The Influence of Perceived Credibility, Trustworthiness, Perceived Expertise, Likeability, Similarity, Familiarity, and Attractiveness on Purchase Intention
(A Study on Halal Bakery Products in Kudus Regency)

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Abstract
This study aims to see the effect of Perceived Credibility, Trustworthiness, Perceived Expertise, Likeability, Similiarity, Familiarity, and Attractiveness on Bakery consumer purchasing decisions. This research is included in the casual type using a quantitative approach. The technique used is non-probability sampling. Determination of taking the number of respondents using purposive sampling technique. The sample population there are 103 consumers of bakery products in the students of IAIN Kudus. The data analysis technique used in the study used Structural Equation Modeling (SEM). The results of data analysis can be concluded that fashion influencers are a new phenomenon and a profession that many young people aspire to today. This is how it affects the digital and online world. Path analysis used attitudes towards influencers measured in Perceived Credibility, Trustworthiness, Perceived Expertise, Likeability, Similiarity, Familiarity, and Attractiveness to buying interest decisions. Attitudes towards influencers have been shown to increase purchase intention. The attitude is based on competence, similarity, and a sense of distance between consumers and influencers. Influencers use perceived credibility, credibility, and perceived expertise, similarity and familiarity with the product (or service). Therefore, to convince consumers to buy a certain product, influencers must pay attention to credibility, credibility, and perceived expertise. Awareness, commonality, and familiarity with the product (or service).
Keyword: Perceived Credibility, Trustworthiness, Perceived Expertise, Likeability, Similiarity, Familiarity, Attractiveness.

INTRODUCTION

The advancement of technology has influenced all aspects of human life, providing convenience and speed in delivering the needed information. Influencers play a crucial role in business development, especially in the competitive online business landscape. In today's rapidly evolving era, entrepreneurs must compete by introducing new innovations and strategies to stay competitive. One such strategy is leveraging Digital Influencers. Influencers are individuals who have expertise and marketing knowledge, spreading the phenomenon of skilled product marketing to achieve specific analytical goals in purchase intention (Magano et al., 2022). Digital Influencers have widely spread across various fields, such as products, cosmetics, services,

and more. Individuals with skills and marketing knowledge can utilize online job opportunities. Therefore, when understanding the real impact, it can be concluded that an influencer's attitude can influence Purchase Intention. People can comprehend influencer characteristics, enabling them to predict buying interests and purchase intention models based on the influencer's impact on consumers (Magano et al., 2022).

Celebrity endorsement is a common advertising method used to promote products through explicit association with celebrities or widely recognized figures. The goal is to enhance purchase intention among consumers. Initially, celebrity endorsement was defined as a direct connection between celebrities and the advertised products. A celebrity endorser is a public figure who uses their recognition and popularity to influence consumers through advertisements. It is one of the communication channels used by celebrities to express their words and promote their brands based on their popularity and personality (Setiawan, 2018). This study focuses on the characteristics of influencers that influence purchase intention by establishing trust relationships to reduce consumer perceptions of inconsistency. People tend to trust individuals from their own group. In practical terms, the effectiveness of influencers in purchase intention can be enhanced by Perceived Credibility, Trustworthiness, Perceived Expertise, Likeability, Similarity, Familiarity, and Attractiveness. The rapid advancement of technology has made consumers more selective in their purchasing decisions because they gather information quickly and efficiently (Kotler, 2007).

Perceived Credibility has a positive influence on purchase intention. Credibility used as an endorser in advertisements can affect consumers' beliefs, judgments, and attitudes, motivating consumer behavior to achieve the desired effect (information). Brand trust influences purchase intention; the more trusted the brand is, the higher the consumer's intention to purchase. In conclusion, brand trust can positively impact reducing purchase intention risk and encourage purchasing (Nisa et al., 2022). Perceived expertise is a dimension of influencer marketing. The expertise of bakery influencers in providing information about the advertised product is a key factor in content creation. To be effective, influencers must possess expertise, which refers to the level of knowledge, experience, or skills that influencers have and must use to persuade the target audience. Influencers perceived as experts can achieve higher rankings, making product endorsements more accurate and meaningful. Metrics for measuring influencer expertise include professionalism, experience, knowledge, meeting requirements, and accreditation (Setiawan, 2018).

