The influence of influencers and Instagram social media on purchasing decisions with consumer trust as an intervening variable for nature lovers in DKI Jakarta

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ABSTRACT

This study aims to analyze and understand the factors influencing purchasing decisions for Eiger products among nature lovers in DKI Jakarta, with a particular focus on the roles of influencer marketing, Instagram-based social media engagement, and consumer trust as mediating variables. The originality of this study lies in its integration of consumer trust as an intervening mechanism within the influencer marketing context, specifically targeting a niche market of outdoor enthusiasts. A descriptive quantitative approach was employed using structural equation Modeling with the partial least squares (SEM-PLS) method. Data were collected from 220 respondents through an online questionnaire and analyzed using SmartPLS version 4.0.0. The results indicate that influencer marketing significantly influences consumer trust, whereas Instagram social media engagement does not have a direct effect on purchasing decisions. Further, consumer trust mediates the relationship between influencer marketing and purchasing decisions, reinforcing the strategic value of building trust in influencer-driven campaigns. This study is limited to Instagram users in DKI Jakarta and focuses solely on the Eiger brand, which may constrain the generalizability of the findings. Nevertheless, this study offers new insights into consumer behavior in the outdoor product segment and contributes to the literature on digital marketing and trust-based purchasing dynamics across generational cohorts.

Keywords: Influencer, Media Social Instagram, Purchase Decision, Consumer Trust.

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RESEARCH & PUBLISHING

1. INTRODUCTION

Indonesia's natural wealth is attractive, making it a rich destination country. Abundant natural wealth from mountains to oceans attracts many tourists to Indonesia. Everyone in Indonesia does many things, especially modern children, who like adventure activities, which are usually called outdoor activities. Outdoor activities include visiting open places (outdoors) such as waterfalls, seas, mountains, and forests. These free activities have very high risks, including those related to the weather, making it difficult to carry out outdoor activities. Therefore, effective planning is needed, especially regarding the equipment and tools that support these activities. Many companies that produce outdoor goods and equipment offer good and attractive brands and quality to consumers so many young people today are making outdoor activities a trend, so the demand for outdoor goods and equipment is high. Outdoor equipment can also be used in everyday life, not only for outdoor or adventure activities but also in everyday life. With many companies offering outdoor activity products, this can give rise to different perceptions among consumers regarding purchasing the products offered.

Price, value, and quality perceptions play a role in consumers' purchasing decisions. Currently, brand image, product quality, and price are factors that greatly influence product purchasing decisions and will make someone become a consumer. Today, many people have a hobby for adventuring, mountain climbing, and other nature-loving activities, and Eiger is a company that provides support for people who have these hobbies. These activities resulted in an increase in the number of requests for outdoor equipment. The Eiger Company, whose products are well known to the public, offers quality products, and prices are based on the quality provided.

Marketing is constantly evolving and marketers are constantly looking for new marketing strategies and patterns. One contemporary marketing strategy is the use of digital marketing technology to supplement existing conventional marketing strategies. One uses influence as a medium for market products. Influencers can influence others' purchasing decisions because they have authority, knowledge, and close relationships with customers.

Instagram is a social media platform with the highest number of users in Indonesia. According to a Forrester study, Instagram is a social media platform that has more fame than other social media platforms as a powerful marketing tool. In addition, according to the findings of a poll, 75% of respondents used Instagram to look for vendors, such as fashion or other online stores. This also increases consumer trust in Eiger. Consumer knowledge and all the inferences they draw about the product's features, qualities, and advantages constitute trust. Customers build an attitude toward a product, trust it, and ultimately purchase it. make a purchase decision regarding the product.

This study attempts to investigate the impact of Influencers, Social Media Instagram, consumer trust, and Eiger product decisions to understand how these factors influence consumer decisions on Eiger. Considering the findings of previous studies (Amalia & Sagita, 2019), influencer marketing on social media significantly affects people's decisions to buy. different from research conducted by Meanwhile, studies carried out by (Tri et al., n.d.) said that social media advertising and influencer marketing negatively influence choices made regarding a product. Research conducted by Upadana and Pramudana (2020) declares that Social Media has a favorable impact on selections about what to buy. Meanwhile, research results from research conducted (Wahid et al., n.d.) show that social media does not significantly influence consumers' decisions to buy. Research by Budi Setiawan (n.d.) claims that decisions on what to buy are strongly and significantly influenced by customer trust.

