The Role of Influencers Characteristics in Increasing Brand Image and Purchase Intention of Xyz Hybrid Cars in Greater Jakarta

Thesis

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BACHELOR OF BUSINESS ADMINISTRATION PROGRAM

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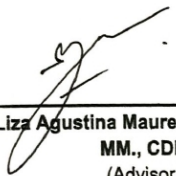
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2024

CERTIFICATE OF APPROVAL

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We hereby declare that this Thesis is from student's own work, has been read and presented to Sekolah Tinggi Manajemen IPMI Board of Examiners, and has been accepted as part of
the requirements needed to obtain a Bachelor of Business Administration Degree and has been found to be satisfactory.
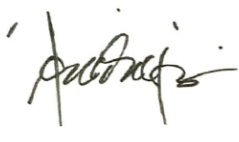
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NON PLAGIARISM DECLARATION FORM

This Thesis is a presentation of our original research work. Wherever the contributions of others are involved, every effort is made to indicate this clearly, with due reference to the literature, and acknowledgement of collaborative research and discussions.

Also, this work is being submitted in partial fulfilment of the requirements for the Bachelor of Business Administration degree and has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

Jakarta, 18 november 2024

Muhammad Nur Fikri

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ACKNOWLEDGMENT

ABSTRACT

The automotive industry is rapidly advancing, with hybrid and electric vehicles gaining prominence due to their environmental benefits. In Indonesia, hybrid cars are currently more practical than electric vehicles due to inadequate charging infrastructure and consumer habits favoring fossil fuels. This research aims to analyze the role of influencers characteristics in increasing brand image and purchase intention of xyz hybrid cars in greater jakarta. This study uses a quantitative approach. The population in this research consists of individuals who have the capability to buy a hybrid car, have knowledge about hybrid cars, and frequently use social media, with a total sample size of 103 respondents. Data was collected through questionnaires. The study uses the SmartPLS 4.0 analysis technique. The results show that Influencers' Characteristics have a positive and significant effect on brand image with a T-Statistic value of 5.019 (>1.96) and a P-Value of 0.000 (<0.05). Additionally, Influencers' Characteristics significantly influence purchase intention, with a T-Statistic value of 1.989 (>1.96) and a P-Value of 0.000 (<0.05).

Keywords: *influencer characteristics, brand Image, purchase intention, xyzzy hybrid, greater jakarta*

CHAPTER 1

INTRODUCTION

1.1 Background of the study

The automotive industry is one sector currently experiencing rapid growth. This makes car manufacturers increasingly innovative, so competition for each product brand is getting tighter (Amrulah and Saida, 2016). The large number of car enthusiasts has led to many companies appearing in the automotive world, such as Toyota, Honda, Daihatsu, Mitsubishi, Suzuki, Datsun, Hino, Nissan, Isuzu, and others. These companies must compete to satisfy the wants and needs of the market. According to the Indonesian Automotive Industry Association (GAIKINDO), there is a large and rapidly growing automotive market. One form of development is the presence of cars powered by electricity, better known as electric cars. Electric cars have several potential advantages when compared with conventional combustion engine cars. Electric cars do not produce motor vehicle gas emissions.

The automotive industry is experiencing a surge in technological advancements, with hybrid and electric cars leading the way. However, for Indonesia, particularly its densely populated cities, hybrid cars might be a more practical choice compared to electric vehicles for now (Post, 2023). Indonesia's electric car charging infrastructure is still under development, which can cause anxiety for electric car owners, as finding charging stations, especially on longer journeys, can be a challenge (Post, 2023). Hybrids, on the other hand, can seamlessly switch to their gasoline engines, eliminating this concern (Siswanto, 2024).

Big Indonesian cities are notorious for congested roads with frequent stop-and-go traffic. This driving style is ideal for hybrid cars. During these stoppages, the electric motor in a hybrid takes over, reducing fuel consumption and emissions. Electric vehicles, however, lose efficiency in such conditions and require more

frequent recharging (Asim, 2020). Air quality is another significant concern. Major Indonesian cities struggle with air pollution (Deloitte, 2023). Hybrid cars offer a significant advantage here (Youssef, 2014). They can operate on electric power in low-speed situations, contributing to cleaner air, especially in congested areas. While electric vehicles produce zero tailpipe emissions, the reliance on the national grid, which may use fossil fuels for power generation, can indirectly contribute to air pollution (Putra ,2024).

In Indonesia, hybrid cars are considered a more appropriate choice than electric cars due to several factors. Firstly, the charging infrastructure for electric cars in Indonesia is still inadequate, making it difficult for consumers to own and maintain electric vehicles (PwC, 2023). Secondly, the price of electric cars is still relatively expensive compared to hybrid cars, making them less accessible to the average consumer (Toyota, 2023). Finally, the Indonesian people are still accustomed to vehicles that use fossil fuels, and the transition to electric vehicles requires a significant shift in consumer behavior and infrastructure development (Post, 2023).

The rise of electric car technology is a significant development in the automotive industry, driven by the growing need for environmentally friendly vehicles (Kasza, 2023). Electric cars have emerged as a solution to the high pollution caused by gasoline-powered vehicles, and growing awareness of environmental issues and climate change are key factors influencing the demand for eco-friendly cars (Kasza, 2023). This trend has become a global phenomenon, with many countries adopting policies to promote electric vehicle adoption (iea, 2023). Sales figures reflect this shift, with many countries experiencing rapid growth in electric car purchases (Brdar, 2023). In conclusion, a combination of advancements in technology, environmental consciousness, and government support is driving the electric car revolution (Vehicle for Business, 2023).

According to Auto2000 (2023), electric cars come in four main types. The first is the HEV (Hybrid Electric Vehicle), which combines a gasoline or diesel

engine with an electric motor. The second type is the BEV (Battery Electric Vehicle), which relies solely on electricity for propulsion. Similar to HEVs, PHEVs (Plug-in Hybrid Electric Vehicles) can utilize both gasoline/diesel engines and electric motors, either interchangeably or simultaneously. Finally, FCEVs (Fuel Cell Electric Vehicles) use electricity for power, but unlike BEVs, they don't require gasoline or batteries. Instead, the electricity is generated through a chemical reaction between hydrogen and oxygen (Auto2000, 2023).

The rise of hybrid car technology has been a significant development in the automotive industry, driven by the growing need for environmentally friendly vehicles. While electric cars offer a fuel-efficient and environmentally friendly solution, several factors hinder their mass adoption, including the charging infrastructure, price, and consumer habits. Hybrid car technology emerged as a solution between gasoline-powered and electric cars, offering several advantages over gasoline-powered cars, such as better fuel efficiency, eco-friendliness, and enhanced performance (Irawan, 2018). The use of two power sources makes hybrid cars more fuel-efficient than gasoline-powered cars, producing lower emissions and offering better performance, especially in congested traffic conditions (Siswanto, 2024). The Indonesian government has promised to provide incentives for electric vehicles with hybrid technology to encourage energy savings (Post, 2023). The global hybrid automobile market size is expected to reach around US$156 billion in 2023, with a projected growth rate of 20.7% over the next nine years (PwC, 2023).

People buy cars for various reasons, such as the need for mobility, lifestyle, and convenience. For some, cars are a basic necessity to facilitate mobility, while for others, they are a symbol of social status. Cars offer comfort and convenience when traveling, making them a desirable mode of transportation (Times Union, 2020). The type of vehicle under consideration by consumers is also influenced by factors such as financing deals, safety features, and styling (Chevrolet, 2018). The cost of the vehicle is an important consideration, with many consumers looking for a good value for their money. According to a survey by J.D. Power styling is one

of the biggest reasons people buy the vehicle they drive, with 45 percent claiming that it is one of the key reasons they're driving what they own (Wardlaw, 2016). Other reasons include the availability of a 4-wheel-drive or all-wheel-drive system, quality of workmanship, ride and handling, and price or payment (Wardlaw, 2016).

Consumers choose hybrid cars over electric cars for several reasons, including the price, infrastructure, and habit. Hybrid cars are more affordable than electric cars, with a total of 22,199 units sold in Indonesia in the first seven months of 2023, representing a 334% surge compared to the same period in 2022. The charging infrastructure for hybrid cars is more readily available than for electric cars, making it easier for consumers to own and maintain hybrid vehicles (Faster Capital, 2024). Additionally, consumers are still accustomed to vehicles that use fossil fuels, and the transition to electric vehicles requires a significant shift in consumer behavior and infrastructure development (Zamil, 2023).
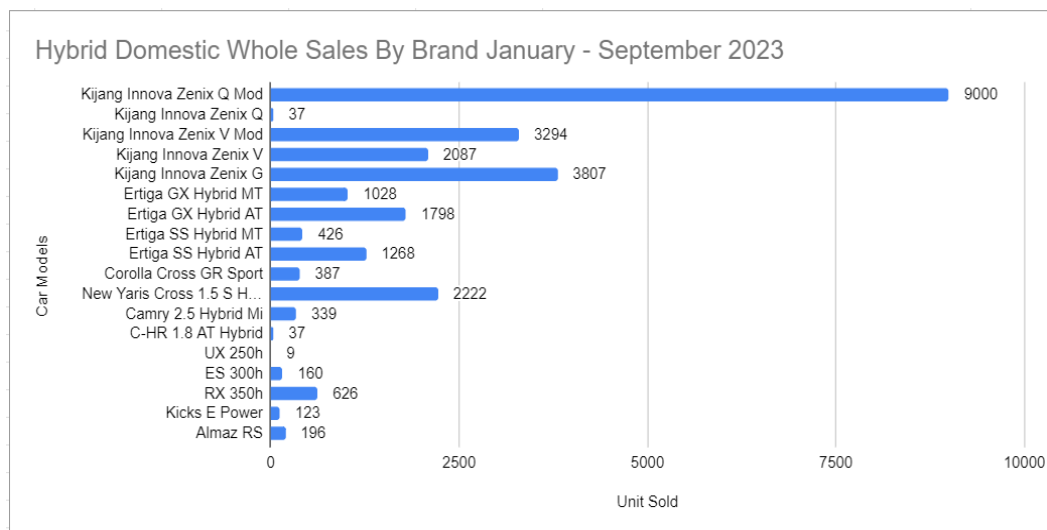
Figure 1. 1 Hybrid Domestic Whole Sales By Brand January - September 2023

Source : Gaikindo, 2023

From the picture above, the Toyota Kijang Innova Zenix Q Mod recorded a fairly high sales compared to other types of 9,000 units. This is probably due to the high public interest in the Xyz itself. The Xyz Hybrid is a 7-seater MPV available in Indonesia, with a starting price ranging from IDR 471.6 million to IDR 624.6 million, making it one of the more affordable hybrid options in the country (OTO,

2023). It comes in five colors, five variants, and features a CVT transmission option. One of its significant achievements is the production of almost 20,000 units, demonstrating its success as one of the popular hybrid models in the country (Toyota, 2023). Hybrid cars, like the Xyz, offer several advantages over traditional gasoline cars, including improved fuel efficiency, reduced emissions, and better performance in congested traffic conditions. The Zenix's combination of a gasoline engine and electric motor contributes to its impressive fuel economy; the smooth and quiet ride in heavy traffic enhances the overall driving experience (Toyota, 2023).