Endorsers must have a personal brand created through advertisements and images that correspond to the advertised product. Likeability is characterized by external and internal preferences, recognizing what it feels like to be appealing. Endorsers can physically and personally influence the brands they

promote. Similarity refers to emotional and desired similarities between the target group and the celebrity. Familiarity reflects how familiar a brand is to consumers. Offered familiarity reflects consumer comfort, making it easier for consumers to accept products. Attractiveness suggests that the attractiveness of advertisements has factors, including aiming to make consumers more interested and desire to purchase or use services from a particular product (Jacob et al., 2018). This research aims to determine the mediating role of attitudes toward influencers in the relationship between Perceived Credibility, Trustworthiness, Perceived Expertise, Likeability, Similarity, Familiarity, Attractiveness, and Purchase Intention of Global Bakery Kudus. This study provides a learning experience to contribute to helping bakery marketers better understand the impact of digital influencers on Purchase Intention and consumer attitudes toward influencers. Increasing influencer effectiveness can lead to Purchase Intention among consumers. Perceived Credibility, Trustworthiness, Perceived Expertise, Likeability, Similarity, Familiarity, and Attractiveness have a positive influence on Purchase Intention, which is essential for digital consumers. Given the nature of this study, the object of the study is influencers, and the relationship between an influencer's ability to demonstrate skills as a social media influencer (Magano et al., 2022). Previous research suggests analyzing the use of social networks in attitudes toward digital influencers and the impact of consequences on purchase intention.

Influencer

An influencer is someone who has a large following on social media and often acts as an influencer due to their opinions, recommendations, or views that can impact Purchase Intention. When collaborating in the marketing of bakery products, they can play a significant role in influencing their followers, along with the addition of advertising, video content, and brand postings (Magano et al., 2022). Influencers typically consist of individuals, pairs, or even groups who influence their followers on social media through content, advertisements, and brand postings on platforms such as Instagram, Facebook, WhatsApp, and others. The primary goal of influencers is to directly influence their social media followers to make purchases of reviewed products, benefiting both the sellers and those being endorsed (bakery influencers) (Nasution, 2021).

Purchase Intention

According to (Kotler, Philip, and Keller, 2010), in marketing activities, influence can affect consumers who ultimately have the intention to buy goods or use services when needed. In the theory of consumer decision-making, (Kanuk, 2004) argues that purchase intention, as decided by consumers, is an attitude expressed by buying products or using services to satisfy their needs. Furthermore, consumers will have an attitude or intention in purchasing that may or may not be influenced by the levels of satisfaction and dissatisfaction experienced during the service (Wardhana, 2016). These theories and opinions will influence subsequent behaviors or decisions made by consumers to buy

products or use services offered. If consumers feel satisfied with the service or their purchase decisions, they are likely to return for future purchases, whereas if consumers are dissatisfied with a transaction, they may delay or even avoid making repeated purchases (Wardhana, 2016).

Perceived Credibility
Perceived credibility relates to how people perceive the credibility of social media influencers in marketing. Influencers are considered to have higher credibility, making them more persuasive. This can influence consumers to make purchases. On the other hand, those recognized as influencers with low credibility may lead to audience indifference and the inability to accept messages conveyed effectively by influencers (Nisa et al., 2022).

Trustworthiness
Trust is an emotional and logical aspect in marketing demonstrated by individuals when they feel they have reached the truth. Trust is a factor that consumers use when considering reviews and ratings of products that influencers respond to when assessing products personally, giving objective or positive ratings for financial rewards provided by companies as promotional advertisements. High trustworthiness will receive feedback from consumers, enhancing attitude change, while low trust can lead to reduced consumer attitude change in increasing product purchases (Novita et al., 2020).