2. LITERATURE REVIEW

The theory used in this study considers consumer behavior. Consumer behavior encompasses all behaviors, pursuits, and mental processes that drive these actions before purchasing and after using or consuming goods and services or acts of consideration (Surmawan, 2020:6). Schiffman and Kanuk (Surmawan, 2020:4) explain that the term consumer behavior is the conduct of customers as they find, acquire, evaluate, and utilize products and services that they think will satisfy their needs.

2.1. Purchase Decisions

Purchasing decisions are consumer decisions regarding brands to buy. Consumers can make purchasing decisions because they need or want certain products. Purchasing decisions are the stages when buyers make choices, purchase products, and consume them (Sudirjo et al., 2020). Several indicators influence the purchasing decisions. These indicators include product choice, brand choice, purchase time, dealer's consumer choice, purchase amount, and payment method.

2.2. Influencer

According to Hariyanti and Wirapradja (2018:141), an influencer is a person or figure with significant influence on social media. The followers' actions may be influenced by the messages they spread. Several Indicators influence influencers, including relatedness, knowledge, helpfulness, trust, and articulation.

2.3. Social Media Instagram

The social networking app, Instagram, enables people to publish images and videos. are used to promote products or services. However, Instagram is still a part of Facebook that can connect with friends who follow our account. Instagram can also modify photos before they are uploaded to a platform (Haqqani, 2020). Several indicators influence Instagram Social Media. These indicators include Hashtag, Location/geotag, Follow, Share, Like, Comment, Mention

2.4. Consumer Trust

Trust is the belief that someone will obtain what is expected from others. Certain behaviors, for example, are based on the belief that one's partner will deliver what is expected of one, and the expectation that one typically has a business depends on trust. If two or more people trust one another, they engage in business. In addition to being acknowledged by other people or business partners, trust must be established early (Wilianti, 2020). Several indicators influence consumers' trust. These indicators included sincerity, ability, integrity, and willingness to depend.

2.5. Development of Hypotheses and Frameworks

H1: Influencers have a favorable and noteworthy impact on Consumer Trust.
H2: Social Media Instagram has a favorable impact on consumer trust.
H3: The importance of consumer trust favorable impact on purchasing choices.
H4: Influencers have a strong positive impact on purchasing decisions.
H5: There is an impact of social media Instagram on Purchase Decisions.
H6: Consumer Trust modulates the impact of influences on judgments about what to buy.
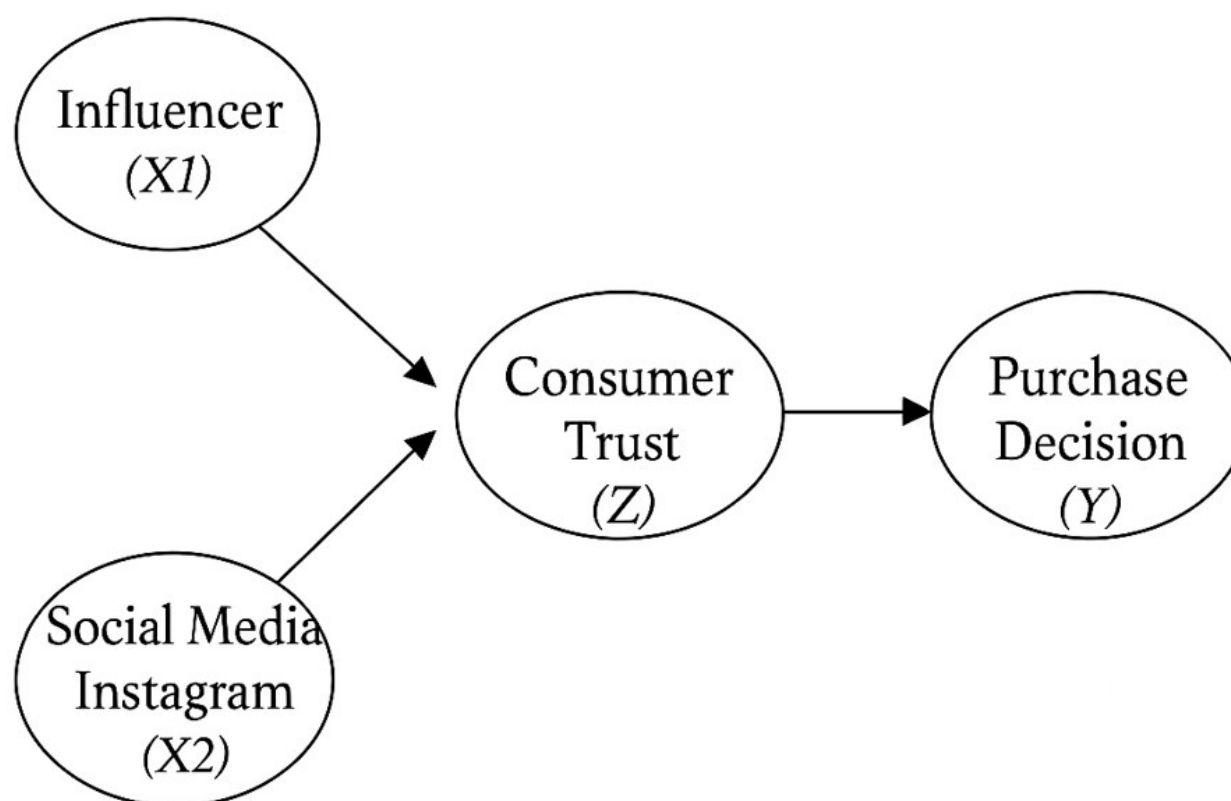H7: Consumer Trust mediates Instagram's impact on social media buying decisions.

