

The Influence Of Social Media Influencer Marketing (SMIS) Mediated By Credibility On The Purchase Intention Of Kawasaki Ninja ZX-25RR Sport Motorcycles In Indonesia: A Pilot Study

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Abstract.

The rapid rise of social media has shifted marketing strategies toward influencer-driven promotions, particularly for high-involvement products like sport motorcycles. This study explores how different traits of social media influencers affect people's intention to buy the Kawasaki Ninja ZX-25RR in Indonesia, with credibility playing a mediating role. The research aims to examine the influence of Social Media Influencer Marketing (SMIs) on purchase intention, using credibility as an intervening variable. The model includes three constructs: SMIs (trustworthiness, likability, expertise, and information quality), credibility, and purchase intention. A pilot test was conducted with 30 respondents who were familiar with both the product and the influencer, Harald Arkan. The instrument, consisting of 3 variables and 20 items, was analyzed using SPSS software. The results showed that all items met the validity threshold (CITC > 0.3) and reliability standard (Cronbach's Alpha > 0.7). Therefore, the instrument is considered valid and reliable for use in the main study.

Keywords: Social Media Influencer Marketing; Digital Marketing; Credibility; Purchase Intention and Kawasaki ZX-25RR.

I. INTRODUCTION

The automotive sector in Indonesia is experiencing steady growth, with high-performance sport motorcycles like the Kawasaki Ninja ZX-25RR capturing consumer interest due to their sleek aesthetics and powerful capabilities. Despite scooters leading the overall market, sport bikes continue to attract a loyal and expanding segment of enthusiasts [1]. The product's popularity is further driven by digital marketing strategies that leverage social media channels, such as YouTube, Facebook, and Instagram, and influencer partnerships, including collaborations with Harald Arkan[2] Marketing involves creating meaningful value and cultivating strong relationships with customers [3].

Influencer marketing through social media is especially effective in boosting brand visibility and establishing consumer trust, both of which are key drivers of purchase intention [3]. Social media marketing broadly refers to the use of open digital platforms to share information about a company's products or services to shape positive public perception [2]. The credibility of influencers comprised of perceived trust, personal appeal, and expertise, significantly influences how followers respond and make purchasing choices [4]. Additionally, the quality of information shared in influencer content can enhance brand image, although the impact of likability remains inconsistent across studies[4]. This research, therefore, aims to examine how these elements affect consumer purchase intentions for the Kawasaki Ninja ZX-25RR, with influencer credibility serving as a mediating factor.

II. BASIC THEORY

2.1. Digital Marketing

Marketing is the process by which businesses generate and deliver value to customers while fostering strong relationships aimed at achieving shared benefits [5]. It includes a wide range of activities, institutions, and systems designed to develop, communicate, distribute, and exchange offerings that hold value for consumers, clients, partners, and society. Marketing acts as a strategic tool that enables companies to reach their organizational objectives [3]. From a managerial standpoint, marketing also entails understanding, predicting, and effectively meeting customer demands [5]. To succeed in this, businesses must focus on providing goods or services that align with consumer preferences, supported by personalized service and adequate assistance [6].

2.2. Source Credibility Theory

According to the Source Credibility theory, the degree to which an audience trusts an information source influences how effectively the message is received. This theory emphasizes three main attributes: likability, expertise, and trustworthiness. Research has shown that these traits are consistently important across various cultural contexts [7], and they significantly impact both consumers' intent to purchase and their engagement with advertisements. Likability contributes to establishing an emotional connection with the audience. Collectively, these credibility components are vital in shaping buying decisions, making the Source Credibility theory a valuable framework for analyzing the impact of marketing communication [8].

2.3. Social Media influencer Marketing (SMIs)

Social Media Influencers (SMIs) are individuals who have built a strong reputation in particular niches on social media platforms, gaining a substantial number of followers due to their expertise and unique abilities [8]. Typically, SMIs manage their own pages, channels, or communities where they share engaging and trend driven content related to various products and brands. As noted by [9], influencers are not only credible but also capable of shaping their followers' attitudes and perceptions through personalized content. Their role extends beyond simple promotion, they can influence purchasing behavior through factors such as competence, authority, credibility, reputation, and their connection with the audience. Influencers engage their followers through visual content like photos and videos, electronic word of mouth, and direct interaction on social media platforms [10].