Perceived Expertise
Recognized expertise is a dimension in influencer marketing, referring to the level of knowledge, experience, or abilities possessed by influencers. The perception of influencer expertise can lead to more accurate and meaningful product ratings. Metrics for measuring influencer expertise include professionalism, experience, knowledge, meeting requirements, and skills. The perceived expertise of becoming an influencer is seen as one of the sources that provide statements considered true by consumers (Siwalankerto et al., 2018).

Likeability
For advertisers, likeability is the priority factor. It involves the positive feelings individuals have towards physical appearance and behavior. Likable qualities attract consumer attention, making advertisements more effective. Likeability is not only seen externally but also originates from within and is provided by an endorser to generate interest in the bakery product's image advertised and create a positive impact (Sijoatmodjo, 2021).

Similarity
Similarity refers to the assumption that the presence of the advertiser matches that of consumers. The more similarities between the source and the consumer, the more attention the advertisement will attract. Similarity encompasses shared characteristics such as nature, needs, hobbies, etc. This characteristic is

directed towards the audience (followers) of an endorsement when reviewing advertised bakery products and using language that possesses positive characteristics, resulting in positive feedback from consumers that subsequently influences the bakery product's purchase interest. When applying similarity, it is essential to consider factors such as religion, culture, social customs, and age, as respecting these factors is crucial when targeting the audience (Frimayana et al., 2018).

Familiarity

Familiarity reflects how individuals become acquainted with their feelings. Consumer sentiments ease product acceptance, and the familiarity offered reflects familiarity with the influencer. Influencers alter consumer perceptions of products or brands sold through effective promotions on social media, advertisements, messages, and feedback from influencers, stimulating consumer interest in purchasing against brands (Wilopo, 2021).

Attractiveness

Attractiveness is defined in terms of facial and physical attractiveness. An attractive influencer has the power to influence consumer purchase intentions significantly. In terms of physical attractiveness, the impact of influencer actions on influencer purchase intentions is vital in online marketing. Attractiveness can enhance the equity of bakery products advertised by celebrity endorsements. In this context, an influencer must be able to enhance attractiveness, expertise, and trustworthiness, making bakery products known to the general public for them to try and purchase (Mubarok, 2016).

Credibility is a crucial factor for building trust and fostering long-term relationships. The perceived credibility of a bakery influencer plays a vital role in establishing trust in a bakery brand and influencing purchase decisions. In essence, high credibility reflects the influencer's expertise and knowledge in advertising products, instilling confidence in the said products (Wilopo, 2021). According to (Dwivedi, 2013), influencer credibility comprises three dimensions: trustworthiness, attractiveness, and expertise. These qualities are essential for bakery influencers to gain the trust of their followers and encourage them to purchase bakery products. Bakery influencers must possess these traits as they are key to their success. Meanwhile, according to A. Shimp and J. Craig (2013), influencer credibility is characterized by two dimensions: expertise and trustworthiness. Expertise refers to the influencer's knowledge and skills, while trustworthiness pertains to the perceived honesty (Wijaya and Sugiharto, 2015).

Hypothesis 1: Perceived credibility significantly influences the increase in purchase intention.

Trustworthiness is a key factor in delivering a credible message for overall effectiveness. When promoting bakery products, bakery influencers must instill

confidence in consumers to boost purchase intent and positively impact sellers in marketing their products. The more honest an influencer is when conveying messages about bakery products, the more trust consumers will have in them, leading to increased purchase interest and ultimately purchase decisions (Novita et al., 2020). The honesty possessed by bakery influencers when promoting a product can also instill confidence in consumers and assist marketers in increasing consumer purchase intent through influencer marketing (celebrity endorsement) (Efendi et al., 2017). High trust leads to increased consumer purchase intent, while low trust can negatively affect purchase intent (Efendi et al., 2017).