Figure 1. Framework

3. RESEARCH METHODS

The research uses quantitative methods with a causality research design and use**s** the modeling of structural equations (SEM). This study's population is an unknown quantity of consumers who have purchased or used Eiger Products in the DKI Jakarta area. The sample used in the research used the analysis Structural Equation Model with a minimum of 100 samples. According to Hair et al. (Wati, 2021), calculating the quantity of research indications increased by 10 because the total population is unknown. The number of indicators used in this study was 22; therefore, the required sample size was 22 (research indicators) × 10 = 220 respondents. Given that the minimum number of respondents in the SEM analysis was 100, the sample size was set at 220 respondents who had purchased or used Eiger products. in the vicinity of Jakarta). The approach used to gather data was primary data originating from distributing questionnaires online.

4. RESULT AND DISCUSSION

In the questionnaire, the respondents' characteristics were determined by the author, referring to gender, age, last education, occupation, domicile, income, and marital status. Apart from this, there are various statements from the indicators for each variable, each of which consists of five indicators of the influencer variable, seven indicators of the Social Media Instagram variable, four indicators of the Consumer Trust variable, and six indicators of the Purchase Decision variable. Referring to the characteristics of the respondents, it is known that there were 220 respondents. Most respondents were 18-24 years old, with a total of 166 people (75.5 %). Most of the final education is high school/equivalent, with a total of 132 people or 60%. Most occupations are students with a total of 142 people (65 %), the dominant majority domicile is South Jakarta with a total of 78 people (35 %), and the most dominant income is less than Rp. 1,000,000, with 191 people (87 %).

4.1. Descriptive Statistics

Table 1. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Influencer	220	15	30	25.43	2.842
Instagram Social Media	220	19	42	35.02	4.824
Purchase Decision	220	17	36	30.51	3.673
Consumer Trust	220	12	24	20.50	2.429
Valid N (listwise)	220				

This variable has 220 respondents (N), with the lowest and lowest values being 15 and 30, respectively. 25.43 is the average (mean) value and 2,842 is the standard deviation. This average value is 84.77% of the maximum value (25.43/30 x100%), which shows that influencers have a high influence on respondents. This variable has 220 respondents (N), with the lowest A value of 19 being the least, and 42 being the maximum. The standard deviation was 4,824, and the average (mean) value was 35.02. This average value is 83.38% of the maximum value (35.02/42 100%), which shows that social media users, Instagram, interact or obtain information from respondents very significantly. This variable has 220 respondents (N), with the lowest values ranging from 17 (the lowest) to 36 (the highest). 3,673 is the standard deviation. the average (mean) value was 30.51. This average value is 84.75% of the maximum value (30.51/36 × 100%), which indicates that the purchasing decisions taken by respondents are at a fairly high level. This variable has 220 respondents (N), with the lowest value of 12 at the lowest and 24 at the greatest. 20.50 is the average (mean) value and 2,429 is the standard deviation. This average value is 85.42% of the maximum value (20.50/24 × 100%), indicating that the degree of customer trust in the goods or services studied is quite high.

