

Research.

The Stimulus of Loyalty to Beauty Product Influencer on Social Media

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Received: August 10, 2022 Accepted: October 11, 2022 Published: December 31, 2022

To cite this article: Rizqi, S.S., & Riorini, S.V. (2022). **The Stimulus of Loyalty to Beauty Product Influencer on Social Media.** *The Management Journal of BINANIAGA*, 7(2), 197-212. [doi:10.33062/mjb.v7i2.10](https://doi.org/10.33062/mjb.v7i2.10)

Abstract. This research analyzed the stimulus of Loyalty to the influencers of women's cosmetic products on social media. The research object used is Instagram social media. The data collection method used to distribute questionnaires online with samples taken using purposive sampling and non-probability sampling techniques to 230 respondents who are Instagram users and are interested in beauty product influencers in Indonesia. The data analysis method used is Structural Equation Modeling (SEM). The results of this study indicate that the stimulus for Loyalty to cosmetic product influencers on social media is social presence and attachment. In detail, the results of this study prove that social presence influencers have a positive and significant effect on higher attachments, with followers and extensions having a positive and significant impact on higher Loyalty to the influencers. Future research is recommended to use more types of social media besides those used in this study (Instagram), such as Youtube, Facebook, Twitter, TikTok, Pinterest, and Tumblr, to get more complete results of further research, as well as adding independent variables that can affect attachment and Loyalty to the Influencers

Key words: Attachment, Homophily, Loyalty to the Influencer, Physical Attractiveness, Social Presence.

INTRODUCTION

Social media is a container that allows humans to interact online without being limited by space and time. (Maulana, Irfan, and Ossya Salsabila, 2020). Social media allows users to share, comment, like, and track product updates which directly provide ample opportunity to present products to arouse consumer interest. Currently, social media is an online communication tool that has a major impact on society (Dân & Nam, 2018) and provides a digital environment where individuals can freely create content and communicate with a wide audience. In addition, interactive features on social media allow multiple users to build a broad network to influence other users. In this case, the development of social media gave rise to a new group known as influencers, which specifically provide specific information to modern society, something that is not obtained from traditional media. Influence is the ability to influence and change one's opinion and behavior (Evelina & Fitrie, 2018). Influencer marketing has turned into a long-term strategy pursuing consistent partnerships and deeper engagement between followers and influencers (Burns, 2020; Robertson, 2020). Marketing through influencers has developed into a mature and sophisticated industry in the last five years (Linqia, 2020). Marketers consider the intensity of the influencer's relationship with the targeted audience as the most important factor when designing an influencer marketing campaign (Influencermarketinghub, 2019).

In 2020 We are Social, and Hootsuite (2020) shows the penetration rate of social media is 160 million people (59% of the country's population), with a growth of 8.1% year over year. If we take a closer look at these statistics, 94% of users internet (175.4 million people with a penetration rate of 64% of the country's population) have smartphones, and

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the average daily time spent a day on social media is 3 hours and 26 minutes, with a rate of 95% of users actively engaging or contributing on content on social media.

According to We are social and Hootsuite, 2020, consumers in Indonesia are arguably more familiar with online transactions and convenience compared to some other regions in Asia. The same report above shows 88% of internet users make purchases online, with 93% searching online before making a purchase. The largest category of top e-commerce spends on beauty products. In fact, (Linqia, 2019) shows that 86% of marketers used influencer marketing in their advertising campaigns in 2017, and 92% of them found it effective. Nearly 89% of these marketers reported that their return on investment from influencer marketing was better than, or comparable to, other marketing channels in 2018 (Mediakix, 2018). Product recommendations from social media influencers received a higher level of trust than products recommended by family or friends, so 40% of consumers buy products used by social media influencers (Sekhon et al., 2016).

Based on the data embedded in the second and third paragraphs, the researcher is interested in researching and proving that the high use of social media in Indonesia can become a large market share for influencers in carrying out marketing activities in line with the attachment of followers sought by influencers. When followers see a promotional post by an influencer they are loyal to; they are more likely to project the message positively and believe it. Followers tend to perceive the posts as credible and reliable by interpreting them in a positive way.