Hypothesis 2: Trustworthiness significantly influences the increase in purchase intention.

The expertise of bakery influencers when providing information about advertised products is a key factor. When creating content, bakery influencers must exhibit expertise. This content is uploaded to social media and should be capable of attracting the interest of their followers, resulting in positive feedback for those who use bakery influencers' services to market their products. In the end, the perception of expertise held by bakery influencers should establish trust and maintain a good relationship between the bakery influencer, the product, and the audience. Bakery influencers typically provide detailed and valuable reviews and should receive positive feedback from their followers on social media (Riama, 2021). Bakery influencers who are experts or experienced in a field are more likely to influence their consumers and change their opinions about a product compared to bakery influencers who are considered inexperienced. Expertise possessed by bakery influencers has a positive impact on consumer purchase intent (Novita, 2020). The expertise of bakery influencers positively influences purchase intent, and support from bakery influencers in marketing can also increase consumer interest in a product. In conclusion, the ability or expertise of bakery influencers affects the increase in purchase intent (Muthohar and Triatmaja, 2013).

Hypothesis 3: Perceived Expertise significantly influences the increase in purchase intention.

Likeability, or the positive feelings consumers have towards bakery influencers, plays a significant role in purchase intent. Likeability encompasses elements such as preference, liking, and conviction. Liking indicates whether consumers are familiar with a product, have a preference for it, or are convinced about it. These elements affect consumer decision-making and their intention to purchase bakery products (Saputra, 2018). Likeability refers to the positive or negative feelings that consumers have towards a bakery influencer. Positive feelings include liking for a product advertised by the bakery influencer, which generates interest in purchasing the product due to the trust and liking developed towards the influencer (Sartika, 2014). Likeability is not only based

on external factors but also on what an endorser brings internally, attracting purchase interest and creating a positive influence (Dewantoro et al., 2019).
Hypothesis 4: Likeability significantly influences the increase in purchase intention.

Similarity refers to the perceived commonalities between a bakery influencer and the message recipient. Generally, people are more influenced by a communicator who shares similarities with them. When communicators and receivers share similar goals, interests, and needs, messages are more easily accepted and understood. Similarity creates empathy in consumers towards a bakery influencer in an advertisement, fostering a sense of connection (Dharma and Iskandar, 2017). One factor affecting similarity and purchase intention is the positive correlation between the product advertised by an influencer and the followers on social media. This similarity leads to curiosity about the product, resulting in an intention to purchase and consume bakery products (Saputra, 2018). Similarity and purchase intention attract consumers if influencers can create a situation that instills trust, interest, and the desire to buy the product. If the message recipient (consumer) shares the same goal, such as wanting to buy bakery products, they already have a common ground, where the influencer aims to sell the product, and the consumer needs the bakery product for consumption (Muthohar and Triatmaja, 2013).
Hypothesis 5: Similarity significantly influences the increase in purchase intention.

Familiarity is a psychological factor that leads consumers to prefer what is already known and familiar to them rather than what is unknown. Familiarity tends to have a positive effect on the decision-making process, as consumers feel safe and informed about what an influencer conveys through content uploaded on social media compared to when they are not familiar with the content (Nofsinger, 2018). The effect of familiarity is that consumers make decisions and have confidence in something they already know and are comfortable with. Familiarity depicts consumers purchasing bakery products directly (having purchased them before) and indirectly (not having purchased them before), typically through information obtained on social media (video content, advertisements), direct interactions with sellers, or word-of-mouth communication (Meiriyanti et al., 2022). Familiarity reflects that a bakery influencer has a connection with consumers, making them more interested in the products promoted by the influencer. Bakery influencers can change consumer perceptions of a product advertised through ad content, influencing consumer purchase intent (Wilopo, 2021).
Hypothesis 6: Familiarity significantly influences the increase in purchase intention.

