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Influencer Marketing Credibility, Content Interactivity, and Millennial Purchase Decisions: Evidence from Local Fashion Consumers in Bekasi

Kamaliyah Jalista Tryasningrum^{1*}, Langgeng Sri Handayani²

^{1,2}Universitas Pelita Bangsa

Email: kjalista@gmail.com

Abstract

The development of social media has transformed marketing strategies, particularly through influencer marketing and interactive content. This study aims to analyze the influence of influencer marketing credibility and social media content interactivity on purchase decisions of local fashion products among millennials in Bekasi City. This research employs a quantitative approach using a survey method. Data were collected through questionnaires distributed to millennial respondents who actively use social media and have purchased local fashion products based on influencer recommendations. Data analysis was conducted using Partial Least Square–Structural Equation Modeling (PLS-SEM). The results indicate that influencer marketing credibility has a positive and significant effect on purchase decisions. In addition, social media content interactivity also has a positive and significant influence on purchase decisions of local fashion products. These findings suggest that trust in influencers and high levels of consumer engagement through interactive content play an important role in shaping millennials' purchase decisions. This study is expected to provide practical insights for local fashion businesses in developing effective digital marketing strategies.

Keywords: Influencer credibility, content interactivity, social media, purchase decision, local fashion

Introduction

The development of information and communication technology has significantly changed the way humans interact, communicate, and conduct economic activities in the modern era. This digital transformation has given rise to various social media platforms such as Instagram, TikTok, and YouTube, which now serve not only as entertainment and communication platforms but also as effective marketing tools for building relationships between brands and consumers. Social media has become a primary medium capable of shaping perceptions and preferences (Kotler & Keller, 2022).

According to a report by We Are Social and Hootsuite (2024), the number of active social media users in Indonesia reached more than 139 million people, or around 49.2 % of the total population. Of this number, the 18–34 age group dominates with a proportion of more than 60%, making millennials and Gen Z the most potential market segments for local brands. This data shows that the majority of potential consumers are currently actively interacting in the digital space, especially on social media, which has now become a strategic channel for promotion and marketing communications (We Are Social & Hootsuite, 2024).

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In recent years, the phenomenon of influencer marketing has emerged as a key strategy in the world of digital marketing. Influencers are defined as individuals with significant social media followings who are able to influence audience opinions and behavior through the content, lifestyle, and recommendations they share. According to a report by Grand View Research (2024), the global influencer marketing market value reached USD 21.1 billion in 2023 and is projected to grow at an average annual rate of 32.8% until 2030. In Indonesia, significant growth has occurred in the fashion, beauty, and lifestyle sectors, indicating that the use of influencers has become a key strategy in marketing products in these sectors (Lucintel, 2023).

The development of information and communication technology has brought significant changes in people's interaction patterns and consumption behavior. Social media platforms like Instagram and TikTok are no longer just used for communication and entertainment, but have also evolved into strategic marketing tools for businesses to build relationships with consumers. This change encourages business actors to adopt digital marketing strategies that are more relevant to the characteristics of modern consumers, especially the millennial generation who are very active on social media (Kotler & Keller, 2022).

According to a report by We Are Social and Hootsuite, Indonesia has over 139 million active social media users, dominated by the 18–34 age group, which includes millennials. This makes millennials a potential target market, particularly for the growing local fashion industry. Social media has become a primary tool for consumers to find product information, view reviews, and make purchasing decisions (We Are Social & Hootsuite, 2024). One of the digital marketing strategies that is widely used today is influencer marketing. Influencers are understood as individuals who have influence on social media and are able to influence the attitudes and behavior of their audience through the content and recommendations they share. The development of influencer marketing shows significant growth, especially in the fashion and lifestyle sector, because it is considered more personal and relevant than conventional advertising.

However, the effectiveness of this strategy is not only determined by the influencer's popularity, but also by the level of credibility he or she possesses. Influencer credibility includes the expertise, trustworthiness, and attractiveness that the audience perceives towards the influencer. Credible influencers tend to be more trusted so that the promotional messages conveyed can form positive perceptions and encourage consumer purchasing decisions (Ohanian, 1990). On the other hand, low influencer credibility can reduce consumer trust and have a negative impact on purchasing interest (Lim et al., 2017).