In terms of design and features, the Xyz stands out with its modern and sporty aesthetic, including a soft-padded dashboard, a two-tone color combination, and cozy captain's chairs in the back. These advanced features are unique compared to other hybrid cars on the market (Divino, 2023). While electric cars offer benefits such as improved fuel economy, lower fuel costs, and reduced emissions, they generally have a higher upfront cost and shorter range compared to hybrid cars (enelxway, 2021). Therefore, hybrids like the Xyz provide a balanced alternative, combining the advantages of both traditional gasoline and electric vehicles.

The automotive industry has recognized the significant impact of social media and influencers on consumer behavior, and has therefore incorporated these channels into their marketing strategies. Influencers, in particular, have become a crucial component of automotive marketing, as they can help improve brand image and purchase intention (consumer buying intention). By partnering with influencers, automotive brands can tap into their large followings and reach a wider audience, increasing brand awareness and driving sales (Open Influence, 2022). Influencers can also provide valuable product reviews and recommendations, which can significantly influence consumer purchasing decisions (Kairytė-Barkauskienė, 2023). Influencers can create engaging content that showcases the features and benefits of a particular vehicle, making it more appealing to potential buyers (Nambakhsh, 2024). The use of influencers can help automotive brands to reach a wider audience, including those who may not have been previously targeted through traditional advertising methods (collabstr, 2024).

In the absence of influencers, automotive companies can still utilize other marketing strategies to promote hybrid cars effectively. Traditional advertising channels such as television, radio, and print media remain viable options for reaching consumers. Social media promotions on the company's official accounts can also help raise awareness and engage with potential buyers (Open Influence, 2022). Hosting events and exhibitions allows companies to showcase their products in a tangible and interactive manner, providing an opportunity for consumers to experience the vehicle first hand (Kairytė-Barkauskienė, 2023). By employing a combination of these strategies, automotive companies can achieve comprehensive and impactful marketing campaigns (Adamik-Borowska, 2024). Automakers can leverage digital marketing tactics such as surprise offers, automation, and a combination of digital and traditional marketing to reach a wider audience (Desygner, 2024).

Influencers can influence brand image and purchase intention in several ways, such as creating interesting and informative content about the product, providing positive testimonials about the product (Patmawati, D. ., & Miswanto, M. 2022), and building relationships with their followers (Hermanda, 2019). By creating engaging content, influencers can attract attention and create awareness among their followers, which can lead to an increase in purchase intention (Hermanda, 2019). influencers can provide credibility to a brand, which can also influence purchase intention (Sari, R., & Praswati, A. 2024).

When it comes to marketing hybrid cars, choosing the right influencers is crucial. The ideal influencer should have a following that aligns with the target audience for hybrid cars, possess credibility and a positive image, and be skilled at engaging with their followers (Sheikh, 2024). For instance, Raditya Dika, a popular YouTuber and comedian, has a large following and a good reputation, making him a good fit for promoting hybrid cars.Influencer marketing has become a key strategy for the automotive industry (Kluxen, 2024), as it allows brands to build trust, enrich their brand story, and drive sales. The automotive audience is diverse, and brands should look for influencers who genuinely resonate with their target audience and

can influence their purchasing decisions. The right influencer can help create a narrative that resonates with potential buyers and enthusiasts alike. By considering factors such as micro-influencers, long-term partnerships, authenticity, timing and context, storytelling, and behind-the-scenes content, automotive brands can effectively leverage influencer characteristics to promote their hybrid cars and connect with their target audience.

There's a clear distinction between influencers promoting the Xyz Hybrid and general automotive influencers (Patmawati & Miswanto, 2022). General influencers cover a wide range of car brands and cater to a broader audience (Hermanda, 2019). They might focus on performance reviews, family-friendly features, or luxury car details. In contrast, Xyz Hybrid influencers specifically target promoting the Zenix and its hybrid technology. This could involve environmentally conscious creators highlighting fuel efficiency or local Indonesian celebrities showcasing how the Zenix fits their daily lives in Indonesia's traffic and range limitations (Sari & Praswati, 2024). Essentially, Zenix Hybrid influencers act as brand advocates, convincing viewers that the Zenix is the ideal hybrid choice.

1.2 Research Problem & Research Gap

The Indonesian automotive market presents a unique opportunity for hybrid cars due to limitations in electric car infrastructure, traffic patterns, and air quality concerns. However, influencing consumer brand image and purchase intention for specific hybrid models remains a challenge, especially when it comes to leveraging influencer characteristics. While existing research explores the effectiveness of influencer charachteristics in the automotive industry, highlighting its ability to create brand awareness and influence purchase decisions, a gap exists in our understanding of how this strategy can be most effectively applied to promote hybrid cars in specific markets like Indonesia.

This research gap encompasses two key areas. First, there's a lack of studies specifically focused on promoting hybrid cars through influencer characteristics. This presents an opportunity to understand consumer behavior and influencer

effectiveness within the hybrid car market segment in Indonesia. Second, existing research often focuses on Western markets. Understanding cultural nuances and social media preferences in Indonesia is crucial for crafting effective influencer characteristics campaigns that resonate with Indonesian consumers. This research addresses this gap by investigating the role of influencer characteristics in increasing brand image and purchase intention of the Xyz Hybrid car in Indonesia. By focusing on a specific hybrid model within a particular market, this study aims to provide deeper insights into effective influencer characteristics strategies for promoting hybrid cars in Indonesia.

1.3 Research Questions

1. What is the effect of influencer characteristics on brand image of Xyz hybrid cars?
2. What is the effect of brand image on purchase intention of Xyz hybrid cars?

1.4 Research Objectives

1. To analyze the effect of (Influencers Characteristic) on brand image of Xyz hybrid cars in Indonesia
2. To analyze the effect of (Brand Image) on purchase intention of Xyz hybrid cars in Indonesia

1.5 The Benefit of the Research

1.5.1 For the Academics Purpose

This research on influencer characteristics and the Xyz Hybrid in Indonesia offers significant benefits for both academic advancement and the automotive industry. On the academic side, it delves into a crucial gap: the effectiveness of influencer characteristics for promoting hybrid cars in specific markets. By focusing on Indonesia, this research contributes to a more nuanced understanding of influencer characteristics strategies within a particular cultural context. The

findings can expand our knowledge of influencer characteristics by identifying optimal influencer types, content formats, and messaging strategies specifically tailored to promoting hybrid cars. This knowledge can be valuable for future research on influencer characteristics within the automotive industry and beyond. This research can serve as a springboard for future studies exploring influencer characteristics strategies for promoting other sustainable or environmentally friendly products in emerging markets.

1.5.2 For the Industry Purpose

For the automotive industry, the benefits are equally compelling. The research findings can provide Toyota with practical recommendations for developing effective influencer characteristics campaigns to promote the Zenix Hybrid and potentially other hybrid models in Indonesia. Understanding the most influential content formats and preferred influencer types can optimize campaign effectiveness and maximize return on investment. Furthermore, the findings can benefit the broader automotive industry by demonstrating the potential of influencer characteristics for promoting hybrid cars, helping other car manufacturers adapt their marketing strategies to leverage influencers effectively in specific markets. Ultimately, this research not only contributes to academic knowledge but also provides practical insights for the automotive industry, aiding in the promotion of environmentally friendly vehicles in markets like Indonesia.

1.6 Research Flow (Chart)

Chapter I: The Beginning

This chapter will talk about, Indonesia's car market embraces eco-friendly vehicles, but limitations in electric car infrastructure, pricing, and consumer habits favor hybrids like the Xyz. Hybrids offer affordability, don't rely solely on charging stations, and perform well in stop-and-go traffic, making them practical choices. Social media influencers are a growing force in automotive marketing, and their positive influence can boost brand image and purchase intention for the Zenix, promoting its role as an environmentally friendly option.

Chapter II: Literature Review

Existing research confirms influencer characteristics effectiveness in the automotive industry, boosting brand image, awareness, and purchase intent. However, a crucial gap exists: a lack of studies exploring its effectiveness for promoting specific car types, particularly hybrid cars. Research often focuses on Western markets, neglecting cultural nuances like those in Indonesia. This lack of understanding regarding influencer characteristics for hybrid cars in emerging markets like Indonesia paves the way for this study's investigation into consumer behavior and influencer effectiveness within this specific market segment.

Chapter III: Research Methodology

In this chapter, the sampling technique is covered, along with an explanation of the study variables, data collection, processing, and analysis techniques, and research hypothesis development. It also covers the methodology for this investigation.

CHAPTER 2
LITERATURE REVIEW

2.1 Influencer Characteristics

Influencer characteristics have been broadly studied as independent variables, mediators, dependent variables and moderators, and have been proven to impact consumer behavior. For example, influencers' attractiveness, expertise and trustworthiness are positively related to consumers' trust in brands and purchase intention (Lou & Yuan, 2019; Weismueller et al., 2020). In the realm of influencer marketing, research has predominantly focused on influencers' psychological characteristics, particularly trustworthiness, expertise, and attractiveness. These traits have been extensively studied and are known to significantly impact consumer behavior (Ying, 2023).

Building on Casaló's study (2020), the goal of this work is to comprehend how digital influencer characteristics and material affect their capacity to convince Generation Y. We examine the influencer's traits, the material they distribute, their opinions about the company, and the intentions of their audience to make a purchase as factors. Influencer traits and content are essential for swaying people (Casaló et al., 2020), which in turn affects sentiments toward the brand and intentions to buy.

One of the best marketing techniques is influencer marketing, which makes use of social media and the internet to its fullest potential. Reviews of new or established products may boost consumer confidence. According to Glucksman's literature review, influencer marketing is the act of finding and enlisting people to have discussions with a brand's customers. Due to the simplicity with which items may be promoted on social media, this marketing technique is popular and is utilized to boost sales (Glucksman 2017).