Attractiveness in advertising has three factors: meaning, credibility, and distinctiveness. Firstly, advertising should have meaning to capture consumers'

interest and make them want to purchase or use a service. Secondly, advertising must be credible, meaning that consumers must believe that the information provided is accurate and beneficial, using the right strategies to attract and maintain consumer interest. Thirdly, advertising should have distinctiveness that sets it apart from other products or brands, giving it a unique advantage over competitors, ultimately making consumers choose the advertised product over others (Jacob et al., 2018). Bakery influencers who are appealing are generally preferred by consumers and are perceived positively regarding the products they advertise. When bakery influencers promote a product, and consumers find the influencer attractive, it leads to consumer evaluation that the influencer is appealing and trustworthy (Novita et al., 2020). Additionally, the attractiveness of a bakery influencer affects consumer behavior before they choose and decide to consume a product or brand (Mubarok, 2016).

Hypothesis 7: Attractiveness significantly influences the increase in purchase intention.

RESEARCH METHODS

Population is a collection of elements that are part of a whole, forming the characteristics or events that are considered the focus of research. It is seen as the subject of study. In this research, the entire population consists of all students of IAIN Kudus. According to Uma Sekaran, a sample is a subgroup or a portion of the population. The sample is considered to represent the entire research population (Ena et al., 2020). The sample used in this study consists of 103 respondents, selected using non-probability sampling. This is because there are specific criteria for sample selection and data collection. The criteria for selecting the sample are that all Muslim students at IAIN Kudus who have purchased Bakery products in the Kudus Regency are eligible. The selection criteria for respondents are that they have previously purchased and experienced halal bakery products, with no age restriction (Alatas and Tabrani, 2018).

Operational Definition and Measurement of Variables

Operational definition, according to Saifudin Azwar, is a definition that has a single and objectively accepted meaning when its indicators are not apparent. It is a definition of a variable formulated based on the characteristics of the observed variable (Agustian et al., 2019). Variable measurement refers to something used as a characteristic, property, or measurement possessed or obtained by the research unit about a particular concept. The data sources used in this research include primary and secondary data. Primary data is obtained through a questionnaire that has been created and distributed. Secondary data is obtained from literature sources such as books and journals.

Marketing activities can influence consumers who ultimately aim to purchase goods or use services when needed (Wardhana, 2016). This variable is measured using a questionnaire from Chetioui et al. Low credibility leads to

audience indifference and an inability to accept advertising messages effectively conveyed by influencers (Gino et al., 2022). This variable is measured using a questionnaire from Chetioui et al. Trustworthiness is an aspect that consumers use when considering influencer product reviews and ratings when evaluating products personally, providing objective or positive assessments only for financial incentives provided by companies as advertising promotions (Novita et al., 2020). This variable is measured using a questionnaire from Chetioui et al.

Recognized expertise is a dimension of influencer marketing. It represents the level of knowledge, experience, or ability that makes influencers more influential in persuading the target audience. Perceived expertise to become an influencer is seen as a source that provides statements considered true by consumers (Siwalankerto et al., 2018). Likeability refers to the positive or negative feelings consumers have towards Bakery Influencers. Positive feelings include liking a product advertised by Bakery Influencers and being interested in purchasing the product due to trust and liking towards the Bakery Influencer (Sartika, 2014). This variable is measured using a questionnaire from Chun et al. Familiarity reflects how consumers become familiar with and accept what is offered (Wilopo, 2021). This variable is measured using a questionnaire from Chun et al. Attractiveness can enhance the equity of bakery products advertised by celebrity endorsements. In this context, an influencer must be able to increase attractiveness, expertise, and trust to make bakery products known to the general public (Mubarok, 2016). This variable is measured using a questionnaire from Munnukka et al. Similarity is about perceiving a similarity between a bakery influencer as the source and the message receiver (Dharma and Iskandar, 2017). This variable is measured using a questionnaire from Chun et al. The research is measured using a Likert scale ranging from 1 to 5, including: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree.