In addition to influencer credibility, the interactivity of social media content is also a crucial factor in the success of digital marketing. Interactivity enables two-way communication between influencers and audiences through comment features, live streaming, polls, and Q&A sessions. High levels of interactivity can increase consumers' emotional and cognitive engagement, ultimately influencing purchasing decisions (Liu & Shrum, 2002). In the context of the local fashion industry in Bekasi City, the use of influencers and interactive content is very relevant considering the high level of urbanization and internet usage. Bekasi City is characterized by millennial consumers who are digitally active and tend to use social media as the main reference when shopping for fashion products. However, previous research results

show inconsistent findings regarding the most dominant variable in influencing purchasing decisions, whether it is influencer credibility or content interactivity. Therefore, this study was conducted to analyze the influence of influencer marketing credibility and social media content interactivity on purchasing decisions for local fashion products among the millennial generation in Bekasi City.

Method

This study uses a quantitative approach with an explanatory research type to explain the causal relationship between influencer credibility, social media content interactivity, and purchasing decisions. The research design used was a survey with a *cross-sectional approach*, where data was collected at one time via a questionnaire (Sugiyono, 2019). The research population is millennial generation consumers in Bekasi City who have been exposed to influencer promotional content and have purchased local fashion products (Sugiyono, 2019). The sampling technique used *purposive sampling* with the criteria of respondents actively using social media and having experience viewing influencer content and purchasing recommended products.

The research variables consisted of influencer credibility and content interactivity as independent variables, and purchasing decisions as dependent variables. All variables were measured using a five- point Likert scale (Sugiyono, 2019). Influencer credibility was measured through the dimensions of expertise, trustworthiness, and attractiveness, while content interactivity was measured through two-way communication, ease of interaction, and responsiveness. Purchasing decisions were measured based on the stages of the consumer purchasing process. Data analysis was performed using the Structural Equation Model with Partial Least Squares (PLS-SEM) approach. This method was chosen because it can simultaneously test relationships between variables without requiring normal data distribution and large sample sizes. Model evaluation included validity, reliability, and structural model testing (Hair et al., 2021).

Results and Discussion

Average Variance Extracted (AVE) Test

Table 1. Average Extracted (AVE) Test Results	
Variables	Average Variance Extracted (AVE)
Social Media Content Interactivity	0.757
Influencer Marketing Credibility	0.745
Product Purchase Decision	0.801

Table 1 presents the results of the Average Variance Extracted (AVE) test used for the IKMS variable, which has an AVE value of 0.757, the KIM variable 0.745, and the KPP variable 0.801. All AVE values are above the minimum limit of 0.50, so it can be concluded that the indicators used are able to represent their constructs well. This indicates that each

variable in this study has met the criteria for convergent validity and is suitable for use in further analysis on the structural model.

Cronbach's Alpha Test

Table 2. Cronbach's Alpha Test Results

	Cronbach's Alpha
Social Media Content Interactivity	0.946
Influencer Marketing Credibility	0.951
Product Purchase Decision	0.958

Table 2 presents the results of the reliability test using Cronbach's Alpha for the Social Media Content Interactivity variable, which has a Cronbach's Alpha value of 0.946, the Influencer Marketing Credibility variable of 0.951, and the Product Purchase Decision variable of 0.958. All of these values are well above the minimum required limit, so it can be concluded that all variables in this study have a very high level of reliability. This shows that the research instrument used is consistent and reliable for assessing each variable, so it is suitable for use in further research analysis.

Composite Reliability Test

Table 3. Composite Reliability Test Results

	Composite Reliability
Social Media Content Interactivity	0.956
Influencer Marketing Credibility	0.959
Product Purchase Decision	0.966

Table 3 displays the results of the Composite Reliability test for the Social Media Content Interactivity variable, which has a CR value of 0.956, the Influencer Marketing Credibility variable of 0.959, and the Product Purchase Decision variable of 0.966. All values are well above the minimum limit of 0.70, so it can be concluded that all indicators in each variable show high internal consistency. Thus, the research instrument used is reliable for further analysis.

R-Square Test (Coefficient of Determination)

The test results show a significant R value.

Table 4. R Square Test

Variables	R Square	Adjusted R Square
Influencer Marketing Credibility	0.861	0.858
Product Purchase Decision	0.785	0.777

Table 4 shows that the Influencer Marketing Credibility variable has an R-Square value of 0.861, meaning that 86.1% of its variation can be explained by the independent variables in the model, while 13.9% is influenced by other factors outside the study. Meanwhile, the Product Purchase Decision variable has an R-Square value of 0.785, indicating that 78.5% of the variation in purchasing decisions can be explained by the independent variables, and the remaining 21.5% is influenced by other variables. Overall, the R-Square test results indicate that the research model has strong predictive ability and is suitable for use.