According to Rodrigues (2023) the influencer characteristic indicator dives into four key areas to assess an influencer's potential for your campaign. These areas

are: Communication Skills, Influence, Authenticity, and Expertise. Each area is evaluated based on specific details. Communication Skills consider the influencer's ability to craft engaging and informative content across various formats, their message clarity, and how well they tailor content to your target audience. Influence looks at the size and engagement of the influencer's audience on relevant platforms, the potential for virality and reach of their content, and their ability to convert followers into action-takers. Authenticity examines the genuineness and transparency of the influencer's personality and communication style, how well their values align with your brand's message, and the level of trust and believability they project. Finally, Expertise delves into the influencer's deep knowledge and understanding of their niche or industry, their credibility as a source of information, and their capacity to offer valuable insights and perspectives.

2.2 Brand Image

According to Shi and Jiang (2022) brand image is an important part of a strong brand that preserves the brand's distinctiveness and represents consumers' attitudes and perceptions of the brand altogether. A variety of perspectives have been used to analyze the image, including attitude, personality, association, and perception. Researchers measure image using an overall corporate image scale, treating it as a unidimensional construct impacted by a variety of characteristics that fall under the category of functional qualities (Ab Hamid, Maulan, and Wan Jusoh, 2022).

According to Chinomona (2016), a customer's perception of a brand comprises the symbolic significance they connect with particular features of a product or service. Customers' perceptions of a company's quality and what matters most when making a decision to pick one brand over another are influenced by its brand image (Kim & Chao, 2019). The establishment of customer trust in a brand is heavily influenced by its image. Positive associations with a brand can foster customer trust in a brand even in the presence of a brand image, allowing for brand satisfaction (Chen-Yu et al., 2016; Chinomona, 2016).

A brand with a favorable or strong image might have an additional value influence on customers, according to Kazmi and Mehmood (2020). A business with a negative image would likely have an indirect negative impact on customers and discourage them from making a purchase. Pramono et al. (2023) state that in order to draw in customers and maintain its competitive edge over other businesses, the firm must implement a sound and appropriate strategy. For businesses, brand image refers to how customers view the goods or services that the firm offers them. Brand image is the impression that customers have of the company's worth that stays in their thoughts.

According to Tariq et al. (2017), brand image establishes trust and reputation, both of which might influence a consumer's interest in choosing to purchase the brand. A brand's image is the total of the associations, knowledge, and convictions that consumers have about it that describe the caliber of its products and may sway their decision to purchase. A positive brand perception can boost customer loyalty and motivate them to purchase a product (Dewindaru et al., 2020).

Brand image, according to Kotler and Keller on Havidz (2020), is influenced by several indicators, namely brand identity (color, packaging, corporate identity), brand personality (creative, dynamic, solid), brand association (sponsorship activities, social responsibility), brand attitude and behaviour (communication, interaction, employees), and brand superiority and competence. All these elements shape consumer perceptions of brands and distinguish them from competitors.

Building a strong brand image requires consistency and commitment in all aspects, from products, communication, to employee behavior. With a positive brand image, companies can attract consumers, increase loyalty, and drive profits.

2.3 Purchase Intention

Purchase intention (PI) indicates the degree of consumer feeling how confident they are to buy a product or service (Balakrishnan, 2014). PI is perceived as the key predictor of actual behavior (Peña-García, 2020) that raises a better opportunity to predict overt purchase behavior. Consumers will decide to buy the product after searching for information to buy the right product to meet their needs and desires (Rahim, 2016). In this research, PI is the pivotal construct to be investigated. Former research has demonstrated that an increase in PI reflects an increase in the chance of purchasing (Martins, 2019). Some researchers explored PI in different industries using diverse theories such as the theory of planned behavior (Balakrishnan, 2014 ; Huang, 2019) and social presence (Ye, 2020).

Purchase intention is somewhat similar to decision making (Mirabi, Akbariyeh & Tahmasebifard, 2015) whereby consumers demonstrate their likelihood, willingness or plan to purchase certain brands. Purchase intention is explained as a component of consumer behaviour i.e. the attitude towards certain products or services (Soebagyo, 2014).

Consumers go through a complex process when making purchasing decisions, influenced by various internal and external factors. According to Kotler and Keller on Havidz (2020), there are six main decisions consumers make: product choice (whether to buy a specific product or not), brand choice (which brand to buy), choice of retailer (based on location, price, etc.), quantity purchased, timing of purchase, and payment method. Understanding these six decisions is crucial for developing effective marketing strategies. Additionally, other factors influencing consumer buying decisions include cultural, social, personal, psychological, and marketing factors. By understanding all these factors, companies can formulate more targeted and effective marketing strategies for their target market.

2.4 Hypothesis Development

2.4.1 The Role of Influencers Characteristics in Increasing Brand Image of Xyz Hybrid Cars

Customers who are exposed to influencer characteristics efforts that promote hybrid automobiles are expected to form a more positive brand image of these vehicles than consumers who are not exposed to such initiatives (Hermanda, 2019). According to this, consumers' opinions of hybrid cars may be influenced by influencer endorsements and content, which may lead them to associate the vehicles with favorable qualities like fuel economy or environmental friendliness, as well as with the influencer's favorable reputation (Hermanda, 2019). For example, studies have demonstrated that social media influencers may enhance brand perception by fostering favorable associations and utilizing the endorser's authority (Hermanda, 2019). Research indicates that consumers base their purchase decisions heavily on a brand's perception, and influencer characteristics may be a valuable tool in creating this perception (Hermanda, 2019). Furthermore, because customers respect and trust specialists in their industry, research indicates that the perceived knowledge of influencers can favorably affect brand image (Hermanda, 2019).

Hypothesis 1 (H1): Influencers Characteristics Significance and Positive Influence on Brand Image of Hybrid Cars

2.4.2 The Influence of Brand Image on Purchase Intention of Hybrid Cars

According to Neizari (2017), Krishnaswamy et al. (2015), Zamil et al. (2023), customers who have a more positive brand image of hybrid automobiles will be more likely to acquire one. This implies that a greater desire to buy a hybrid vehicle can be directly correlated with elements that influence brand image, such as fuel efficiency, environmental friendliness, or technical improvements (Neizari, 2017, Krishnaswamy et al., 2015, Zamil et al., 2023). According to Neizari (2017), research indicates that environmentally conscious consumers may choose to purchase hybrid automobiles as a means of achieving their desired social standing or self-image. While the attitudes and intentions of consumers can be influenced by the information provided, hybrid electric cars must function dependably and transparently (Zamil et al., 2023). Moreover, attitudes about hybrid electric vehicles may be greatly influenced by the Toyota brand, for instance, whether they are accepted or rejected (Sasmita & Madiawati, 2021).

Hypothesis 2 (H2): Brand Image Significance and Positive Influence on Purchase Intention of Hybrid Cars

2.5 List of Previous Studies

Table 2. 1 List of Previous Studies

Researcher	Title	Data	Method Result
1. Arum Nurhandayani (2019)	The impact of social media influencer and brand images to purchase intention	The research delved into the influence of social media influencers on building brand images and shaping consumer behavior. Brand image, another independent variable, refers to the perception consumers hold about a brand. The study explored how brand image, influenced by contrast social media influencers, affects consumer purchase intentions. Understanding the roles of social media influencers and brand image is crucial in comprehending consumer behavior and purchase decisions.	The research findings supported the belief that social media influencers have a significant impact on building brand images, showing a positive correlation. However, using social media influencers to influence consumer purchase intentions did not yield a significant impact. The study highlighted that leveraging social media influencers can help brands establish a perceived image in consumers' minds, subsequently influencing their purchase considerations.

Researcher	Title	Data	Method Result
2. Atika Hermanda (2019)	The effect of social media influencer on brand image, self-concept, and purchase intention	The study focuses on how these influencers, through their online presence and content, affect the way consumers perceive themselves and the brands they endorse. The study aims to understand how these variables interact and impact consumers' decisions to purchase cosmetic products based on the influence of social media influencers.	The study found a significant negative influence of both social media influencers and self-concept on purchase intention, contrary to the positive effect of brand image on purchase intention. The Q^2 acquisition result indicated that 69% of the data diversity could be explained by the structural model, with 31% suggesting other variables not included in the model could impact purchase intention. There was a significant positive relationship between social media influencers and self-concept, supporting the idea that consumers identify with influencers, strengthening their self-concepts. Significant positive relationship was observed between brand image and purchase

Researcher	Title	Data	Method Result
			intention, aligning with previous research emphasizing the impact of brand image on consumer purchase decisions.

Researcher	Title	Data	Method Result
3. Vesna Sesar (2022)	How Influencer Credibility and Advertising Disclosure affects Purchase Intention	Advertising disclosure, another independent variable, pertains to how influencers disclose sponsored content or advertisements to their audience. It is a factor that can vary independently of other variables and is essential in understanding its impact on consumer behavior. In this research, purchase intention is the outcome that is dependent on how influencers are perceived in terms of credibility and how transparent they are in disclosing advertising relationships.	Influencer credibility traits have a positive influence on purchase intention. Influencers who are perceived as trustworthy, knowledgeable, and reliable positively impact customers' intention to purchase products or services. This is supported by the findings of the systematic literature review conducted in the research paper. Advertising disclosure may impact customer purchase intentions differently. The research suggests that how influencers disclose sponsored content or advertisements can have varying effects on consumers' purchase intentions. This implies that the transparency and clarity of advertising disclosures by

Researcher	Title	Data	Method Result
			influencers play a crucial role in shaping consumer behavior and purchase decisions

2.6 Theoretical Framework

Figure 2. 1 Theoretical Framework

Source: Modified from Atika Hermanda (2019)

CHAPTER 3
RESEARCH METHODS

3.1 The Research Approach

This research uses a quantitative approach with an explanatory design to examine relationships among predetermined variables. Quantitative research relies on structured methods to collect numerical data through measurable variables. This data is then analyzed statistically to test theories, uncover relationships, and potentially establish cause-and-effect. It's a popular approach in various fields due to its objective nature and ability to produce generalizable results (Punch, 2020). Further statistical analysis methods will be applied to the survey data that was gathered. It is the express purpose of the explanatory design to look into the causal connections between various variables. In quantitative studies, explanatory variables are key. Researchers analyze them to see how they affect a different variable (the response variable). Statistical tests check if this influence is significant (not random) and whether it's positive or negative. By examining these relationships, researchers can explain how the response variable changes due to different levels of the explanatory variable. (Sekaran & Bougie, 2016)