Data Analysis Technique
Descriptive analysis is used to depict the data, with no intention of drawing general conclusions (Sugiyono, 2015). The validity of the instrument for this research is tested using Confirmatory Factor Analysis (CFA) to determine if the questionnaire used is suitable for its intended purpose (Ghozali, 2016). Cronbach's Alpha is used to test the instrument's reliability. Cronbach's Alpha is calculated using the average cross-correlation between measurement concept items (Sekaran, 2011). Hypothesis testing in this research uses Structural Equation Modeling (SEM) analysis. Structural equation modeling is a statistical technique used to test various complex and simultaneous relationships (Ferdinand, 2014). SEM has advantages when applied to management research, allowing researchers to confirm relationships between dimensions of frequently used factor concepts. Another advantage of using SEM analysis is its ability to measure the theoretical influence of variables or dimensions. The data management tool used is AMOS 26.

RESULT AND DISCUSSION

The validity test in this study aims to measure the validity of the questionnaires used in the research, using Confirmatory Factor Analysis. The main variables include Purchase Intention, Perceived Credibility, Trustworthiness, Perceived Expertise, Likeability, Similarity, Familiarity, and Attractiveness. The validity results show that the standardized loading estimates are above 0.5. The Construct Reliability test is used to assess the consistency of the questions used in the research. The results of the test were conducted on 8 variables, all of which are considered reliable as they have Construct Reliability values above 0.6.

Image 1
Hypothesis Testing Results
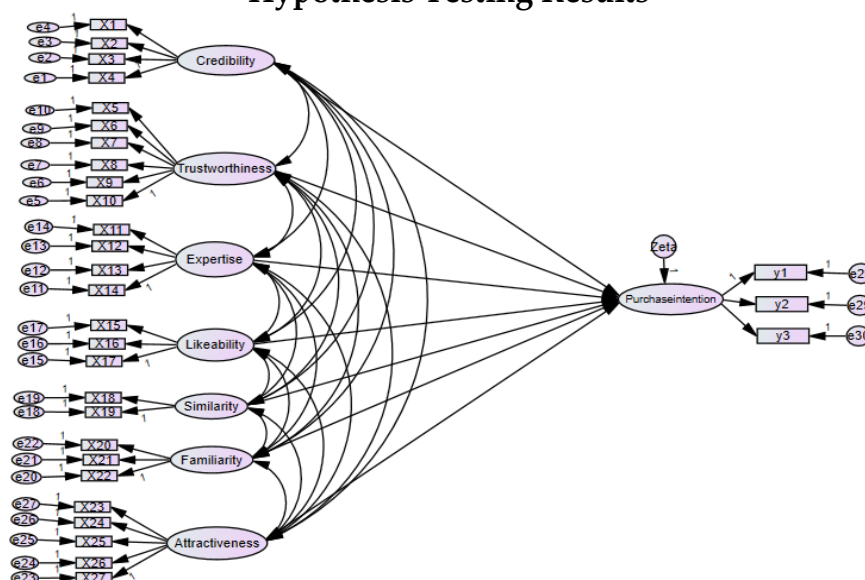
Source: Processed Data, 2022.

The Influence of Perceived Credibility on Purchase Intention

The examination of the Perceived credibility variable indicates that in the questionnaire, questions regarding Perceived credibility show a significant value of -0.60, which is considered significant as it is less than 0.05. From this value, it can be concluded that in this study, the Perceived credibility variable has an impact on the purchase intention of bakeries located in Kudus. This study can conclude that hypothesis 1 is supported because the results show that the Perceived credibility variable influences purchase intention, which, in turn, leads to bakery purchases and benefits the bakery sellers. This research is in line with a study conducted by (Nissa et al., 2022). The Perceived Credibility variable has a positive influence on purchase intention. Credibility used as a bakery endorser for advertising can influence the beliefs, judgments, and attitudes of consumers in purchase intention. Brand trust influences purchase

intention; if the brand is trusted, consumers are more likely to purchase. However, if trust is low, the intention to purchase a product will also be low. In conclusion, Perceived Credibility has a significant impact on purchase intention.