This research focuses on influencers as human brands of beauty products on Instagram social media. Brands in Indonesia are increasingly looking for influencers who can help them direct social impact in terms of promoting their brands by influencing followers. The beauty influencer phenomenon as a beauty product influencer has become increasingly popular in recent years.

Therefore, this study will examine several factors that can influence and trigger loyalty to the influencers to convey marketing messages by applying human brand theory and attachment theory. The main social media object analyzed in this study is Instagram because Instagram is the most popular and well-known social media for tracking and promoting products in Indonesia, especially in Jakarta, as well as the growing number of influencers on Instagram. Social media is a container that allows humans to interact online without being limited by space and time. (Maulana, Irfan, and Ossya Salsabila, 2020). Social media allows users to share, comment, like, and track product updates which directly provide ample opportunity to present products to arouse consumer interest. Currently, social media is an online communication tool that has a major impact on society (Dân & Nam, 2018) and provides a digital environment where individuals can freely create content and communicate with a wide audience. In addition, interactive features on social media allow multiple users to build a broad network to influence other users. In this case, the development of social media gave rise to a new group known as influencers, which specifically provide specific information to modern society, something that is not obtained from traditional media. Influence is the ability to influence and change one's opinion and behavior (Evelina & Fitrie, 2018). Influencer marketing has turned into a long-term strategy pursuing consistent partnerships and deeper engagement between followers and influencers (Burns, 2020; Robertson, 2020). Marketing through influencers has developed into a mature and sophisticated industry in the last five years (Linqia, 2020). Marketers consider the intensity of the influencer's relationship with the targeted audience as the most important factor when designing an influencer marketing campaign (Influencermarketinghub, 2019).

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The majority of people also see Instagram as a trend, choose Instagram as a well-known application to buy the products they need, and see influencers on Instagram as people who can be emulated by their behavior consciously or unconsciously. By creating attachments to Instagram influencers, it can increase the utilization of marketing objectives through influencer posts to promote products.

Research Problem

1. Is there an effect of homophily with influencers on higher attachment with followers?
2. Is there a social presence influencer influence on higher attachment with followers?
3. Is there an effect of physical attractiveness influencers on higher attachment with followers?
4. Is there a higher attachment effect on loyalty to the influencer?

LITERATURE REVIEW

Human Brand Theory

The most significant difference between a human brand and an ordinary product or service brand is that the subject of the brand is a human or a person (Han, Cui, Jin, 2021). When consumers identify brands by their names, designs, and features, they may also see a person as a brand with unique characteristics.

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Therefore, they can make marketing efforts. They actively interact with followers by replying to comments and adopting followers' opinions into their content. Furthermore, influencer reactions mutually reinforce their followers' engagement, including likes, shares, and comments. Such interactive communication at a deeper level allows followers to develop more intimate relationships (Qin, 2020; Wang, 2021) and emotional bonds with influencers.

Attachment Theory

Influencers' interactive communication with followers leads to interpersonal attachments or emotionally intense relationships. Attachments regulate human behavior to achieve and maintain one's closeness to marketing targets.

In the influencer-followers relationship, attachments explain how interactive communication between influencers and followers impacts the marketing process. Attachments make followers internalize interactions with influencers into their thoughts and feelings and commit to the relationship.

Loyalty to the Influencer

Emotional attachments with other people affect one's thoughts, emotions, and behavior. Attachments motivate consumers to maintain their loyalty despite market failures or negative information about influencers by increasing consumer tolerance.

Framework

In this research, the researcher will analyze the effect of homophily, social presence, and physical attractiveness on attachments that affect loyalty to the influencer. Figure 1, the conceptual framework used in this study, has been formulated.