4.2. Outer Model

4.2.1. Convergent Validity Test

Test validity using SmartPLS software was used to calculate convergent validity (loading factor), discriminant validity, and the level of significance of the latent variables of the study model, reflecting the relationship between the indicators and construct. The validity test began by inputting the respondent's answer data from the questionnaire results, which were converted to numeric. This is a Figure of the SmartPLS. Output the results for validity testing.
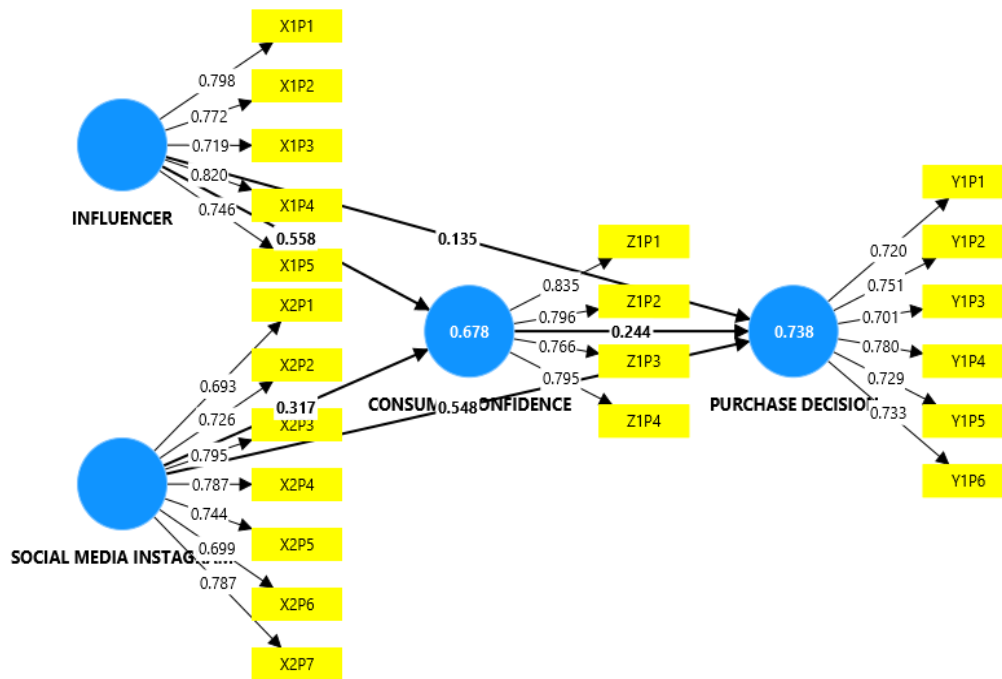
Figure 2. Outer Loadings Validity Test Results
Source: Results processed by Smart PLS

Table 2. Outer Loadings

Variable	Indicator	Loading	Information
Influencer	X1.01	0,798	Valid
	X1.02	0.772	Valid
	X1.03	0.719	Valid
	X1.04	0.820	Valid
	X1.05	0.746	Valid
Social Media Instagram	X2.01	0.693	Valid
	X2.02	0.726	Valid
	X2.03	0.795	Valid
	X2.04	0.787	Valid
	X2.05	0.744	Valid
	X2.06	0.699	Valid
	X2.07	0.787	Valid
Consumer Trust	Z.01	0.835	Valid
	Z.02	0.796	Valid
	Z.03	0.766	Valid
	Z.04	0.795	Valid
Purchase Decision	Y.01	0.720	Valid
	Y.02	0.751	Valid
	Y.03	0.701	Valid
	Y.04	0.780	Valid

Variable	Indicator	Loading	Information
	Y.05	0.729	Valid
	Y.06	0.733	Valid

4.2.2. Reliability Test

Reliability testing was conducted to consider the quality and level of consistency of questionnaire statements for the research as a whole. The dependability of the construct was tested using SEM on SmartPLS by examining the results of composite dependability and the indicator block's Cronbach's alpha. Table 3 lists the reliability test calculation results.