2.4. Credibility

In traditional theory, as introduced by [11] and supported by [12], credibility refers to the extent to which an audience perceives an information source as both reliable and knowledgeable. Their research shows that sources deemed credible have a greater impact on shaping audience attitudes and influencing behavior than those considered less credible. Similarly, [4] defines credibility as the belief that a source is trustworthy and competent, further confirming its significant role in affecting how audiences respond. Even before the emergence of social media, credibility had been examined through three essential dimensions: the trustworthiness of the source, the reliability of the message content, and the effectiveness of the communication channel used to deliver the message [8].

2.5. Purchase Intention

Purchase intention refers to a person's inclination or willingness to buy a product or use a service, shaped by their knowledge, attitudes, and evaluations of the offering [13]. [14] Defined purchase intention it reflects an individual's interest in acquiring a product or service, influenced by both internal factors, such as prior experiences and perceptions, and external factors like promotional efforts and social influences. It is considered a cognitive phase within the broader consumer decision-making process. In the context of digital marketing, purchase intention can also be understood as the degree of consumer interest and readiness to buy products promoted online, particularly through social media influencers or endorsers [14].

III. METHODS

3.1. Research Model

Fig 1. Research Model

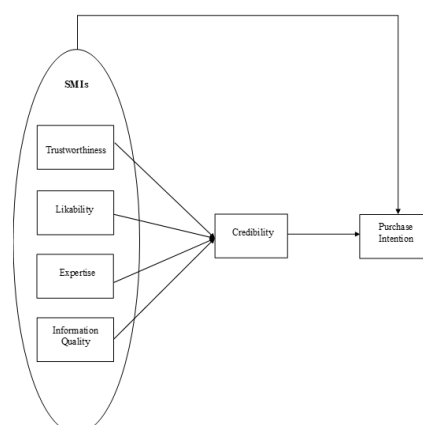


Figure 1, Shows there are 3 This study employs three main construct variables: Social Media Influencers (SMIs), Credibility, and Purchase Intention. The SMI variable is comprised of four dimensions: trustworthiness, likability, expertise, and information quality. Trustworthiness reflects the degree to which an influencer is seen as honest and dependable in providing product-related information. Likability captures the influencer's charm and their ability to build an emotional connection with the audience. Expertise refers to the influencer's perceived knowledge and skill within a specific product domain, particularly sport motorcycles. Information quality pertains to how clear, accurate, and relevant the influencer's content is. The second variable, credibility, serves as a mediating factor and is defined as the audience's overall perception of the influencer's reliability and competence, which influences the persuasiveness of the message. The third variable, purchase intention, denotes the consumer's interest or likelihood to purchase the Kawasaki Ninja ZX-25RR after engaging with influencer content, indicating a behavioral intention shaped by both perceived influencer attributes and their credibility.

3.2. Research Instrument

To develop a suitable measurement instrument for this study, both validity and reliability evaluations were conducted. The validity assessment began with a pilot study aimed at testing the appropriateness of the instrument. Content validity refers to how well each item within the questionnaire represents the construct it is intended to measure [9]. In this study, content validity was established by adapting measurement items from previous research instruments that had been empirically validated. Furthermore, the visual and structural clarity of the questionnaire often referred to as display validity was evaluated through feedback from marketing experts. To ensure the questionnaire was easy to understand, a readability test was also performed by assessing participants' comprehension of each item during the pilot test.