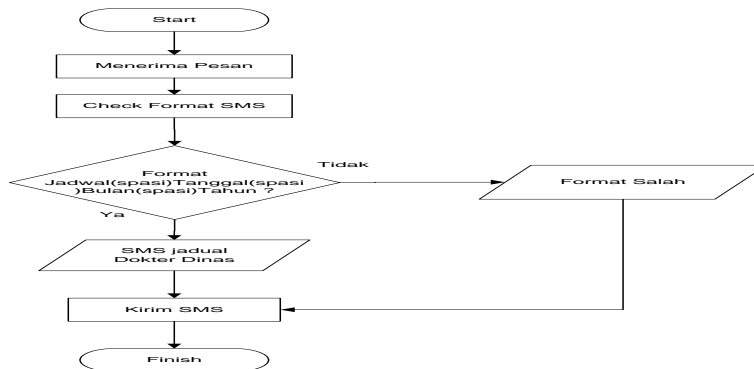


Figure 1 Conceptual Framework

Hypothesis Development

Homophily in this study focuses on feelings of relatedness stemming from the same values, preferences, and interests among influencers and followers. Social media influencers can build emotional bonds with followers by sharing similarities. The similar lifestyles and personalities of social media influencers make followers experience a sense of camaraderie (Chapple & Corwnie, 2017) and create emotional bonds by fulfilling the need for relatedness (Ki et al., 2020). Therefore, perceived similarity with social media influencers will lead to stronger attachments.

H1: Homophily with influencers will lead to higher attachment with influencers.

Social presence is key to building trust among online consumers. Social presence is essential for interactions between social media influencers and their followers. For

example, the enthusiastic and interactive communication of social media influencers can increase followers (Djafarova & Rushworth, 2017). Therefore, personal communication and warm social media influencers will encourage followers to build strong attachments.

H2: Social presence of influencers will lead to higher attachment with influencers.

Physical attractiveness refers to the fact that humans have preferences about other people's physical appearance, especially their facial features and body proportions. Some aspects of these preferences appear arbitrarily derived from changing cultural standards, while others appear unlearned (Buss, 1994, p. 52; Ellis & He, 2011). When social media influencers reveal their personal lives and interact with followers as a human brand, their physical attractiveness characteristics can attract followers' attention and liking. Attractive social media influencers can quickly achieve greater follower engagement, including more views and comments, leading to an emotional bond. Thus, this study proposes that influencers with high physical attractiveness create stronger attachments between influencers and followers.

H3: The influencer's physical attractiveness will create a higher attachment with followers.

Attachments make followers internalize interactions with influencers into their thoughts and feelings and commit to the relationship. Attachments motivate followers to maintain loyalty even when an influencer has negative information about himself. Therefore, the researcher formulates that attachment to influencers strengthens relationships and increases loyalty.

H4. Attachments will lead to higher loyalty to the Influencer.

RESEARCH METHOD

The research approach in this proposal is quantitative because this research proposal aims to test 4 hypotheses and analyze the influence between variables (homophily, social presence, physical attractiveness, and loyalty to the influencer). The units of observation in this study were individuals, and data were collected from 230 respondents using Instagram, but only 226 respondents' answers could be processed because of predetermined criteria. The 226 respondents were Instagram social media users interested in beauty product influencers in Indonesia, recruited through a Google Form survey. The data collection time (time horizon) used was cross-sectional; namely, data collection was carried out in one period online for one month in June 2022.

Sampling Method

In this study, the non-probability sampling technique was used purposive sampling because this research requires respondent criteria with specific characteristics so that the sample from the population fulfills the predetermined conditions, and the sample population is Instagram social media users in Indonesia.

The criteria that have been set by the author to be sampled in this study are Instagram social media users as respondents who follow beauty product influencers on Instagram.

According to Hair et al., 2018, to determine the number of samples can be obtained using a calculation of 5-10 times the number of indicators used in the analysis process. This study has 20 indicators of question items and uses the calculation of 20 indicators multiplied by ten so that at least a sample of 200 respondents is needed.

This study used primary data collected by the questionnaire method on the Google Form in June 2022. The questionnaire in this study contained 20 closed-ended questions with a seven-point Likert scale used for all constructions where 1 = strongly disagree and 7 = strongly agree. Data from the questionnaire results will be automatically saved after the respondent submits an answer. Table 1 shows data regarding 226 respondents who meet the criteria as research respondents.