Table 3. Reliability

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)	Information
Influencer	0.829	0.832	0.880	0.596	Reliable
Social Media Instagram	0.868	0.870	0.899	0.560	Reliable
Consumer Trust	0.810	0.811	0.875	0.637	Reliable
Purchase Decision	0.832	0.834	0.876	0.542	Reliable

Source: Data processed by SmartPLS, 2025

Table 3 displays the findings for Cronbach's alpha and composite dependability. which is reliable, with variable values above 0.7. This demonstrates the consistency and stability of the instruments used in this study. Thus, all constructs or variables in this research are good, and the statements used to measure each variable are realistic. After carrying out reliability testing, carry out testing on discriminant validity is tested to determine whether every latent variable's idea differs from other variables. by comparing the values of loading on the construct with the goal, needs to be higher. when compared to the value of loading towards the other construct.

4.2.3. R-Square

Table 4. Model Summary

	R-square	R-square adjusted
Consumer Trust	0.678	0.675
Purchase Decision	0.738	0.734

According to the preceding table, the Consumer Trust variable's 0.678 is the R-squared value. We can conclude that influencers, social media, Instagram, and purchase decisions account for 67.8% of the variation in the changes in the Consumer Trust variable, with additional factors outside the suggested model accounting for the remaining 32.2%. The R-squared value for the variable for purchase decisions is 0.738. Thus, it may be said that the variation in changes in the Purchase Decision variable can be explained by the Influencer and Social Media Instagram variables amounting to 73.8%, while other factors accounted for the remaining 26.2%. that are not a part of the proposed model. The value of predictive

relevance (Q2) was used to evaluate the structural goodness of fit of the model (Wati, 2017:239). The formula for calculating the predictive relevance value (Q2) is as follows.

$Q^2 = 1 - (1 - R^2t)(1 - R^22)$

$Q^2 = 1 - (1 - 0.678)(1 - 0.738)$

$Q^2 = 1 - (0.322)(0.262)$

$Q^2 = 1 - 0.084$

$Q^2 = 0.916$

According to the Q-square test above, it can be shown that 0.916 is the predictive relevance value or 96.1%. Meanwhile, the remaining 3.9% can be accounted for by additional factors that have not been explained in this research model.

4.3. Hypothesis Testing

Hypothesis testing is indicated by the path coefficient value to show the significance level. P-values and t-statistics represent the path coefficient values. For the two-tailed hypothesis, the t-statistic value must be larger than 1.96; for the one-tailed hypothesis, it must be greater than 1.64, and the p-value must be less than 0.05. The mediation test in this research was seen through the special indirect effect in SmartPLS 4.0 using the bootstrapping method. The findings of the research testing the structural model are shown in Figure 3.
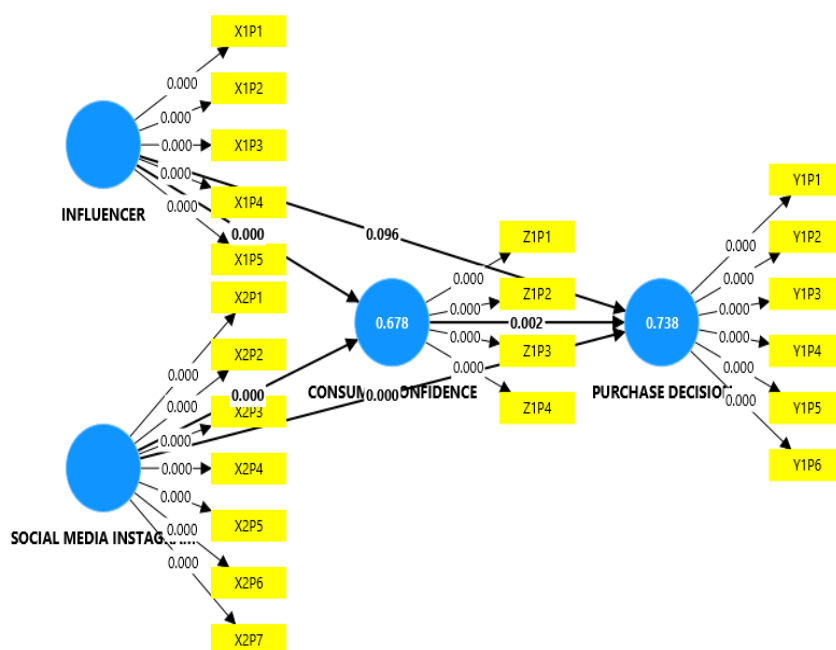