Table 1. Research Instruments

Variable	Code	Items
Social Media Influencer (SMIs)	TW1	I believe that Harald Arkan's product recommendations for the Kawasaki ZX-25RR can be trusted.
	TW2	I consider Harald Arkan's review of the Kawasaki ZX-25RR to reflect honesty in delivering information
	TW3	I trust the information shared by Harald Arkan about the Kawasaki ZX-25RR as a reliable source.
	LK1	Harald Arkan's personal style in promoting the Kawasaki ZX-25RR increases the product's appeal to me.
	LK2	Harald Arkan makes me more interested in considering the Kawasaki ZX-25RR through his way of presenting recommendations.
	LK3	Harald Arkan's personal traits in promotion add value to the Kawasaki ZX-25RR.
	EP1	I feel that Harald Arkan's explanation about the Kawasaki ZX-25RR convinces me of the motorbike's advantages.
	EP2	I believe Harald Arkan's marketing skills for the Kawasaki ZX-25RR enhance my confidence in the product's quality.
	EP3	I think Harald Arkan demonstrates expertise in this product category
	IQ1	In my opinion, the information provided by Harald Arkan about this product is accurate.
Credibility	IQ2	I feel that Harald Arkan can deliver information clearly.
	IQ3	I feel that the content delivered by Harald Arkan about this product matches what I'm looking for.
	CD1	The information presented by Harald Arkan is easy to trust.
Purchase Intention	CD2	I consider the information from Harald Arkan to be highly credible.
	CD3	Harald Arkan's explanation about the product is accurate.
Purchase Intention	PI1	There is a high probability that I would buy the Kawasaki ZX-25RR
	PI2	The Kawasaki ZX-25RR is one of the options I'm considering purchasing.

Variable	Code	Items
	PI3	I feel the price of the Kawasaki ZX-25RR is still within my financial capability.
	PI4	The Kawasaki ZX-25RR is something I'm considering buying in the future
	PI5	Compared to its competitors, I prefer the Kawasaki ZX-25RR.

Source: SPSS, processed by the author in 2025

Table 1, shows the research instrument includes several core variables: Trustworthiness, Likability, Expertise, and Information Quality as independent variables; Credibility as a mediating variable; and Purchase Intention as the dependent variable. Each construct is assessed through multiple statement items, which are coded and structured systematically according to the specific dimensions being measured. This instrument is intended to capture respondents' perceptions regarding the impact of Social Media Influencer Marketing on influencer credibility and their intention to purchase. The data collected from this instrument will be used for quantitative analysis to examine the relationships between variables within the proposed research model.

IV. RESULT AND DISCUSSION

A preliminary test was conducted on 30 selected respondents using an online questionnaire distributed via Google Forms. All participants were aware of the Kawasaki Ninja ZX-25RR and recognized Harald Arkan as the influencer promoting the product. The responses obtained were analyzed using SPSS software. A measurement item is deemed valid if its Corrected Item Total Correlation (CITC) value exceeds 0.3 [9]. The results showed that all items in the seven constructs fulfilled this criterion. Additionally, a reliability assessment was carried out using the Cronbach's Alpha (CA) coefficient, where a value greater than 0.7 indicates a reliable construct [15]. The analysis demonstrated that all constructs in this study possessed strong reliability and were appropriate for continued use in the main research.

Table 2. Pilot Test Result

Variable	Items	CITC	CA
Trustworthiness	TW1	0.766	0.916
	TW2	0.925	
	TW3	0.807	
Likability	LK1	0.751	0.887
	LK2	0.802	
	LK3	0.808	
Expertise	EP1	0.921	0.922
	EP2	0.836	
	EP3	0.779	
Information Quality	IQ1	0.827	0.903
	IQ2	0.757	
	IQ3	0.845	
Credibility	CD1	0.619	0.767
	CD2	0.739	
	CD3	0.569	
Purchase Intention	PI1	0.586	0.899
	PI2	0.731	
	PI3	0.770	
	PI4	0.847	
	PI5	0.820	

Source: SPSS, processed by the author in 2025

V. CONCLUSION

The results of the pilot test indicated that the measurement instrument, consisting of 3 variables and 20 question items, met the required validity and reliability standards. The results of the pilot test demonstrate that the measurement instrument used in this study is both valid and reliable. All items across the seven dimensions (Trustworthiness, Likability, Expertise, Information Quality, Credibility, and Purchase Intention)

achieved Corrected Item Total Correlation (CITC) values above the minimum threshold of 0.3, indicating strong item validity. Furthermore, each construct obtained a Cronbach's Alpha (CA) value exceeding 0.7, which confirms acceptable internal consistency and reliability. Notably, the constructs of Trustworthiness (CA = 0.916), Expertise (CA = 0.922), and Information Quality (CA = 0.903) showed particularly high reliability. Although some items in the Credibility and Purchase Intention constructs recorded lower CITC values (e.g., CD3 = 0.569; PI1 = 0.586), they still met the minimum requirement, suggesting these items remain appropriate for use.

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