directly stimulate purchase decisions for local running shoes. Therefore, H1 is rejected.

**The Effect of Online Customer Review on Purchase Decision**

In contrast to influencer marketing, the results presented in Figure 2 and Table 4 show that Online Customer Review has a positive effect on purchase decision, with a path coefficient of 0.153. This coefficient indicates that more favorable customer reviews tend to increase consumers’ propensity to make a purchase decision.

However, the magnitude of the coefficient is relatively weak, and based on the significance testing results, t-statistic and p-value does not meet the statistical significance criteria (t-statistic ≤ 1.96 and p-value ≥ 0.05), this effect is not significant. Therefore, it can be concluded that online customer review does not have a significant direct effect on purchase decision. Therefore, H2 is rejected.

### **The Mediating Role of Perceived Value**

The results of the analysis, as presented in Figure 2 and Table 4, indicate that influencer marketing has a positive effect on perceived value, with a path coefficient of 0.200, while online customer review has a strong effect on perceived value, with a path coefficient of 0.589. Furthermore, perceived value positively influences purchase decision, as indicated by a path coefficient of 0.357.

The indirect effect of influencer marketing on purchase decision through perceived value is 0.071 ( $0.200 \times 0.357$ ), whereas the indirect effect of online customer review on purchase decision through perceived value is 0.210 ( $0.589 \times 0.357$ ).

In the indirect relationship between influencer marketing and purchase decision through perceived value as a mediation, the t-statistic value was only 1.769 and the p-value was 0.077, thus failing to meet the statistical significance criteria (t-statistic > 1.96 and p-value < 0.05). Perceived value was confirmed to be insignificant in mediating the relationship between influencer marketing and purchase decision. Therefore, H3 was rejected.

Meanwhile, in the indirect relationship between online customer reviews and purchase decision through the mediation of perceived value, the t-statistic value is 2.834 and the p-value is 0.005, thus meeting the criteria for statistical significance (statistic t > 1.96 and p value < 0.05). Perceived value is confirmed to be significant in mediating the relationship between online customer reviews and purchasing decisions. Therefore, H5 is accepted.

### **The Mediating Role of Perceived Trust**

The results of the analysis, as presented in Figure 2 and Table 4, indicate that influencer marketing has a positive effect on perceived trust, with a path coefficient of 0.308, while online customer review has a very strong effect on perceived trust, as reflected by a path coefficient of 0.548. Furthermore, perceived trust positively influences purchase decision, with a path coefficient of 0.448.

The indirect effect of influencer marketing on purchase decision through perceived trust is 0.138 ( $0.308 \times 0.448$ ), whereas the indirect effect of online customer review on purchase decision through perceived trust is 0.245 ( $0.548 \times 0.448$ ).

The indirect relationship between influencer marketing and purchase decision through the mediation of perceived trust showed a t-statistic of 2.464 and a p-value of 0.014, thus meeting the statistical significance criteria (t-statistic > 1.96 and p-value < 0.05). Perceived trust was confirmed to be significant in mediating the relationship between influencer marketing and purchase decision. Therefore, H4 was accepted.

Meanwhile, the indirect relationship between online customer review and purchase decision through the mediation of perceived trust showed a t-statistic of 3.128 and a p-value of 0.002, thus meeting the criteria for statistical significance (statistic t > 1.96 and p value < 0.05). Perceived trust was confirmed to be significant in mediating the relationship between online customer review and purchase decision. Therefore, H6 is accepted.

### **Discussion**

Based on the results obtained above, the overall findings of this study can be summarized as follows: (1) Influencer marketing does not have a direct effect on purchase decision; H1 is rejected. (2) Online customer review do not have a direct effect on purchase decision; H2 is rejected. (3) Perceived value does not mediate the effect of influencer marketing on purchase decision but mediates the effect of online customer reviews on purchase decision; H3 is rejected and H5 is accepted. (4) Perceived trust mediates the effect of influencer marketing and online customer review on purchase decision; H4 and H6 are accepted.