3.2 Definition of Operational of Variables

Variables are characteristics that can be measured; they are not only concepts or opinions. These metrics might be specific (height) or general (work satisfaction, for example). What matters is that they can be transformed into something quantifiable for statistical analysis—a process known as operationalization. (Babbie, 2019). There are endogenous and exogenous variables in this study. The independent variable is the influencers while the dependent variables are brand image and purchase intention. The following table shows in detail each variable, operational definition, indicators, and scale used in this research:

Table 3. 1 Operational Variables

Variables	**Definition**	**Measurement**	**Scale**
Influencer Characteristic (IC) (Yi Ying, Vytautas Dikčius, 2023)	Influencer characteristics refer to the inherent traits, qualities, and attributes possessed by individuals who hold influence over a specific audience or community, making them effective in shaping opinions, behaviors, and decisions.	1. I often see influencers mention the Xyz Hybrid. 2. Influencers who often refer to the Xyz Hybrid are trustworthy. 3. Content created by Influencer is quality in its field.	Likert Scale

Variables	Definition	Measurement	Scale
Brand Image (BI) (Kurnia, 2023)	Brand image refers to how consumers perceive a brand based on various factors such as its reputation, identity, and associations. Brand image is influenced by factors like brand visibility, credibility, attractiveness, and power, which are crucial in shaping consumers' perceptions and attitudes towards the brand	1. The Toyota Hybrid Zenix is the first hybrid car that crosses your head (top of mind). 2. The Xyz Hybrid is the first choice because it combines petrol engines and electric motors, resulting in more fuel efficiency and lower exhaust gas emissions. 3. Xyz is an innovative MPV.	Likert Scale

Variables	Definition	Measurement	Scale
Purchase Intention (PI) (Vesna Sesar, 2022)	Purchase intention refers to the predisposition or likelihood of a consumer to buy a particular product or service in the future. It is a crucial concept in consumer behavior research as it reflects the consumer's plan or willingness to make a purchase.	1. I chose the Toyota Hybrid Zenix based on the benefits it offers. 2. The positive reputation of Toyota as a reliable car manufacturer makes me more likely to consider buying the Zenix Hybrid.	Likert Scale

Source: Several Sources

3.2.1 Independent Variables

A factor that influences the dependent variable is called an independent variable. The independent variables in this study are **influencers characteristics**.

3.2.2 Dependent Variables

A dependent variable is the outcome variable in a study, the one that is affected by changes in the independent variable. The dependent variables in this study are **brand image and purchase intention**.

3.3 Population and Sampling

This study explores the influence of influencers on brand image and purchase intention for Xyz Hybrid Cars among potential car buyers in Indonesia who actively use social media. To reach this target group, we'll distribute a survey via a Google Form accessible on social media platforms. A probabilistic sampling technique will ensure a representative sample, where every potential participant has a fair chance of being included, or the sample reflects subgroups within the population. The appropriate sample size will be determined statistically to allow generalizing the findings to the larger population of Indonesian social media-active car buyers. This approach allows us to draw broader conclusions about the influencer effect on brand image and purchase intention within this demographic (Neuman, W. L., 2020).

The statistical analysis technique used, Structural Equation Modelling - Partial Least Square (SEM-PLS), necessitates between 30 and 100 samples at minimum (Ghozali, 2014). According to (Hair, 2014), a sample size of at least 100–200 respondents is required for SEM. Therefore, the total sample size for the study is 100.

Table 3. 2 Sample Requirement

Requirement	Reason
Minimal 17 years old	People that already have a license
Minimal Monthly spending (exclude property) Rp10.000.000	People that have the capability to buy a Hybrid Car
Have the knowledge about Hybrid car	To ensure that they can relate to the topic researched
Oftenly use social media	To ensure that they know about influencers in social media

Source: Several Sources (2024)

3.4 Data Gathering Technique

This study adheres to a quantitative approach, employing a web-based survey instrument to collect measurable data from the target population (Sekaran & Bougie, 2016). Quantitative data is numerical in nature, allowing for statistical analysis of responses. The survey will utilize Likert scales, typically ranging from 1 (strongly disagree) to 5 (strongly agree), to capture participant responses (Babbie, 2019). Google Forms will serve as the platform for distributing the survey, facilitating online data collection. Given that data will be collected at a single point in time, a cross-sectional approach is employed (Olsen, 2004). This approach is well-suited for investigating relationships between variables at a specific point but cannot establish cause-and-effect relationships.

This research leverages both primary and secondary data sources to achieve a comprehensive analysis (Creswell & Creswell, 2018). Primary data is collected directly from the target population through the survey instrument (Creswell & Creswell, 2018). In this study, participants' responses to the Google Form questionnaire constitute the primary data. Secondary data, on the other hand, refers to existing information gathered from various sources such as academic journals, reports, or websites (Merriam & Tisdell, 2016). These secondary sources provide the theoretical foundation for the research and will be cited throughout the study.

This study's primary data collection method is a web-based survey instrument, specifically a questionnaire hosted on a Google Form (Sekaran & Bougie, 2016). Questionnaires offer a structured approach for gathering data through a series of written questions designed to elicit specific responses that can be easily recorded and analyzed (Babbie, 2019). The Google Form will be distributed electronically, but the research design can also leverage offline communication channels to encourage participation. Social media platforms like Whatsapp, Instagram, and Linked-in can be utilized to spread the survey link amongst relevant social circles, potentially increasing reach and response rates (Moser & Liu, 2021). This multi-pronged approach aims to maximize survey completion from the target population.

3.5 Data Analysis Technique

This research will employ structural equation modeling (SEM-PLS) analysis, as previously mentioned, to ascertain the degree to which the theoretical model under consideration is congruent with the secondary data gathered from journal articles (theory).

3.5.1 Descriptive Analysis of the Situation

Descriptive analysis is the practice of examining and assessing every variable that is accessible. The researcher uses structural equation modeling (SEM-PLS) and examines each variable's indicator to achieve this purpose.

3.5.2 Partial Least Squares Analysis Using Structural Equation Modeling (SEM) (PLS)

SEM and PLS are statistical techniques used to analyze complex relationships between variables, but with distinct strengths (Weston & Preacher, 2014; Hair et al., 2017). SEM acts like a bridge, connecting observed measurements to underlying concepts (latent variables) and exploring how these concepts influence each other (Weston & Preacher, 2014). This makes SEM a powerful tool for testing theories about causal relationships. PLS, on the other hand, takes a different approach. It prioritizes prediction, building models to forecast future outcomes (Hair et al., 2017).

3.5.2.1 Outer Model — Structural Equation Modeling — Partial Least Square Modeling

3.5.2.1.1 Convergent Validity

Convergent validity in the measurement model can be recognized through the correlation between the indicator score and the related variable score. An

indicator is considered to have a convergent validity if it has an outer loading value > 0.70. Ghozali and Latan (2016) stated that convergent validity relates to the principle that measurements of different constructions (manifest variables) should not have a high correlation. Average Variance Extracted (AVE) is another method to assess the reliability of a construction. In this context, a model is considered good if the AVE of each structure exceeds 0.5. The indicator is considered reliable if its AVE exceeds 0.5 or if the entire outer load value of the dimensional variable has a load above 0.5. Then, it can be concluded that the measurement meets the convergence reliability criteria, as described by Ghozali (2017).

3.5.2.1.2 Discriminant Validity

According to Ghozali and Latan (2016) the method of discriminant validity involves testing with reflective indicators, focusing on cross loading values that must exceed 0.70 for each variable. Another way to check whether a model has a discriminant validity equal to the Fornell-Larcker criterion is to compare the square root of an AVE value with a latent variable correlation.

3.5.2.1.3 Reliability

The reliability test is used to measure the stability of a measuring instrument in measuring a concept or can also be used to assess the determination of respondents in answering questions in a questionnaire or research indicator. Sugiyono (2017) defines reliability as the degree of data consistency over a certain period of time, which in its calculation involves statistical formulas and values of the range or rules that have been established. From this definition, reliability can be regarded as a characteristic associated with accuracy of rigour, and consistency over time. According to Ghozali (2017), a composite reliability is a construction that is considered reliable when it has a compound reliability value greater than > 0.70. Composite reliability values can be found in the PLS algorithm report by choosing the compound reliability option, and the higher the composite reliable value, the more reliable the construction is.

3.5.2.2 Structural Equation Modeling and the Partial Least Squares Method for the Inner Model

3.5.2.2.1 The Determination of Coefficients (R-square)

The R-square, seen from endogenous variable values, shows how far the structural model is capable of predicting. The change in the path of R-square values can be used to explain the extent to which the influence of a particular exogenous latent variable on the latent endogenous variable is significant. According to Ghozali (2017), the R-square value of 0.75 can be interpreted as a strong model, the 0.50 as a moderate model, and the 0.25 as a weak model. In other words, the higher the value of R-square, the better the model's ability to predict and explain variability in the research model submitted.

3.5.2.2.2 The Relevance of Predictions (Q^2)

Prediction relevance (Q^2) for structural models is used to measure how far the observations predicted by the dairy model with actual data. Q-square also measures the match between the prediction values of the model and the observation data. The predicted relevance value (Q^2) applies specifically to the endogenous factor model (Y). A predicted relevance value (Q^2) greater than 0 indicates that the model has a good ability to predict the given endogenous factor. By contrast, a predicted relevance value (Q^2) equal to 0 or negative indicates that the model is irrelevant in predicting the given endogenous factor.

3.5.2.2.3 Examination of the Hypotheses

This research adopts a Partial Least Squares Structural Equation Modeling (PLS-SEM) approach, following the recommendations of Hair et al. (various years) for assessing the significance of relationships between variables. While traditional hypothesis testing often relies on t-tests, PLS-SEM utilizes bootstrapping, a nonparametric technique. Hair et al. (2020) recommend using bootstrapping to generate confidence intervals for path coefficients. These confidence intervals allow researchers to determine if the effect of one variable on another is statistically

significant. Following Hair et al.'s guidance (e.g., Hair et al., 2020), a path coefficient with a lower limit of its 95% confidence interval exceeding zero can be considered statistically significant at the 5% level. Furthermore, Hair et al. (various years) emphasize the importance of examining the signs of path coefficients to understand the direction (positive or negative) of the relationships between variables. Therefore, this study will employ bootstrapping and analyze path coefficient confidence intervals to assess the significance of the hypothesized relationships.

CHAPTER 4

FINDINGS, ANALYSIS, AND DISCUSSIONS

4.1 Descriptive Analysis

4.1.1 Respondents Profile

The respondents of this study should match the predetermined criteria which are people who have driving licenses, live in an area of Greater Jakarta, have any interest in Hybrid vehicles, and have a minimum spending (exclude property) total of Rp. 10.000.000 also this data are taken from 18 June 2024 – 05 July 2024. Then, the second section contains questions to ask more detail regarding their profile which are: age, gender, domicile, and monthly expenses. The result of respondents profiles is explained below.