Path Coefficient Test

Table 5. Path Coefficient Test Results

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation n (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
<i>IKM -> KPP</i>	0.928	0.920	0.035	26,686	0,000
<i>KIM->KPP</i>	0.149	0.084	0.195	4,766	0,000

Table 5 shows that all relationships between variables in the research model are positive and significant. The relationship between Social Media Content Interactivity and Influencer Marketing Credibility has the highest coefficient value of 0.928 with a T-statistic of 26.686 and a p-value of 0.000, indicating a positive and significant effect. Furthermore, the relationship between Product Purchase Decisions and Social Media Content Interactivity also shows a positive and significant effect with a coefficient value of 0.149 and a p-value of 0.000. Besides that. Thus, it can be concluded that all hypotheses in this study are accepted and the research model is empirically supported.

Discussion

The Influence of Social Media Content Interactivity on Product Purchasing Decisions

In this study, the interactivity of social media content was shown to play a significant role in shaping the perceptions and behavior of millennial consumers. High path coefficients indicate that content that allows for two-way communication, such as comment sections, live streaming features, polls, and Q &A sessions, significantly increases audience engagement. This finding aligns with the concept of interactivity proposed by Liu and Shrum (2002), who stated that interactivity creates a more personalized and participatory communication experience for digital media users.

For millennials, social media serves not only as a means of receiving information but also as a space for active participation in the marketing communications process. Interactive

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content encourages audiences to respond, ask questions, and express their opinions on the local fashion products being promoted. This high level of interaction strengthens consumers' cognitive and emotional involvement, making marketing messages easier to remember and understand (Kaplan & Haenlein, 2010).

Furthermore, content interactivity also plays a role in building long-term relationships between influencers, brands, and consumers. When audiences feel actively engaged, they develop a sense of closeness and ownership over the content and products offered. This supports the findings of Hidayat and Rahmawati (2023), who stated that social media content interactivity significantly influences the purchasing decision-making process, particularly among younger consumers who frequently use social media. Thus, the interactivity of social media content not only functions as a communication tool, but also as a marketing strategy that can increase the effectiveness of influencer marketing and encourage purchasing decisions for local fashion products.

The Influence of Influencer Marketing Credibility on Product Purchasing Decisions

In this study, product purchasing decisions were significantly influenced by the credibility of influencer marketing and the interactivity of social media content. Purchasing decisions are the final stage of the consumer decision-making process, involving need recognition, information search, alternative evaluation, and the purchase action (Kotler & Keller, 2022). Social media plays an important role in each of these stages, especially in providing product information and recommendations. The research results show that millennial consumers tend to make purchasing decisions after obtaining convincing information from credible influencers and interactive content. Active interaction helps consumers obtain clarification regarding the quality, price, and suitability of the product to their needs.

This is in line with research by Prabowo and Kusumawati (2022) which states that influencer credibility has a significant influence on purchasing decisions for local fashion products. Furthermore, established purchasing decisions also encourage consumers to participate more actively in social media interactions, such as providing reviews or sharing experiences after purchasing a product. This phenomenon demonstrates that purchasing decisions are not only the end result of the digital marketing process but also contribute to continuously strengthening the interactivity of social media content (Susanti & Amalia, 2023).

Conclusion

Based on research results and data analysis using the Partial Least Square–Structural Equation Modeling (PLS-SEM) method, it can be concluded that influencer marketing credibility and social media content interactivity have a positive influence on purchasing decisions for local fashion products among millennials in Bekasi City. Social media content interactivity has been shown to increase influencer credibility, indicating that two-way communication and audience engagement are important factors in building trust in influencers. Furthermore, influencer credibility plays a significant role in driving purchasing decisions, as influencers who are considered competent, honest, and engaging are able to provide confidence to consumers before making a purchase. In addition, the interactivity of social media content also has a direct influence on product purchasing decisions, as active interaction helps consumers obtain clearer information and strengthens confidence in the decision-making

process. The results of this study confirm that the research model has strong and relevant predictive capabilities in explaining millennial purchasing behavior. Therefore, local fashion entrepreneurs are advised to optimize their digital marketing strategies by presenting interactive content and selecting influencers with high credibility to increase purchasing decisions more effectively and sustainably.

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