Overall, these findings indicate that the direct effects of influencer marketing and online customer review on purchase decision are not statistically significant. However,

influencer marketing shows a significant indirect effect on purchase decision through the mediating role of perceived trust, and influencer marketing and online customer review show significant indirect effects on purchase decision through the mediating roles of perceived value and perceived trust. This pattern represents indirect mediation only, indicating that the effect of marketing stimuli on purchase decision does not operate through a direct mechanism but is entirely transmitted through consumers' cognitive and affective evaluations.

These results are consistent with the theoretical framework applied in this study, namely consumer behavior theory and perceived value theory. Consumer behavior theory explains how consumers make choices based on information processing and psychological factors, rather than as a direct response to marketing stimuli. Meanwhile, perceived value theory was positively and significantly confirmed in this study, indicating that perceived value and perceived trust serve as key mechanisms mediating the relationship between the independent and dependent variables, particularly the relationship between the influence of online customer review on purchasing decision.

The direct effect analysis of influencer marketing on purchase decision in this study aligns with the findings of Handayani & Usman (2021) and Junaedi et al. (2025), who reported that influencer marketing does not significantly affect purchase decisions. However, contradicts the results of Hadipranata et al. (2023), Anggoro Wilis & Faik (2022) and Muhammad Fachmi & Sinau (2022), who observed a significant positive effect. This discrepancy highlights the empirical gap and indicates inconsistencies in the literature regarding the effectiveness of influencer marketing, which may stem from differences in research context, respondent characteristics, product types, and methodological approaches.

These findings are consistent with the mediation framework proposed by Zhao et al. (2010), which suggests that significant indirect effects can exist even when direct effects are not significant. Additionally, it reinforces the principle in PLS-SEM analysis that mediation should be assessed based on the significance of indirect effects, rather than solely on direct relationships between variables (Hair et al., 2018).

This study makes a significant contribution to the digital marketing literature by demonstrating that influencer marketing and online customer review do not automatically drive purchase decision, but operate through consumer psychological mechanisms, namely the formation of perceived value and perceived trust. These results support the view that consumers do not react to marketing stimuli automatically but engage in an evaluation process involving both rational and emotional considerations.

Consequently, this study extends prior research on consumer behavior by emphasizing the central role of perception and trust as key determinants of purchase decisions, as suggested by Zeithaml (1988) regarding perceived value, and by Rachbini (2018) who argued that consumer trust in marketing relationships must be combined with other factors.

Unlike Hadipranata et al. (2023), Anggoro Wilis & Faik (2022) and Muhammad Fachmi & Sinau (2022) who reported a positive and significant effect of digital marketing on purchase decisions, this study underscores that the effectiveness of digital marketing strategies depends on their ability to shape consumers' internal evaluations rather than merely on message exposure.

## CONCLUSION

Based on data analysis from 190 respondents using the partial least squares-structural equation modeling (PLS-SEM) approach, this study concludes that influencer marketing and online customer review do not have a direct and significant effect on purchase decision when consumers do not yet feel sufficient perceived value and trust in the products offered, in this case local running shoes.

The main findings of this study indicate that influencer marketing significantly effect on purchase decision when mediated by perceived trust, and that online customer review significantly effect on purchase decision when mediated by perceived value and perceived trust. These results suggest that consumer perceptions of value and trust are key factors in transforming marketing stimuli into actual purchase decision, through an evaluative process involving consumers' rational and emotional considerations. Overall, this study found an indirect mediation, where the effect of influencer marketing and online customer review on purchase decision operates entirely in the presence of mediating variables. These results strengthen consumer behavior theory and perceived value theory by positioning perceived value and perceived trust as important mediating mechanisms that transform marketing stimuli into concrete purchase decision.

As a recommendation, local running shoe companies are advised to ensure that digital marketing efforts do not focus solely on the selection of influencers, but these efforts should be integrated with strategies that emphasize how influencer messages can effectively build consumers' perceived value and trust, which serve as rational and emotional considerations in purchase decisions. From an academic perspective, future research is encouraged to further develop the research model by examining individual indicators of the mediating variables in order to identify the most effective indicators in similar studies.

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