4.1.1.1 Gender

Respondents age is summarize in the table below.

Table 4. 1 Respondents Profile – Gender

Gender	Number of Respondents	Percentage
Male	86	83.5%
Female	17	16.5%
Total	103	100%

Source: Data Processing (2024)

As we can see from the data above, the majority of respondents are male with 83.5% of total respondents. Then followed by female respondents with 16.5% of the total respondents, with a total of 103 respondents.

4.1.1.2 Age

Respondents age is summarized in the table below.

Table 4. 2 Respondent Profile – Age

Age	Number of Respondents	Percentage
17-25 years old	31	30.1%
26-35 years old	26	25.2%
36-45 years old	17	16.5%
> 45 years old	29	28.2%

Source: Data Processing (2024)

Based on the data above, the age group of 17-25 years is the largest, reaching 30.1% of all respondents. The age group over 45 years old is in second place with 28.2%. Furthermore, the age group of 26-35 years ranks third with 25.2%. Finally, the age group of 36-45 years has the lowest number of respondents, which is 16.5%

4.1.1.3 Occupation

Respondents occupation is summarized in the table below.

Table 4. 3 Respondents Profile – Occupation

Occupation	Number of Percentage	Percentage
Students	29	28.2%
Private Employee	28	27.2%
Civil Servants	12	11.7%
Self Employed	31	30.1%
Others	3	2.9%

Source: Data Processing (2024)

According to the information shown above, self employed make up the largest share of responders, making up 30.1% of the total. Next students with a percentage of 28.2%, followed by those who are private employee at 27.2%, civil servants at 11.7%, and the lowest percentage is others with 2.9%.

4.1.1.4 Monthly Spending

Respondents monthly spending are summarized on the table below

Table 4. 4 Respondent Profile – Monthly Spending

Monthly Spending	Total of Respondents	Percentage
Rp.10.000.000 – Rp.15.000.000	23	22.3%
Rp.16.000.000 – Rp.20.000.000	31	30.1%
Rp.21.000.000 – Rp.25.000.000	16	15.5%
> Rp.25.000.000	33	32%

Source: Data Processing (2024)

Based on the data above, the majority of respondents have monthly expenses of more than IDR 25,000,000, with a percentage of 32% of the total respondents. In second place, respondents with monthly expenses between IDR 16,000,000 to IDR 20,000,000 as much as 30.1%. Furthermore, respondents with monthly expenses between IDR 10,000,000 to IDR 15,000,000 as much as 22.3%. Finally, respondents with monthly expenses between IDR 21,000,000 to IDR 25,000,000 as much as 15.5%.

4.1.2 Descriptive Statistics

Through this part, the researcher will show and explain each piece of data obtained through the survey. Each data will be discussed in detail and Likert scale interpretation that will be divided into each classification and indicators measurement breakdown of each variable discussed in this study. The Likert discussed in the table below:

Table 4. 5 Likert Scale Interval

Likert Scale	Interval	Classification
1	1.00 – 1.79	Strongly Disagree
2	1.80 – 2.59	Disagree

Likert Scale	Interval	Classification
3	2.60 – 3.39	Neutral
4	3.40 – 4.19	Agree
5	4.20 – 5.00	Strongly Agree

Source: Data Processing (2024)

The result of the respondents' survey through Google Forms was then imported to SmartPLS 4 software to interpret and statistically analyzed used SEM-PLS model. The results analyzed by SmartPLS 4 will be explained in more detail in the next section.

4.1.2.1 Indicator of Influencer Characteristics

According to the table below, the first indicator of IC, which states "I often see influencers mention the Xyz Hybrid." shows results with a value of 4.233, indicating that most respondents strongly agree with the statement. The second indicator of IC, "Influencers who often refer to the Xyz Hybrid are trustworthy," shows results with a value of 4.214. The last indicator of IC, "Content created by influencers is quality in its field," shows results with a value of 4.311, indicating that most respondents strongly agree with the statement. The mean average score of the IC variable is 4.252, and the standard deviation is 0.703. Thus, the researcher can conclude that respondents strongly agree with the overall statement of Influencer Characteristics.

Table 4. 6 Descriptive Statistics of Influencer Characteristics

No	Variable	Indicator	Mean	Standard Deviation
1	Influencer Characteristics	**IC 1:** I often see influencers mention the Xyz Hybrid.	4.233	0.766
2		**IC 2:** Influencers who often refer to the Xyz Hybrid are trustworthy.	4.214	0.706

No	Variable	Indicator	Mean	Standard Deviation
3		**IC 3:** Content created by Influencer is quality in its field.	4.311	0.639

4.1.2.2 Indicator of Brand Image

According to the table below, the first indicator of BI, which states " The Xyz Hybrid is the first hybrid car that crosses your head (top of mind)." shows results with a value of 4.524, indicating that most respondents strongly agree with the statement. The second indicator of BI, " The Xyz Hybrid is the first choice because it combines petrol engines and electric motors, resulting in more fuel efficiency and lower exhaust gas emissions." shows results with a value of 4.291. The last indicator of BI, " Xyz is an innovative MPV." shows results with a value of 4.495, indicating that most respondents strongly agree with the statement. The mean average score of the BI variable is 4.436, and the standard deviation is 0.670. Thus, the researcher can conclude that respondents strongly agree with the overall statement of Brand Image.

Table 4. 7 Descriptive Statistics of Brand Image

No	Variable	Indicator	Mean	Standard Deviation
1		**BI 1:** The Xyz Hybrid is the first hybrid car that crosses your head (top of mind).	4.524	0.708
2	Brand Image	**BI 2:** The Xyz Hybrid is the first choice because it combines petrol engines and electric motors,	4.291	0.732

No	Variable	Indicator	Mean	Standard Deviation
		resulting in more fuel efficiency and lower exhaust gas emissions.		
3		**BI 3:** Xyz is an innovative MPV.	4.495	0.572

Source: Data Processing (2024)

4.1.2.3 Indicator of Purchase Intention

According to the table below, the first indicator of PI, which states "I chose the Toyota Hybrid Zenix based on the benefits it offers." shows results with a value of 4.456, indicating that most respondents strongly agree with the statement. The last indicator of PI, "The positive reputation of Toyota as a reliable car manufacturer makes me more likely to consider buying the Zenix Hybrid." shows results with a value of 4.272, indicating that most respondents strongly agree with the statement. The mean average score of the PI variable is 4.364, and the standard deviation is 0.653. Thus, the researcher can conclude that respondents strongly agree with the overall statement of Purchase Intention.

Table 4. 8 Descriptive Statistics of Purchase Intention

No	Variable	Indicator	Mean	Standard Deviation
1		**PI 1:** I chose the Toyota Hybrid Zenix based on the benefits it offers.	4.456	0.635
2	Purchase Intention	**PI 2:** The positive reputation of Toyota as a reliable car manufacturer makes me more likely to consider	4.272	0.671

No	Variable	Indicator	Mean	Standard Deviation
		buying the Zenix Hybrid.		

4.2 Outer Model SEM-PLS Results

This study collected data from 103 respondents in Jakarta and its surrounding regions with a 100 minimum number of respondents suitable for a Structural Equation Modelling - Partial Least Square (SEM-PLS) statistical analysis. The first few statistical tests anal\se the outer model of the studies framework; using validity and reliability measurements.

4.2.1 Convergent Validity

The purpose of convergent validity test is to describe the degree to which two or more measures of the same construct are related to each other (Henseler et al., 2014). To assess convergent validity, the researcher tested the loading factors and AVE (Average Variance Extracted) of each item that correlates to all variables in this study. Loading factors and AVE will be covered in the section below.

4.2.1.1 Loading Factor Analysis

Loading factor analysis refers to the relationship between a variable and a latent factor. We can conclude, loading is a measure of how much a particular variable contributes to the underlying construct being measured by the factor analysis (Hair et al., 2006). Hair et al. (2006) also stated, the loading factor should be at minimum 0.5 or higher and 0.7 or higher as the ideal value. The figure below shows that the loading factor of all items is above 0.5.
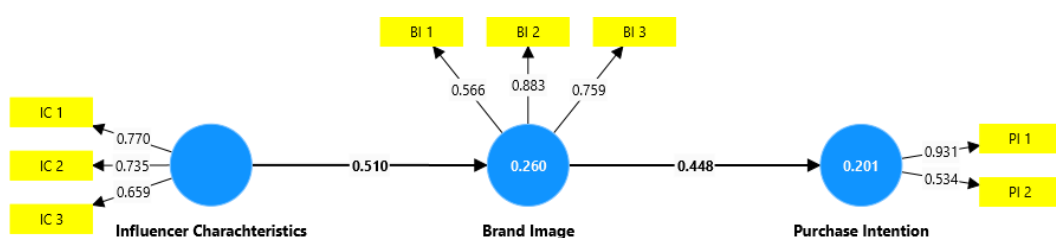
Figure 4. 1 Loading Factor Analysis

Source: Data Processing (2024)

Based on these findings, we can infer that the loading factors obtained in this study meet the ideal criteria as previously mentioned. The subsequent section will provide an in-depth examination of the loading factor analysis for each variable investigated in this research.

1. Loading Factor Analysis on Influencer Characteristics

As shown in the table below, the loading factor for the first indicator (IC1), "*I often see influencers mention the Xyz Hybrid.*" is 0.770. The loading factor for the second indicator (IC2), "*Influencers who often refer to the Xyz Hybrid are trustworthy.*" is 0.735. Lastly, the loading factor for the third indicator (IC3), "*Content created by Influencer is quality in its field.*" is 0.659. In conclusion, the indicator with the highest loading factor is the first one (IC1), "*I often see influencers mention the Xyz Hybrid.*" while the indicator with the lowest loading factor is the second one (IC3), "*Content created by Influencer is quality in its field.*" Therefore, the researcher can conclude that the loading factors for all items under Influencer Characteristics are acceptable and validly measure the latent variable.