Tabel 1. Profil Responden

Karakteristik	Jumlah	Persentase
Jenis Kelamin:		
Laki-laki	66	29,2%
Perempuan	160	70,8%
Umur:		
17-22 tahun	150	66,4%
23-27 tahun	63	27,9%
>27 tahun	13	5,8%
Pendidikan:		
Diploma (D1-D4)	43	19,0%
Sarjana	164	72,6%
Magister	19	8,4%
Memiliki akun Instagram:		
Ya	226	100%
Tidak	0	0%
Durasi Menggunakan Media Sosial dalam Satu Hari:		
<1 jam	10	4,4%
1-5 jam	136	60,2%
5-10 jam	68	30,1%
>10 jam	12	5,3%
Mengikuti Influencer Produk Kecantikan di Instagram:		
Ya	226	100%
Tidak	0	0%
Tertarik dengan Produk Kecantikan:		
Ya	226	100%
Tidak	0	0%
Tertarik dengan Produk Kecantikan yang diposting oleh Influencer:		
Ya	226	100%
Tidak	0	0%

In general, the majority of respondents were female, aged 17-22 years, at the current education level, namely undergraduate, had an Instagram account with a usage duration of 1-5 hours in one day, followed beauty product influencers on Instagram, was interested in beauty products and beauty products posted by Influencers. Meanwhile, respondents in the minority are male, 27 years old, at the current level of education, namely a master's degree, and have a daily duration of using Instagram for less than one hour.

Variables and Measurements

This study aims to analyze the relationship between the independent variables (homophily, social presence, and physical attractiveness) to the dependent variable, loyalty to the influencer. Each variable is measured using 20 question items adapted from

Kim, D.Y and Kim, H.Y (2022). For each indicator, a seven-point Likert scale was used by providing answer choices through an interval scale of 1-7 (strongly disagree to strongly agree). Before the questionnaires were distributed, the question indicators as measuring tools were tested first to ensure that the data collection tools used were appropriate through validity and reliability tests with the help of the Statistical Program Social Science (SPSS) 25 and AMOS 21 software.

Validity Test

A questionnaire can be valid if the statements are appropriate for measuring the variable being measured. Validity testing was carried out using the Confirmatory Factor Analysis (CFA) method to determine the accuracy of each indicator in measuring variables. In this study, the samples obtained were 226 respondents who met the criteria, so the factor loading value according to the number of samples of 200 was 0.40 (Hair et al., 2010), so the factor loading criteria used must be ≥ 0.40 , so that the indicators used can be declared valid. The basis for deciding on validity testing is as follows:

Table 2. The basis for validity testing decision making

<i>Factor Loading</i>	<i>Sample Size</i>
0,30	350
0,35	250
0,40	200
0,45	150
0,50	120
0,55	100
0,60	85
0,70	70
0,75	60

Table 3. Homophily Validity Test Results

Indicator	Factor Loading	Decision
In general, beauty product influencers who make posts think like me.	0,774	Valid
In general, beauty product influencers who create posts behave like me.	0,878	Valid
In general, beauty product influencers who create posts are similar to me.	0,857	Valid

Table 3 shows that the results of the validity test for the homophily variable have a factor loading value higher than the factor loading criteria ≥ 0.40 , so all homophily indicators are declared valid

Table 4 shows that the results of the validity test for the social presence variable have a factor loading value higher than the factor loading criteria ≥ 0.40 , so all social presence indicators are declared valid

Table 4. Results of the Social Presence Validity T est

Indicator	Factor Loading	Decision
Beauty product influencers give off a sense of familiarity because of their posts .	0,672	Valid
Beauty product influencers make contact with followers.	0,542	Valid
Beauty product influencers have a social soul.	0,677	Valid
Beauty product influencers have warmth in conveying the message of their posts.	0,642	Valid
Beauty product influencers have a human sensibility.	0,703	Valid

Table 5 shows that all indicators on the validity test results for the attractiveness variable have a factor loading value greater than the factor loading criteria ≥ 0.40 , so all attachment indicators are declared valid

Table 5. Attractiveness Validity Test Results

Indicator	Factor Loading	Decision
Beauty product influencers are smart in their behavior	0,727	Valid
Beauty product influencers are attractive in their choice of words	0,597	Valid

Table 6 shows that the results of the validity test for the attachment variable have a factor loading value greater than the factor loading criteria ≥ 0.40 , so all attachment indicators are declared valid.