Figure 3.   **Path Analysis**

Table 5. Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Influencer -> Consumer Trust	0.558	0.553	0.087	6.449	0.000
Social Media Instagram -> Consumer Trust	0.317	0.324	0.084	3.779	0.000

Consumer Trust -> Purchase Decision	0.244	0.239	0.085	2.868	0.002
Influencer -> Purchase Decision	0.271	0.270	0.093	2.918	0.002
Social Media Instagram -> Purchase Decision	0.625	0.628	0.081	7.747	0.000

According to Table 5, the path coefficient value is shown as a value of t-statistics and p-values for direct connections between the exogenous and endogenous variables. The first hypothesis, Influenced Influencer on Consumer Trust, shows a value path coefficient of 0.558, with a t-statistic value of 6,449 and a p-value of 0.000. Mark The result of the t-statistic was 6.449. This is higher than the t-table of 1.64 and has a p-value of 0.000, which is less than 0.05. Consequently, it may be said that influencers significantly and favorably affect consumer trust, so the first hypothesis can be accepted. The second hypothesis test is the influence of Social Media Instagram on Consumer Trust, which shows a value path coefficient of 0.317, with a t-statistic value of 3,779 and a p-value of 0.000. Mark t-statistic has a value of 3.779 larger than t-table 1.64 and a 0.000 p-value is less than 0.05. Thus, it may be claimed that Social Media Instagram has a positive and significant influence on Consumer Trust, so the second hypothesis can be accepted.

The impact of customer trust on purchase decisions is the third hypothesis test, and the results indicate a p-value of 0.002, t-statistic of 2,868, and value path coefficient of 0.244. The t-statistic is 2.868 higher than the t-table, and the p-value is less than 0.05, 0.002. Therefore, it can be concluded that consumer trust significantly and favorably influences purchase decisions, supporting the third hypothesis. Accepted. The impact of the fourth hypothesis test is Influencers on Purchase Decisions, which shows a value path coefficient of 0.271 with a t-statistic of 2,918 and a p-value of 0.002. Mark t-statistic has a p-value of 0.002, which is less than 0.05, and a value of 2.918, which is higher than the t-table 1.64. Thus, it may be concluded that influencers have a substantial and favorable influence on purchase decisions, so the fourth hypothesis can be accepted. The fifth hypothesis test is Instagram's impact on social media and purchase decisions, which displays a value path coefficient of 0.625, t-statistic of 7,747, and p-value of 0.000. Mark t-statistic has a value of 7.747 p-value of 0.000 is less than 0.05 and greater than t-table 1.64. Thus, it can be concluded that Instagram and social media have a positive and significant impact on purchasing decisions. until the fifth hypothesis was accepted.

Table 6. Indirect Effects

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Influencer -> Consumer Trust -> Purchase Decision	0.136	0.130	0.046	2.962	0.002
Social Media Instagram -> Consumer Trust -> Purchase Decision	0.077	0.080	0.040	1.953	0.025

According to Table 6, the value path coefficient is indicated by the t-statistics and p-values for indirect relationships between exogenous and endogenous variables. The impact of the sixth hypothesis test is influencers on purchase decisions through consumer confidence, which shows a value path coefficient of 0.136 with a t-statistic of 2,962 and a p-value of 0.002. Mark t-statistic has a value of 2,962 p-value 0.002 is less than 0.05 and the value is greater than t-table 1.64. Therefore, if the variable consumer

confidence acts as a mediator, it can be concluded that the influencer on purchase decisions has a positive and significant influence, allowing the hypothesis to be accepted. The seventh hypothesis test examined the effect of social media Instagram on purchase decisions through consumer trust, showing a path coefficient value of 0.077, a t-statistic of 1.953, and a p-value of 0.025. The t-statistic value of 1.953 is greater than the t-table value of 1.96, and the p-value of 0.025 is less than 0.05. Therefore, it can be stated that Social Media Instagram has a positive effect on Purchase Decision when mediated by the Consumer Trust variable, thus the hypothesis is accepted.