Table 4. 9 Loading Factor Analysis – Influencer Characteristics

No	Variable	Indicator	Loading Factor
1		**IC 1:** I often see influencers mention the Xyz Hybrid.	0.770
2	Influencer Characteristics	**IC 2:** Influencers who often refer to the Xyz Hybrid are trustworthy.	0.735
3		**IC 3:** Content created by Influencer is quality in its field.	0.659

Source: Data Processing (2024)

2. Loading Factor Analysis on Brand Image

As shown in the table below, the loading factor for the first indicator (BI1), "*The Xyz Hybrid is the first hybrid car that crosses your head (top of mind).*" is 0.566. The loading factor for the second indicator (BI2), "*The Xyz Hybrid is the first choice because it combines petrol engines and electric motors, resulting in more fuel efficiency and lower exhaust gas emissions.*" is 0.883. Lastly, the loading factor for the third indicator (BI3), "*Xyz is an innovative MPV.*" is 0.759. In conclusion, the indicator with the highest loading factor is the second one (BI2), " *The Xyz Hybrid is the first choice because it combines petrol engines and electric motors, resulting in more fuel efficiency and lower exhaust gas emissions.*" while the indicator with the lowest loading factor is the second one (BI1), " *The Xyz Hybrid is the first hybrid car that crosses your head (top of mind).*" Therefore, the researcher can conclude that the loading factors for all items under Brand Image are acceptable and validly measure the latent variable.

Table 4. 10 Loading Factor Analysis - Brand Image

No	Variable	Indicator	Loading Factor
1		**BI 1:** The Xyz Hybrid is the first hybrid car that crosses your head (top of mind).	0.566
2	Brand Image	**BI 2:** The Xyz Hybrid is the first choice because it combines petrol engines and electric motors, resulting in more fuel efficiency and lower exhaust gas emissions.	0.883
3		**BI 3:** Xyz is an innovative MPV.	0.759

Source: Data Processing (2024)

3. Loading Factor Analysis on Purchase Intention

As shown in the table below, the loading factor for the first indicator (PI1), "*I chose the Toyota Hybrid Zenix based on the benefits it offers.*" is 0.931. Lastly, the loading factor for the second indicator (PI2), "*The positive reputation of Toyota as a reliable car manufacturer makes me more likely to consider buying the Zenix Hybrid.*" is 0.534. In conclusion, the indicator with the highest loading factor is the second one (PI1), "*I chose the Toyota Hybrid Zenix based on the benefits it offers.*" while the indicator with the lowest loading factor is the second one (PI2), "*The positive reputation of Toyota as a reliable car manufacturer makes me more likely to consider buying the Zenix Hybrid.*" Therefore, the researcher can conclude that the loading factors for all items under Purchase Intention are acceptable and validly measure the latent variable. An indicator with low convergent validity, indicated by a loading factor value below 0.5, can reduce the reliability of the model and should be removed to improve research accuracy (Hair et al., 2017).

Table 4. 11 Loading Factor Analysis - Purchase Intention

No	Variable	Indicator	Loading Factor
1		**PI 1:** I chose the Toyota Hybrid Zenix based on the benefits it offers.	0.931
2	Purchase Intention	**PI 2:** The positive reputation of Toyota as a reliable car manufacturer makes me more likely to consider	0.534

No	Variable	Indicator	Loading Factor
		buying the Zenix Hybrid.	

Source: Data Processing (2024)

4. Summary of Loading Factor Analysis

The table below presents a summary of the loading factor analysis conducted in this study. Overall, the loading factors for all indicators exceed 0.5, indicating that they are acceptable and effectively measure their respective latent variables. The analysis reveals that the indicator with the highest loading factor is PI1 ("I chose the Toyota Hybrid Zenix based on the benefits it offers."), scoring 0.931. Conversely, the indicator with the lowest loading factor is PI2 ("The positive reputation of Toyota as a reliable car manufacturer makes me more likely to consider buying the Zenix Hybrid."), with a score of 0.534. Despite this variation, all indicators demonstrate sufficient validity in measuring their associated latent variables.

Table 4. 12 Summary of Outer Loading Factors

No.	Variable	Indicator	Loading Factor	Valid/Not Valid
1		**IC 1:** I often see influencers mention the Xyz Hybrid.	0.770	Valid
2	Influencer Characteristics	**IC 2:** Influencers who often refer to the Xyz Hybrid are trustworthy.	0.735	Valid
3		**IC 3:** Content created by Influencer is quality in its field.	0.659	Valid

No.	Variable	Indicator	Loading Factor	Valid/Not Valid
1		**BI 1:** The Xyz Hybrid is the first hybrid car that crosses your head (top of mind).	0.566	Valid
2	Brand Image	**BI 2:** The Xyz Hybrid is the first choice because it combines petrol engines and electric motors, resulting in more fuel efficiency and lower exhaust gas emissions.	0.883	Valid
3		**BI 3:** Xyz is an innovative MPV.	0.759	Valid
1		**PI 1:** I chose the Toyota Hybrid Zenix based on the benefits it offers.	0.931	Valid
2	Purchase Intention	**PI 2:** The positive reputation of Toyota as a reliable car manufacturer makes me more likely to consider buying the Zenix Hybrid.	0.534	Valid

Source: Data Processing (2024)

4.2.1.2 Average Variance Extracted

AVE analysis evaluates the degree to which each latent construct associated with an observable indicator is related to it, as well as the amount to which the construct accounts for variation in relation to measurement error. According to Hair

et al. (2021), a value of 0.05 is the lowest acceptable AVE value, while any value above 0.07 is regarded as extremely acceptable. As we can see in the table below, the AVE value of all variables is above 0.5. The AVE value of Influencer Characteristics (IC) is 0.522 which is considered acceptable and valid; the AVE value of Brand Image (BI) is 0.559 which is considered acceptable and valid; and lastly, the AVE value of Purchase Intention is 0.576 which is considered as acceptable and valid.

Table 4. 13 AVE Analysis

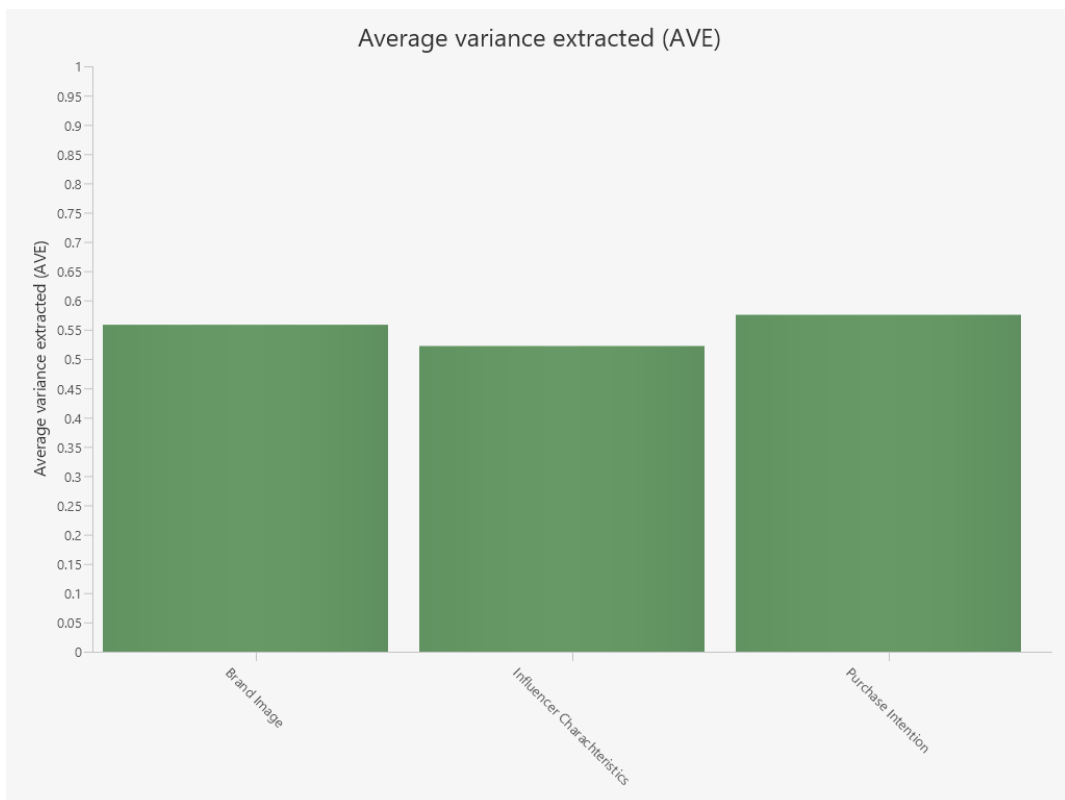| Variable	AVE	Valid/Not Valid
Influencer Characteristics (IC)	0.522	Valid
Brand Image (BI)	0.559	Valid
Purchase Intention (PI)	0.576	Valid

Source: Data Processing (2024)

Figure 4. 2 AVE Graph

Source: Data Processing (2024)

4.2.2 Discriminant Validity

The degree to which latent variables within a model may be distinguished from one another is known as discriminant validity. It makes sure that, as opposed to being redundant or overlapping, the latent variables measure distinct facets or characteristics of a phenomena. It is evident that measurements from different variables are separate and do not converge on other variables when each measurement item has a weak correlation with all other variables save the one to which it is connected (Hair et al., 2021).

From the table below, we can see that the cross-loading values of each variable with its own indicator is higher compared to other indicators that are not related. The cross-loading scores of IC 1 (0.770), IC 2 (0.735) and IC 3 (0.659) are higher with its own latent variables rather than with other latent variables. The cross-loading scores of BI 1 (0.566), BI 2 (0.883) and BI 3 (0.759) are higher with its own latent variables rather than with other latent variables. The cross-loading scores of PI 1 (0.931) and PI 2 (0.534) are higher with its own latent variables rather than with other latent variables.

Table 4. 14 Cross Loading Result

	Brand Image	Influencer Characteristics	Purchase Intention
BI 1	**0.566**	0.109	0.289
BI 2	**0.883**	0.600	0.394
BI 3	**0.759**	0.239	0.318
IC 1	0.391	**0.770**	0.317
IC 2	0.364	**0.735**	0.255
IC 3	0.349	**0.659**	0.272
PI 1	0.438	0.363	**0.931**
PI 2	0.190	0.208	**0.534**

Source: Data Processing (2024)

4.2.3 Composite Reliability

The internal consistency of a composite score or scale is measured by composite reliability, which evaluates how well the scale's components consistently

measure the same construct or idea. Put differently, composite reliability denotes the degree to which a collection of items or measures within a scale collaborate to measure a single notion, as well as the dependability with which they do so. According to Hair et al. (2014), there are three categories for composite reliability values: acceptable is defined as 0.60 to 0.70, good is defined as 0.70 to 0.95, and too identical is defined as 0.95 and above.

According the table below, we can see that the composite reliability of all latent variables is between 0.71 and 0.78. The composite reliability value of Influencer Characteristics (IC) is 0.766; Brand Image (BI) is 0.786; and Purchase Intention (PI) composite reliability value is 0.716. Thus, the researcher can conclude that all composite reliability values in this study are good.