Table 6. Attachment Validity Test Results

Indicator	Factor Loading	Decision
I feel emotionally attached to beauty product influencers	0,884	Valid
I feel like I'm part of a beauty product influencer	0,853	Valid
I feel personally connected to beauty product Influencers	0,836	Valid

Table 7. Loyalty to the Influencer Validity Test Results

Indicator	Factor Loading	Decision
I will recommend beauty product influencers to friends and relatives	0,616	Valid
I will say positive things about beauty product influencers	0,652	Valid
I would encourage friends and relatives to look at the beauty product influencer's posts.	0,629	Valid
I will continue to watch beauty product influencer posts	0,760	Valid
I would watch beauty product influencer posts every time I use social media	0,787	Valid
I consider Influencer recommendation posts for beauty products to be credible and trustworthy	0,743	Valid

Table 7 shows that the validity test results for the loyalty to the influencer variable have a factor loading value greater than the factor loading criteria ≥ 0.40 , so all indicators of loyalty to the influencer are declared valid.

Reliability Test

Table 8. Reliability Test Result

Variable	Cronbach's Alpha	Decision
<i>Homophily</i>	0,861	Reliable
<i>Social presence</i>	0,785	Reliable
<i>Attractiveness</i>	0,649	Reliable
<i>Attachment</i>	0,895	Reliable
<i>Loyalty to the influencer</i>	0,854	Reliable

The reliability test used in this study aims to determine the extent to which the statement items used are on dimensions that explain the same variable. According to Sekaran and Bougie (2016), the basis for conducting reliability testing is:

- a. If Cronbach's alpha > 0.6 , the statement is feasible to use (reliable).
- b. If Cronbach's alpha < 0.6 , the statement is unreliable.

The reliability test decision was made using the Internal Consistency Reliability (ICR) method, as seen from Cronbach's Alpha (CA) value. The CA value shows the lower limit of the reliability value of a latent variable. The results of the reliability test for each variable in this study can be seen in Table 8.

Based on the results of the reliability test that has been carried out, each variable tested in this study has a Cronbach's Alpha value ≥ 0.6 so that the research instrument is declared reliable.

Data analysis method

- a. Structural Equation Model (SEM)

In this research, data collected through a questionnaire measured by a Likert seven-point scale will be tested using the Structural Equation Modeling (SEM) analysis method using AMOS software version 24 as the most appropriate method for a similar model.

- b. Model Fit Test

The SEM's goodness of fit (GFI) has been verified using different proficiency levels as calculated by AMOS.

- c. Hypothesis Testing Criteria

- GFI (Goodness of Fit) GFI is an index of model accuracy in explaining the compiled model. To determine the fit model based on GFI, the GFI value is

expected ≥ 0.90 . In this study, the GFI index value was 0.909, which is goodness of fit.

- RMSEA (Root Mean Square Error of Approximation) RMSEA explains the residues contained in the model. This study has an RMSEA value of 0.50, and the model can be the goodness of fit if the RMSEA obtained is less than 0.10. In this study, the RMSEA value was 0.50 and less than 0.10, which means that this study was not a goodness of fit.
- NFI (Normed Fit Index), this study's NFI is 0.921, and NFI values with a range of 0-1 are derived from a comparison between the hypothesized model and a specific independent model. The NFI model has a high fit if the value is close to 1 (Sarwono, 2010). It can be seen that the NFI in this study was 0.921, meaning that this research was goodness of fit.
- CFI (Comparative Fit Index) (Sarwono, 2010). In this study, the model made has a very high fit according to the CFI value of 0.970, which is close to 1.
- AGFI (Adjusted Goodness of Fit) AGFI is a fit index criterion for the development of GFI adjusted for the ratio of the degree of freedom for the proposed model to the degree of freedom for the null model. The recommended AGFI value for model fit indication is ≥ 0.90 (Schumacker & Lomax, 2010). In this study, the AGFI value was 0.877, so it was no goodness of fit.