The Influence of Trustworthiness on Purchase Intention
The research examination of the Trustworthiness variable shows that in the questionnaire regarding trustworthiness, there is a significant result concerning purchase intention, with an analysis value of -0.66 using SEM. It can be concluded that the variable of trustworthiness has an impact on purchase intention in bakery sales, and therefore, hypothesis 2 in this study is supported. Bakery influencers who are experts in a field can more easily influence their consumers or change consumer opinions about a product compared to bakery influencers who are considered to lack expertise. The expertise possessed by bakery influencers has a positive influence on purchase intent, and the support of bakery influencers in marketing can also increase consumers' interest in a product. In conclusion, the ability or expertise of bakery influencers affects the increase in purchase intent. This study is consistent with research conducted by (Muthohar and Triatmaja, 2013).

The Influence of Perceived Expertise on Purchase Intention
The expertise possessed by Bakery influencers has a positive influence on purchase intention, and the support of Bakery Influencers in marketing can also increase consumers' interest in a product. In conclusion, the ability or expertise of Bakery Influencers significantly affects the increase in purchase intent (Muthohar and Triatmaja, 2013). Testing on the Perceived Expertise variable's influence on Purchase Intention using SEM indicates a significant result in the questionnaire, with a value of 1.13. It can be concluded that the Perceived Expertise variable has a significant impact on purchase intention in Bakery in Kudus, so hypothesis 3 in this study is supported.

The Influence of Likeability on Purchase Intention
The research hypothesis tested on the Likeability variable on Purchase Intention using SEM shows a significant result of -10. From the calculated data, it can be concluded that Likeability significantly influences Purchase Intention in Kudus Bakery. Therefore, the testing of hypothesis 4 is supported. Likeability in this context refers to the positive or negative feelings that consumers have towards Bakery Influencers. Positive feelings include consumers' liking for a product advertised by Bakery Influencers and their interest in purchasing the product due to their liking and trust in Bakery Influencers (Sartika, 2014).

The Influence of Similarity on Purchase Intention
Testing the similarity variable on purchase intention in Kudus Bakery shows a value of 0.94. This value is significant as it is less than 0.05. Therefore, it can be concluded that there is a significant influence of similarity on purchase

intention in Kudus Bakery. In this study, hypothesis 5 is supported. This indicates that the similarity of a business owner has an impact on the increase in purchase intention in Kudus Bakery. Business owners are important to maintain similarity in their business operations because similarity in a business can attract the interest of consumers willing to use the offered products and services. The relationship between Kudus Bakery entrepreneurs and their customers mutually benefits and has a positive impact on business sustainability in today's competitive era. Kudus Bakery entrepreneurs maintain similarity in selling their products, both in terms of size and price. They do not engage in dishonesty or sell products that differ from other businesses. In the application of similarity (similarity to the target audience), attention should be paid to factors such as religion, culture, social norms, customs, and age, which should be respected and not offended. Most importantly, a celebrity endorser must have social qualities without discriminating against these factors (Wilopo, 2021).