Table 4. 15 Composite Reliablity

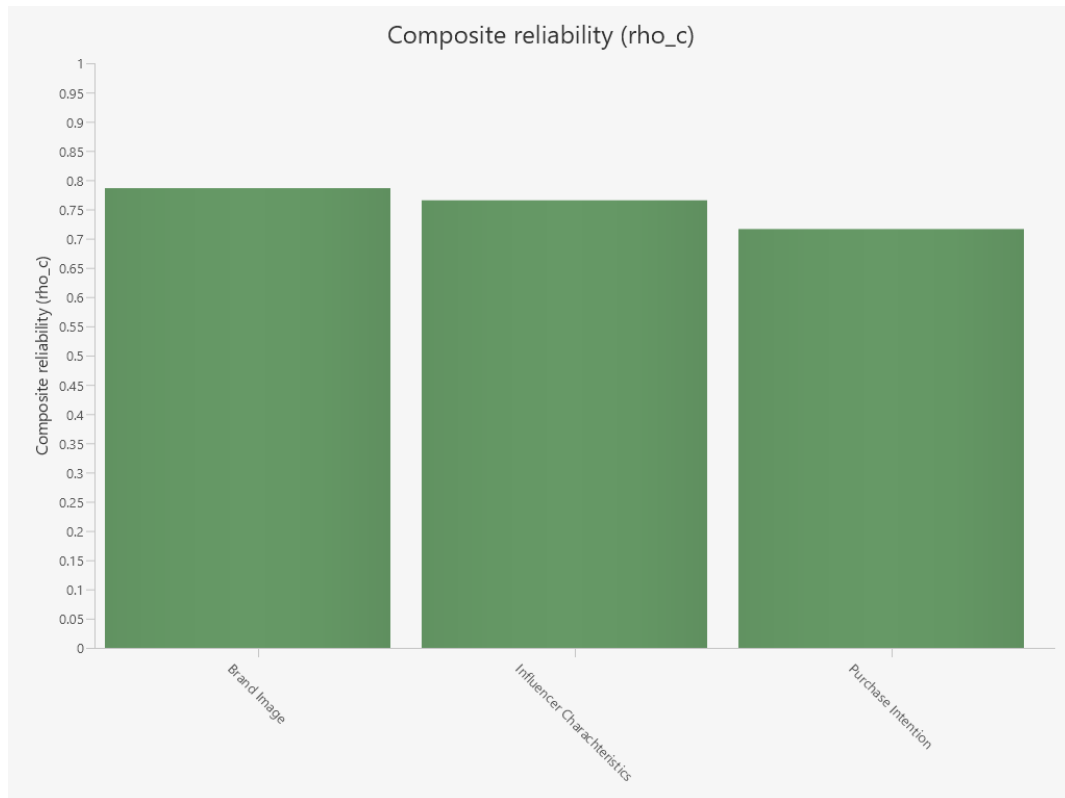| Variable	Composite Reliability
Influencer Characteristics (IC)	0.766
Brand Image (BI)	0.786
Purchase Intention (PI)	0.716

Source: Data Processing (2024)

Figure 4. 3 Composite Reliability Graph

Source: Data Processing (2024)

4.3 Inner Model SEM-PLS Results

The researcher has reviewed and assessed the validity and reliability of each indicator utilized in this study in the part that came before it. In this part, the researcher will go over the SEM-PLS inner model. This section will address the inner model, which is the part of the overall structural model that shows the connections between latent variables. The purpose of the inner model in SEM-PLS is to estimate the model's parameters, including the coefficient of determination (R^2), predictive relevance (Q^2), and hypothesis testing, as well as to test theories on the theoretical relationships between latent variables.

4.3.1 Coefficient of Determination (R^2) Result

A statistical metric called the coefficient of determination (R^2) quantifies the proportion of a dependent variable's variation that can be accounted for by the independent variables in the model. R^2's coefficient of determination is a number

between 0 and 1, where 1 denotes complete explanation of the dependent variable's variance and 0 implies that no variation is explained by the independent variables. A greater coefficient of determination value often denotes a better model fit. The R^2 value with categorization, according to Hair et al. (2014), should be between 0 and 1; 0.75 (75%) suggests considerable, 0.50 (50%) indicates moderate, and 0.25 (25%) indicates weak. As displayed in the table below, the coefficient of determination of each dependent variable after we convert to percentage are as follows; the R^2 value of Brand Image is 26% and Purchase Intention is 20.1%.

Table 4. 16 R^2 Result

Variable	R^2
Brand Image	0.260
Purchase Intention	0.201

Source: Data Processing (2024)

According to the coefficient of determination value classification by Hair et al. (2013), Both R^2 values for Brand Image and Purchase Intention are relatively low, indicating that the independent variables in the model have a limited ability to explain the variance in these dependent variables. Specifically, the model explains 26% of the variance in Brand Image and 20.1% of the variance in Purchase Intention, which are considered modest according to the referenced categorization. Peterson K. Ozili argues that in social science research, a low R-squared value can be acceptable if the primary goal is to assess the significance of predictors rather than to achieve high predictive accuracy (Ozili, 2023). For the example, Ian Beavis explores consumer trust in the automotive industry, emphasizing the importance of building trust to enhance customer relationships and loyalty (Beavis, 2023).

4.3.2 Predictive Relevance (Q^2) Result

The degree to which the observed values and the parameter estimations are produced by the model is one of the things that the Predictive Relevance (Q^2) metric may evaluate. The presence of a predictive relevance value in the model is indicated by a Q^2 value that is greater than 0 (zero). However, if the model has a Q^2 value that is less than 0 (zero), then the predictive relevance of the model is low or non-

existent (Ghozali, 2016). The following formula, developed by Hair (2014), can be used to calculate predictive value and relevance:

$Q^2 = 1 - [(1- R^2y1) (1- R^2y2)]$

$Q^2 = 1 - [(1- 0.260) (1- 0.201)]$

$Q^2 = 1 - [(0.740) (0.799)]$

$Q^2 = 1 - [0.59126]$

$Q^2 = 0.40874$

As we can see, this value indicates that the model has a Q^2 value of 0.40874 or 40.874%. According to Ghozali (2014), a Q^2 value above 0 signifies that the research model is globally accepted. This suggests that the model has a good predictive relevance for the endogenous constructs in the study.

4.3.3 Hypothesis Testing Result

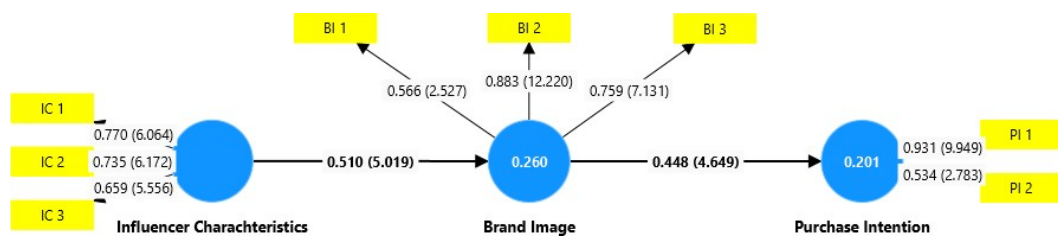
Figure 4. 4 Path Coeficient Result

Source: Data Processing (2024)

The final step in the SEM-PLS analysis process is "Hypothesis Testing," which aims to determine whether the hypothesis can be accepted. This involves evaluating several measurement items: the path coefficient value (Original Sample or O), T-Statistics, and P-Values. The path coefficient indicates the nature of the relationship between variables, with values between 0 and 1 showing a positive relationship and values between -1 and 0 showing a negative relationship. T-Statistics measure significance, with values above 1.96 indicating a significant result, and values below 1.96 indicating a non-significant result. P-Values determine whether the hypothesis is supported, with values below 0.05 indicating support for the hypothesis, and values above 0.05 indicating a lack of support (Ghozali, 2014). The table below presents the outcomes of this study's hypothesis testing.

Table 4. 17 Hypothesis Result

Hypothesis	Original sample (O)	T statistics (|O/STDEV|)	P-values	Result	Hypothesis Result
Influencer Characteristics → Brand Image	0.510	5.019	0.000	Positive and Significant	Supported
Brand Image → Purchase Intention	0.448	4.649	0.000	Positive and Significant	Supported

Source: Data Processing (2024)

4.3.3.1 Influencers Characteristics has Significance and Positive Influence on Brand Image

Influencer Characteristics have a significant influence on Brand Image. Based on the results shown by the SEM-PLS analysis, the Original Sample value is 0.510 (indicated as positive), the T-Statistics value is 5.019 (indicated as significant because it is above 1.96), and the P-Value is 0.000 (indicated as supported because it is below 0.05).

4.3.3.1 Brand Image has Significance and Positive Influence on Purchase Intention

Brand Image have a significant influence on Purchase Intention, which in turn affects Purchase Intention. Based on the results shown by the SEM-PLS analysis, the Original Sample value is 0.448 (indicated as positive), the T-Statistics value is 4.649 (indicated as significant because it is above 1.96), and the P-Value is 0.000 (indicated as supported because it is below 0.05).

4.4 Analysis and Discussion

4.4.1 The Significant Influence of Influencer Characteristics on Brand Image

Based on the results of this study, Influencer Characteristics have a significant influence on Brand Image, which in turn affects Purchase Intention. Thus, the hypothesis is supported, indicating that effective influencers can enhance brand image and significantly increase consumers' purchase intentions, consistent with previous research. According to Lim et al. (2017), "Influencers play a pivotal role in shaping brand perceptions and can significantly drive consumer purchase decisions." Similarly, Lou and Yuan (2019) found that "the credibility and attractiveness of influencers positively impact brand attitudes and purchase intentions."

4.4.2 The Significant Influence of Brand Image on Purchase Intention

Based on the results of this study, Brand Image has a significant influence on Purchase Intention. Thus, the hypothesis is supported, indicating that a positive brand image can significantly increase consumers' purchase intentions, consistent with previous research. According to Seo and Park (2018), "A strong brand image can lead to higher consumer purchase intentions." Similarly, Dwivedi et al. (2019) found that "the perception of a brand positively impacts consumer purchase decisions."

CHAPTER 5
CONCLUSION AND RECOMMENDATION

5.1 Conclusion

In conclusion, the researcher had worked on this study for the past 4 months, starting from finding the topic and background, analyzing the current situation and problem of Hybrid Cars espescially Xyz Hybrid in Greater Jakarta, reviewing previous related studies from several countries, constructing a research framework

to define the research purpose such as the one tail approach and questions that have been taken from 18 June 2024 – 05 July 2024, finding the right research methodology model, collecting the data, and analyzing the data through SmartPLS to test the hypothesis.