Based on the goodness of fit test results, the theory-based research model formulated in this study is compatible with the data that occurs in the field (data obtained). It is proven that when compared with the cut-off values, the GFI, NFI, and CFI values are declared to have good fit results. Thus, this research model is feasible for further hypothesis testing. This can be seen in the Structural Equation Model (SEM) model in Figure 2.

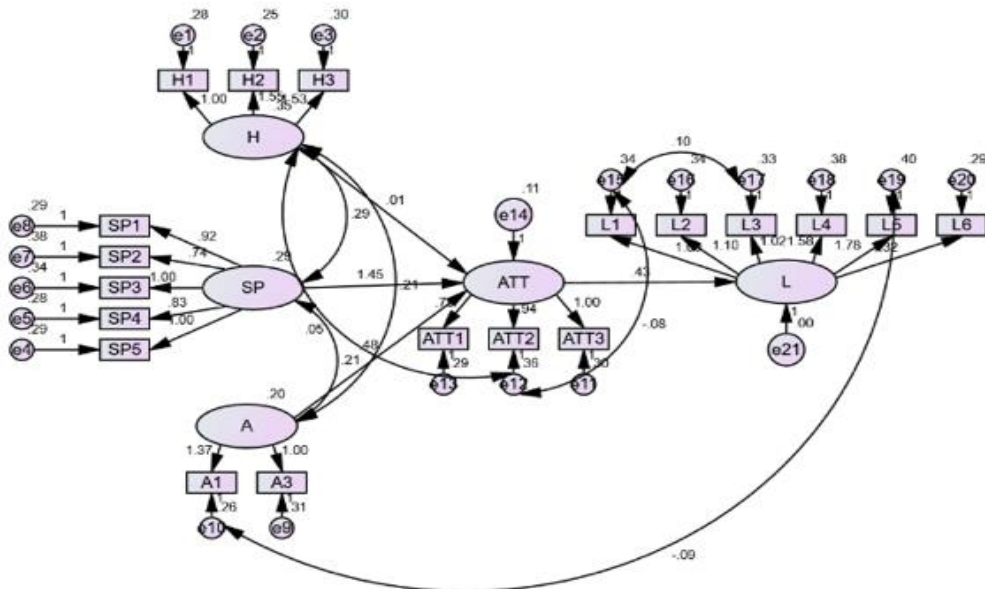


Figure 2. Structural Equation Model

RESULT AND DISCUSSION

Descriptive Statistics

Table 9 shows the results of descriptive statistics for each variable tested in this study. The homophily variable gets an average value of 6.199, indicating that respondents who use social media on Instagram feel they have a connection that comes from similar values, preferences, and the same memories between themselves and beauty product influencers. The standard deviation value for homophily is 0.969, which means that the respondents' answers are relatively homogeneous.

The social presence variable gets an average value of 6.379, which indicates that respondents who use Instagram social media feel the influencer's presence, friendliness, warmth, and personal connection will encourage followers to build a strong attachment between followers and influencers. The standard deviation value of social presence is 0.744, which means that the respondents' answers are relatively homogeneous.

The attractiveness variable gets an average value (mean) of 6.361, indicating that respondents who use Instagram social media feel that physically attractive influencer characteristics can attract their attention and be liked by them. Attractive social media influencers can quickly achieve greater follower engagement, including more views and comments, leading to an emotional bond. The standard deviation value of attractiveness is 0.755, meaning that the respondents' answers are relatively homogeneous.

The attachment variable gets an average value (mean) of 6.171, indicating that respondents using Instagram social media feel connected and have an attachment to the beauty product influencers they follow on Instagram social media. The standard deviation of attractiveness is 1.100, meaning that the respondents' answers are relatively homogeneous.