The Influence of Familiarity on Purchase Intention
Testing the familiarity variable on purchase intention in Kudus Bakery shows a value of -0.72. This value is significant as it is less than 0.05. Therefore, it can be concluded that familiarity has a significant influence on purchase intention in Kudus Bakery. In this case, it can be concluded that hypothesis 6 is accepted. This indicates that the familiarity of a business owner with consumers has an impact on the increase in purchase intention in Kudus Bakery. Business owners run their businesses by using Influencers who can create familiarity in advertising bakery products. The success of an Influencer in advertising bakery products on social media significantly supports consumers' interest in purchasing those bakery products. An Influencer's attractiveness in an advertisement can attract the interest of consumers willing to use the products and services offered. The relationship between Bakery Kudus Influencers and their consumers is highly advantageous and has a positive impact on business sustainability. Influencers create familiarity and serve customers with friendliness. Influencers can change consumer attitudes and perspectives on product or brand perception through effective and friendly promotions on social media, advertisements, messages, and positive feedback from influencers, arousing consumer interest in buying against the brand (Wilopo, 2021).

The Influence of Attractiveness on Purchase Intention
Testing the attractiveness variable on purchase intention in Kudus Bakery shows a value of 1.01. This value is significant as it is less than 0.05. Therefore, it can be concluded that attractiveness has a significant influence on purchase intention in Kudus Bakery. In this case, it can be concluded that hypothesis 7 is accepted. This indicates that the attractiveness of an Influencer has an impact on the increase in purchase intention in Kudus Bakery. An Influencer who is skilled in advertising bakery products on social media can attract consumers' interest in purchasing those products. The appearance of an Influencer

significantly determines the success of attracting as many consumers as possible. Business owners run their businesses by using Influencers who can attract customers through attractiveness in advertising bakery products. The success of an Influencer in advertising bakery products on social media significantly supports consumers' interest in purchasing those bakery products. Attractiveness (daya tarik) can enhance the equity of bakery products advertised by celebrity endorsements. In such conditions, an influencer must be able to enhance attractiveness, expertise, and trustworthiness, which can make bakery products known to the general public and encourage them to try buying the products (Mubarok, 2016).

CONCLUSION

Based on the results of the hypothesis testing analysis, it can be concluded that Perceived Credibility, Trustworthiness, Perceived Expertise, Likeability, Similarity, Familiarity, and Attractiveness have an influence on Purchase Intention. This has significant implications for potential buyers in influencing their purchase interest. Business owners run their businesses by using Influencers who can create attractiveness in advertising bakery products. The success of an Influencer in advertising bakery products on social media significantly supports consumers' interest in purchasing those bakery products. Celebrity endorsement significantly affects purchase interest but does not significantly affect purchasing decisions. Advertising has a positive and significant effect on consumer purchase intention and positively influences purchasing decisions. Purchase intention has a positive and significant effect on purchasing decisions. Purchase intention also acts as an intervening variable that can mediate celebrity endorsements from consumer purchasing decisions. Purchase intention does not mediate promotional effects on consumer purchasing decisions. This research helps marketers in the bakery culinary field gain a better understanding of the impact of influencer marketing on purchase intention and the influencing factors. It also explains consumer attitudes towards influencers and increases the selection of influencers that can generate consumer purchase intention (capturing consumer attention will start and not stop in the near future, but in practice, it will be more intense than needed by companies to reap all the benefits they can get).

Limitations and Suggestions:

The application of Perceived Credibility, Trustworthiness, Perceived Expertise, Likeability, Similarity, Familiarity, and Attractiveness on purchase intention impacts purchasing decisions. Implementing strategies with Celebrity Endorsement by using events that can be useful for branding bakery products in the IAIN Kudus campus area. The limitation of this study is that the sample used represents only students of IAIN Kudus. In future research, we propose analyzing the use of social networks for attitudes and the influence of digital influencers as a result of buying intentions, especially for culinary or bakery purchases. Based on the results of this research, we can suggest that bakery

products in Kudus can improve their product sales. Promotional messages are well received by consumers. If you are a product owner, you can also implement other types of promotions to increase bakery sales, such as collecting purchase points or distributing product brochures. There is also room for expanding advertising platforms, including through YouTube and blogs. Further research may add structures such as price variables and brand image to increase the survey sample size.

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