4.4. Discussion

4.4.1. Influence of Influencers (X1) on Consumer Trust (Z)

The Influencer variable in this research is measured through five indicators, namely relatedness, knowledge, helpfulness, trust, and articulation, which are divided into five statement items. Meanwhile, in this research, consumer trust is measured by four indicators: sincerity, ability, integrity, and willingness to depend on, which are divided into four question items. The findings of the analytical test indicate that influencers significantly and favorably influence Consumer Trust, so it is possible to accept the first hypothesis. Consequently, it may be said that Influencers who demonstrate self-trust and can communicate ideas clearly and effectively tend to be more appreciated. When consumers see influencers who are confident and able to convey information well, they are more likely to trust the recommendations. This is in line with research (Suryani & Yulianthini, 2023), which suggests that influencer marketing trust is significantly and favorably affected by this variable. This is consistent with the results of previous research. According to the research, we may conclude that trust is positively and significantly impacted by the influencer marketing variable.

4.4.2. Influence of Instagram Social Media (X2) on Consumer Trust (Z)

The Variable Social Media Instagram in this research was measured through seven indicators, namely, Hastag, Location/geotag, Follow, Share, Like, Comments, and Mention, which were divided into seven statement items. Meanwhile, in this research, consumer trust is measured by four indicators: sincerity, ability, integrity, and willingness to depend, which are divided into four question items. According to the analytical test results, Instagram is recognized to have a favorable and large impact on consumer trust; thus, the second hypothesis can be accepted. It can be concluded that by utilizing the features on Instagram, companies can build stronger relationships with their audiences and increase trust in the products or services offered. This is consistent with research showing that social media marketing significantly increases consumer trust and purchase interest (Silvi & Prabandari, 2024).

4.4.3. The Influence of Consumer Trust (Z) Against the Purchase Decision (Y)

Consumer trust in this study was measured using four indicators: sincerity, ability, integrity, and willingness to depend, which were divided into four question items. Meanwhile, purchasing decisions in this research are measured through six indicators, namely product choice, brand choice, purchase time, the consumer must choose a dealer, number of purchases, and payment method, which are divided into six question items. According to the analytical test results, purchase decisions are positively and significantly affected by consumers' trust. Therefore, the third hypothesis was accepted. Thus, building trust through clear communication, high product quality, and integrity can increase consumer loyalty and encourage positive purchasing decisions. This is consistent with studies that show that consumer trust significantly affects purchasing decisions (Karim et al., 2020).

4.4.4. The Influence of Influencers (X1) on Purchase Decisions (Y)

The Influencer variable in this study is measured through five indicators, namely relatedness, knowledge, helpfulness, trust, and articulation, which are divided into five statement items. Purchasing decisions in this study are measured using six indicators, namely product choice, brand choice, purchase time, the consumer must choose a dealer, purchase amount, and payment method, which are divided into six question items that are proven to have a positive and considerable impact on purchase decisions, according to the analytical test results. Therefore, the fourth hypothesis is accepted. It can be concluded that influencer characteristics can shape consumer trust and influence purchasing behavior. These results are in line with those of previous research (Yasinta & Romauli Nainggolan, 2023). This research shows the results that influencer marketing has a positive and significant influence on purchasing decisions

4.4.5. Influence of Instagram Social Media (X2) on Purchasing Decisions (Y)

The Variable Social Media Instagram in this research was measured through seven indicators, namely, Hastag, Location/geotag, Follow, Share, Like, Comments, and Mention, which were divided into seven statement items. Meanwhile, purchasing decisions in this study are measured through six indicators, namely product choice, brand choice, purchase time, the consumer must choose a dealer, number of purchases, and payment method, which are divided into six question items. Based on the results of the analysis, it was found that Social Media Instagram has a positive influence on purchase decisions; thus, the fifth hypothesis is accepted. This indicates that Social Media Instagram is capable of influencing consumers' Purchase Decisions.

4.4.6. The Influence of Consumer Trust (Z) Mediates Influencer Relationships (X1) on Purchasing Decisions (Y)

Consumer trust in this study was measured using four indicators, namely benevolence (sincerity), ability (ability), integrity (integrity), and willingness to depend, which were divided into four question items. The Influencer variable in this study is measured through five indicators: Relatability, Knowledge, Helpfulness, Trust, and Articulation, which are divided into five statement items, while purchasing decisions in this study are measured through six indicators: product choice, brand choice, purchase time, consumers must choose the dealer, purchase amount, and payment method, which are divided into six question items. Based on the analysis results, influencer purchase decisions are known to have a positive and significant influence. This hypothesis is accepted if mediated by the variables of consumer trust. Thus, building trust through honest communication, high-quality information, and integrity can increase consumer loyalty and encourage positive purchasing decisions.