Loyalty to the influencer variable obtains an average value of 6.306, which indicates that with loyalty to the influencer, followers will remain loyal to the influencer they follow even when an influencer has negative information about them. The standard deviation value of loyalty to the influencer is equal to 0.837, which means that the respondents' answers are relatively homogeneous.

Table 9. Descriptive Statistics Result

Variable	Mean	Standard Deviation
<i>Homophily</i>	6,199	0,969
<i>Social presence</i>	6,379	0,744
<i>Attractiveness</i>	6,361	0,755
<i>Attachment</i>	6,171	1,100
<i>Loyalty to the influencer</i>	6,306	0,837

Hypothesis Test

Based on the results of the hypothesis testing listed in Table 10, it is known that 2 of the 4 hypotheses proposed in this study are supported because these 2 hypotheses have a p-value ≤ 0.05 , which indicates a significant influence. The estimated value obtained also shows a positive influence.

The attachment has the most significant influence as a stimulus for loyalty to the influencer, which is indicated by the largest estimated value compared to homophily. Meanwhile, social presence has a minor influence on loyalty to the influencer compared to attachments.

Table 10. Hypothesis Test Result

Hypothesis	Estimate	p-value	Decision
H1: Homophily will lead to higher attachment with influencers	0,006	0,971	H1 Not Supported
H2: Social presence influencer will lead to higher attachment with followers	0,755	0,005	H2 Supported
H3: The influencer's physical attractiveness will create a higher attachment with followers	0,206	0,234	H1 Not Supported
H4: Attachment will lead to higher loyalty to the influencer	0,989	0,000	H2 Supported

Research result

This research focuses on examining the factors that can influence the increase in the attachment of followers to influencers on Instagram social media, namely homophily, social presence, and physical attractiveness. Then this attachment can affect loyalty to the influencer.

Based on the research results, the factor that can stimulate increased attachment with followers is social presence, and the factor that can stimulate high loyalty to the influencer is attachment. Proven by the results of hypothesis testing, which shows that hypothesis 2 and hypothesis 4 are accepted.

First, the results of the hypothesis testing show that hypothesis 2 is accepted, which means that social presence influencers will cause higher attachment with followers. This shows that the more intense the influencer's presence on social media will lead to a deeper bond with their followers. According to (Djafarova & Rushworth, 2017; Jin et al., 2019), the social presence of influencers is very important for forming engagement in line with the influencer marketing literature, which emphasizes consistent, responsive, and enthusiastic interactions. Attachment to influencers encourages followers to maintain relationships with influencers and perceive influencer posts as more reliable. This research focuses on beauty products and shows that influencers effectively promote and recommend them because they have a sense of attachment in the form of emotional ties and personal connections.

Second, the results of the hypothesis testing show that hypothesis 4 is also accepted. The attachment will lead to higher loyalty to the influencer. Creating attachments that lead to stronger loyalty will directly affect followers' loyalty to influencers. Followers will

promote beauty product influencers to friends and relatives, will say positive things about beauty product influencers, encourage friends and relatives to see beauty product influencer posts, continue to watch beauty product influencer posts every time they use social media, and consider their recommendation posts to be credible and trusted. This can prove that making influencers human brands of beauty products on social media is the right and innovative step for advancing digital marketing in the future and can cover a broader market share.

Interestingly, this research proves that homophily does not strengthen relational attachments between influencers and followers, and the physical attractiveness of influencers is also not so influential in terms of creating higher attachments with followers.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the data collection results from hypothesis testing, 2 of the 4 hypotheses proposed in this study are supported. They have a significant effect: social presence influencers will cause higher attachment with followers, and attachment will lead to higher loyalty to the influencer.

However, based on the results of hypothesis testing in this study, homophily has no significant effect in creating higher attachments with influencers, and the physical attractiveness of influencers has no significant effect in creating higher attachments with followers.

Suggestion

It is recommended for future research to use more types of social media besides those used in this study (Instagram), such as Youtube, Facebook, Twitter, and TikTok, to get more complete results in further research. Then, future research can add other independent variables that can affect Attachment and Loyalty to the Influencer.

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