The purpose of this study is to analyze the influencing factors of Xyz Hybrid Cars in Greater Jakarta has found the following results:

1. Influencers Characteristics significantly and positively has influence on Brand Image. Therefore, the first hypothesis of this study is acceptable.
2. Brand Image significantly and positively has influence on Purchase Intention. Therefore, the second hypothesis of this study is acceptable.

5.2 Implications

This study has confirmed Influencer Characteristics significantly and positively influences Brand Image, and Brand Image significantly and positively influences Purchase Intention. Therefore, Hybrid Cars marketers should strategize how they will utilize influencer characteristics to enhance brand image and ultimately increase purchase intention.

Referring to the loading factors explanation in Chapter 4 of this study, there are five highest loading factors to be paid attention to. The highest factor is under the Purchase Intention variable, followed by Brand Image, and Influencer Characteristics. The highest indicator is PI1: " I chose the Toyota Hybrid Zenix based on the benefits it offers." with the loading factor value of 0.931. The second highest indicator is BI2: " The Xyz Hybrid is the first choice because it combines petrol engines and electric motors, resulting in more fuel efficiency and lower exhaust gas emissions." with the loading factor value of 0.883. The third highest indicator is IC1: " I often see influencers mention the Xyz Hybrid." with the loading factor value of 0.770. The fourth highest indicator is BI3: " Xyz is an innovative MPV." with a loading factor value of 0.759. The fifth highest indicator is IC2: " Influencers who often refer to the Xyz Hybrid are trustworthy." with a loading factor value of 0.735. Thus, the result of this loading factor can be useful for Xyz Hybrid to set better marketing strategies to increase their purchase intention.

5.3 Recommendations and Limitations

5.3.1 Limitations

The industry, respondents' region, respondents' criterion, respondents' quantity, and variables are just a few of the limitations of this study. The methodology and findings of this study are specific to the hybrid cars sector and cannot be expanded to include other separate sectors. This study's respondents, who were all from Greater Jakarta and numbered 103 in all, cannot be considered an accurate representation of other cities with different populations. The respondents to this study must meet a number of requirements, including having a driving license, living in the Greater Jakarta region, and having any interest in hybrid cars.

5.3.2 For Future Researcher

The researchers recommend future research to explore other variables beyond this study with a broader scope in the hybrid cars market. Some variables that can be explored are Consumer Trust (Shin et.al., 2020), Social Influence (Zhou & Li, 2022), Perceived Product Quality (Kim & Park, 2021) and many more. In addition, a larger number of respondents will be useful to produce higher quality research results that can cover a wider population. Researchers are also advised to collect respondents from various cities outside Greater Jakarta to gain insights from other cities in Indonesia.

5.3.3 For Business Point of View

From a business industry point of view, hybrid cars offer various advantages. Let's explore some key aspects and provide references to support the information:

The Total Cost of Ownership (TCO) of a hybrid will, in most instances, be less than that of conventional vehicles that run on petrol, due to various reasons. First of all, hybrids normally have better fuel economy, which saves money on fuel consumed over time. They generally need less maintenance because the electric

motor shares the workload of the internal combustion engine and also the brakes. The demand for these hybrids is rising, which in turn raises resale values and gives better returns when the vehicle is sold. All of these factors combined make hybrids the better financial choice for business users.

Hybrid vehicles blend the best of both electric and gasoline engines, offering a versatile and reliable performance that suits a variety of needs. For short trips around the city, they can run solely on electric power, which is perfect for urban driving. When longer journeys are on the agenda, they seamlessly switch to the gasoline engine, ensuring that range limitations don't disrupt business operations. This dual capability makes hybrids incredibly adaptable to different driving conditions, making them an excellent choice for businesses that need flexibility in their vehicle fleets.

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APPENDIX

Appendix A: Questionnaire

Questionnaire

Introducing, my name is Muhammad Nur Fikri, marketing concentration student, IPMI International Business School. Currently conducting research for his final

assignment entitled: The Role of Influencers Characteristics in Increasing Brand Image and Purchase Intention of Xyz Hybrid Cars in Greater Jakarta.

For this reason, I request your willingness to spend arround 5 – 10 minutes to fill out this research survey.

This research is addresed to respondents who have the following criteria:

-Be in the age category of 17 – 65 years

-Interested in hybrid cars

-Domiciled in Greater Jakarta

For respondents who meet the criteria above, I ask for you to help to fill out this survey. There is nothing wrong with the answers you give in this survey so your honesty in answering the questions will greatly affect the results of this research. All personal data that you fill in in this questionnaire will only be used for research purposes and guaranteed confidentiality in accordance with research professionalism and ethical standards.

All questions, criticisms and suggestions for this research can be submitted via:

Email: nur.fikri@ipmi.ac.id

I thank you for your attention and availability in participating in this research.

Regards. Muhammad Nur Fikri

A. Screening

01. Do you have a driving SIM A?

Apakah anda mempunyai SIM berkemudi A?

☐ Ya

☐ Tidak (Silahkan berhenti disini, terimakasih telah berpartisipasi

02. Are you domiciled in Greater Jakarta?

Apakah anda berdomisili di JABODETABEK?

☐ Ya

☐ Tidak (Silahkan berhenti disini, terimakasih telah berpartisipasi

03. Do you have any interest in hybrid cars?

Apakah kamu punya ketertarikan kepada mobil hybrid?

☐ Ya

☐ Tidak (Silahkan berhenti disini, terimakasih telah berpartisipasi

04. Do you have a minimun monthly spending (exclude property) of Rp10.000.000?

Apakah anda memiliki pengeluaran sebulan minimal Rp10.000.000?

☐ Ya

☐ Tidak (Silahkan berhenti disini, terimakasih telah berpartisipasi

B. Respondent Profiles

01. Gender

Jenis Kelamin

☐ Laki - Laki

☐ Perempuan

02. Age

Umur

☐ 17 – 25 Tahun

☐ 26 – 35 Tahun

☐ 36 – 45 Tahun

☐ > 45 Tahun

03. Occupation

Pekerjaan

☐ Mahasiswa

☐ Pegawai Swasta

☐ Pegawai Negeri

☐ Wiraswasta

☐ Lainnya

04. Monthly Spending

Pengeluaran per Bulan

☐ Rp10.000.000 – Rp15.000.000

☐ Rp16.000.000 – Rp20.000.000

☐ Rp21.000.000 – Rp25.000.000

☐ > Rp25.000.000

C. Questionnaire Content

The following are the questions that describe influencing factors of Xyz Hybrid. You can pick strongly disagree to strongly agree that suites your choice.

No.	Question	Likert Scale				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Influencer Characteristics (IC)						
1.	I often see influencers mention the Xyz Hybrid. *Saya sering melihat influencer membicarakan Xyz Hybrid.*					
2.	Influencers who often refer to the Xyz Hybrid are trustworthy. *Influencer yang sering menyebut Xyz Hybrid dapat dipercaya.*					
3.	Content created by Influencer is quality in its field. *Konten yang dibuat oleh Influencer berkualitas di bidangnya.*					
Brand Image (BI)						
1.	The Xyz Hybrid is the first hybrid car that crosses your head (top of mind).					

	Xyz Hybrid adalah mobil hybrid pertama yang terlintas di kepala Anda.					
2.	The Xyz Hybrid is the first choice because it combines petrol engines and electric motors, resulting in more fuel efficiency and lower exhaust gas emissions. *Xyz Hybrid menjadi pilihan utama karena memadukan mesin bensin dan motor listrik sehingga menghasilkan efisiensi bahan bakar lebih tinggi dan emisi gas buang lebih rendah.*					
3.	Xyz is an innovative MPV.					

	Xyz adalah MPV yang inovatif.					
Purchase Intention (PI)						
1.	I chose the Toyota Hybrid Zenix based on the benefits it offers. *Saya memilih Toyota Hybrid Zenix berdasarkan keunggulan yang ditawarkannya.*					
2.	The positive reputation of Toyota as a reliable car manufacturer makes me more likely to consider buying the Zenix Hybrid. *Reputasi positif Toyota sebagai produsen mobil yang andal membuat saya semakin mempertimbangkan untuk membeli Zenix Hybrid.*					

Appendix B: Results of SmartPLS 4 Data Processing

1. PLS – SEM Algorithm

R-Square & R-Square Adjusted
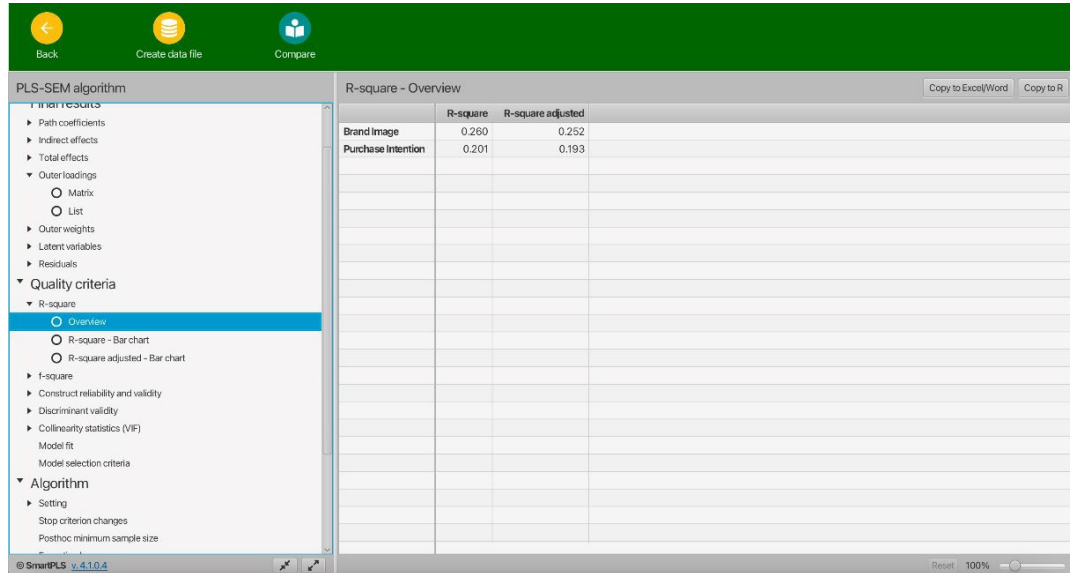
Reliability and Validity

Discriminant Validity

Outer Model

Inner Model