4.4.7. The Influence of Consumer Trust (Z) Mediates the relationship Mediates the relationship Social Media Instagram (X2) on Purchasing Decisions (Y)

The consumer trust variable in this research was measured through four indicators, namely sincerity, ability, integrity, and willingness to depend, which were divided into four question items. The Instagram Social Media variable in this research was measured through seven indicators, namely, Hashtag, Location/geotag, Follow, Share, Like, Comment, and Mention, which were divided into seven statement items. Meanwhile, purchasing decisions in this research are measured through six indicators: product choice, brand choice, purchase time, consumer must choose a dealer, number of purchases, and payment method, which are divided into six question items. Based on the results of the analysis, Social Media Instagram was found to have a positive effect on purchase decisions when mediated by the Consumer Trust variable; therefore, the hypothesis is accepted. Thus, the use of Instagram in marketing strategies

can enhance consumers' purchase decisions. However, this positive effect becomes stronger when consumers trust the brand. In other words, Instagram as a social media platform should not merely serve as a promotional tool, but must also build consumer trust to maximize its influence on purchase decisions.

5. CONCLUSION

Influencer marketing, such as Fiersa Besari, has been proven to increase customer trust and encourage customers to buy Eiger products. This indicates that people with high authority and relevance can improve their brand perception. Instagram as a purchase decision made by consumers is significantly influenced by social media platforms; the fact that 75% of respondents use this platform to search for products shows its efficacy as a marketing tool. Consumer trust is an important factor governing influencer marketing and social media purchasing decisions. Customers tend to choose Eiger products because of their good quality and competitive prices. The use of digital strategies through social media and influencers has proven to be effective in increasing consumer awareness and brand sales. In the outdoor equipment market, competition is very tight; therefore, Eiger must continue to develop marketing strategies to maintain its position. Active interaction with customers via social media can increase customer loyalty and strengthen the relationship between customers and brands. For additional studies: (1). It is advisable to increase the scope of the research area so that the results are more representative of the various market conditions. Additionally, involving more respondents from various backgrounds can provide more comprehensive insights. 2). Research should also consider external factors that may influence purchasing decisions, such as economic conditions or social trends.

In carrying out this research, the limitations of this research cannot be separated. These limitations are as follows: 1) This research was conducted only in the DKI Jakarta area; therefore, the findings may not fully reflect the conditions in other areas. 2). Limited Number of Respondents This research only involved certain natural lovers; therefore, the results do not necessarily apply to the general population.3). Research Variable Focus: The research does not look at other factors, such as the economy or local culture, but only focuses on the influence of influencer marketing and social media.4). The results of the long-term trend analysis can be influenced by the relatively short research duration. 5). Limitations of Secondary Data: Some supporting data come from secondary sources, which may have a lower level of accuracy or relevance than the original source. 6) Influence of External Factors: This study does not consider all external factors such as economic conditions or regulatory changes. 7). Data Collection Method: If questionnaires are used as the main method, it may be difficult to obtain in-depth information from respondents.

Ethical approval

This study was conducted in accordance with the ethical principles outlined in the Declaration of Helsinki. Ethical approval was obtained from the institutional ethics committee prior to the data collection. All procedures involving human participants were performed with strict adherence to research ethics standards.

Informed consent statement

Informed consent was obtained from all participants prior to their participation in this study. Respondents were briefed on the purpose of the research, their rights to anonymity, confidentiality, and withdrawal at any stage without consequences.

Authors' contributions

Conceptualization: M.A.S. and B.P.; methodology: B.P. and L.N.W.; data collection: M.A.S.; formal analysis: M.A.S.; writing original draft: M.A.S.; writing review and editing: B.P. and L.N.W.; supervision: L.N.W. All authors read and agreed to the final version of the manuscript.

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The authors report no potential conflicts of interest was reported by the author(s).

Data availability statement

The data presented in this study are available upon request from the corresponding author for privacy reasons.

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