

## Determinants of Micro Social Media Influencers (Micro SMIs) Existence Attributes in Pekanbaru City

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Article Information	Abstract
Article History: Received: February 2024 Accepted: March 2024 Published: March 2024	This article aims to analyze the determination of existence attributes of Micro Social Media Influencers (Micro SMIs) and find the highest contribution value in existence attributes. This study focused on respondents aged between 18-34 years who were followers of Instagram @mahasiswa_universitasriau (MUR) accounts and used as a reference. There are 5 variables used in the existing attributes of Micro SMIs: Content, Expertise, Attractiveness, credibility, and Trustworthiness. The most significant cross-loading values for each variable are perception of usefulness, communication skills, empathy, popularity, and trusted followers. The lowest cross-loading value of each variable is the frequency of posts, experience, background similarity, close to followers, and honest.
Keywords: Media Social-Micro, Influencers, SMIs	
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### INTRODUCTION

In recent years, digital marketing by utilizing services of influencer marketing has grown rapidly. Influencer marketing is a person or group of people who are considered key opinion leaders (KOLs) and they already have many followers on social media where these followers really trust influencer (Abednego et al., 2021). So far, group of celebrity are the only parties considered as Influencer Marketing with an Endorsement scheme, but freedom of expression on social media has triggered a new trend where ordinary people (non-celebrity) can also become influencer marketing. These non-celebrity influencers are believed to be able to promote products and services because their gain public trust in conveying information (Khamis et al., 2017). Most of them use social media as a means to influence public, especially their followers.

Use of social media today mostly aims to find inspiration about things that can be done or something interesting to buy. There are several types of social media platforms used in Indonesia, such as Facebook, Instagram, Tiktok, twitter, Whatsapp and so on. Based on survey results, Instagram is in the second place as the most widely used social media platform (DataReportal, 2023).

Instagram is a means for non-celebrity influencers to get attention from the public. Influencers known through social media are referred as Social Media Influencers (SMIs) (Freberg et al., 2011) (Khamis et al., 2017). The perpetrators of

SIMs come from various circles, usually they have followers from certain groups with same interests. Social Media Influencers (SIMs) are considered as third parties building their follower behavior through posts on social media, such as personal stories to reviews of products and services.

The existence of SIMs is well utilized by business actors to help them promote certain products or services to public through posts on social media. In general, SIMs help its followers to find products inline their needs. There are 64.5% of people who use social media as a means to choose a particular brand and rely on recommendations from social media to find a brand (DataReportal, 2023).

Broadly speaking, SIMs consist of several levels, namely Mega Influencers (have >1 million followers), Macro Influencers (have 500,000 - 1,000,000 followers), Mid-tier Influencers (have 100,000 - 500,000 followers), Micro Influencers (have 10,000 - 100,000 followers), and Nano Influencers (have 1,000 - 10,000 followers). Although in terms of quantity, the number of followers of Mega and Micro influencers is much more, Micro and Nano type influencers cannot be underestimated because based on the survey results (InfluencerMarketingHub, 2020), it is precisely influencers with Micro and Nano scale who have higher engagement with their followers on various social media platforms. Currently, many new influencers are emerging. Most of them started their influencer careers as local content creators, they are started talking about and becoming influencers. Some are slowly developing into Nano, Micro and even Macro influencers. It all depends on the way they approach.

In the city of Pekanbaru itself, there are several local influencers who have many followers. These influencers work individually or in groups. The accounts include: @mahasiswa\_universitasriau (MUR), @Brosis Pekanbaru, @kulinerpku, @pekanbarukuliner and many more. These accounts have the same focus, namely as a medium of information for local residents, especially the people of Pekanbaru.

The average account above has grown from micro SIMs to mid-tier SIMs. Where @brosispku accounts (267,000 followers), @Kulinerpku (have 257,000 followers), @pekanbarukuliner (have 116,000 followers), and only @mahasiswa\_universitasriau (MUR) are still classified as Micro SIMs because they only have <100,000 followers (have 97,900 followers).

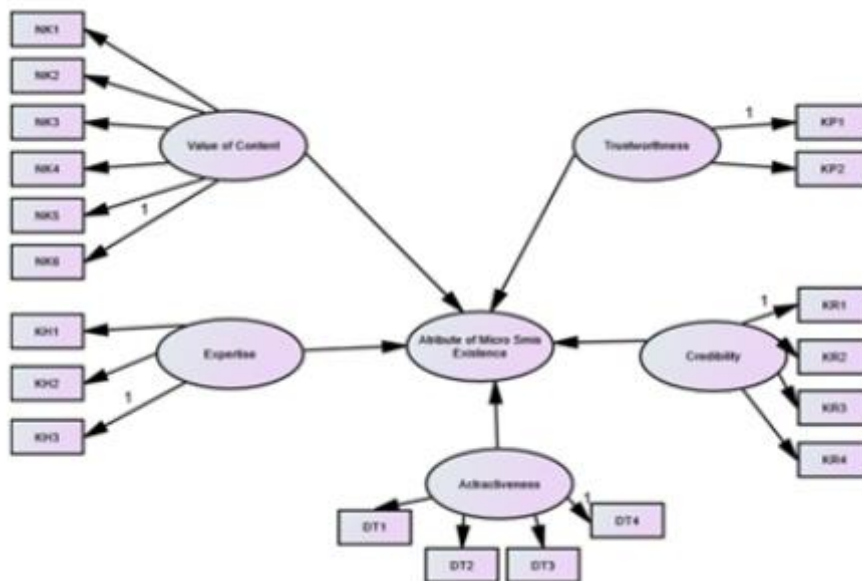
This @mahasiswa\_universitasriau (MUR) account was originally just an Instagram account managed for the purposes of disseminating information related to Riau University such as KRS filling schedules, UKT payment schedules, and many more. Through this account, students, prospective students and ordinary people can find out the latest developments from Riau University. But gradually along with the increasing number of followers of this account, they are no longer only focused on academic information within the University of Riau, but also share information related to culinary, business, lifestyle and much more. Thus, the business value of this account continues to grow and this account has succeeded in increasing its popularity into the Micro-SIMs category.

In this study, the author chose @mahasiswa\_universitasriau (MUR) account as the object of research because this account is able to become influencer marketing among social media users in the Pekanbaru area, even though he uses the name of

the institution as a brand. He was even able to outperform similar SMIs accounts belonging to other universities that are also in Pekanbaru. This certainly raises the question of why the @mahasiswa\_universitasriau (MUR) account (MUR) which started only targeting Riau University students was able to gain existence among the people of Pekanbaru who actively use social media.

**Research Objective**

Based on the phenomena and in problem background, purpose of this study is to determine factors attributes of the existence of Micro SMIs and find the highest contributing value in the attribute’s existence of Micro SMIs. As for this research model, it is described as follows:



**Figure 1. Research Model**  
 Source: Researcher Data Processing, 2023

The findings of this study are expected to contribute literature for SMIs actors and those interested in becoming SMIs regarding key factors to support success of an influencer's existence. It is hoped this research can be practiced in the real world in order it can encourage developing economic growth in Pekanbaru.

**RESEARCH METHOD**

The method used in this study is a quantitative descriptive method because the research data is form of numbers and type of research uses Confirmatory Research which aims to find relationships between one variable to another. Analysis using Descriptive Statistics and Inferential Statistics, which is data obtained from a population sample.

This research was conducted in Pekanbaru City, Riau Province, with the research time being carried out for 4 months which will take place in May 2023. In conducting this research, time is used to collect data and information related to the research. While the problem to be studied is knowing factors forming about existence

of Micro SMIs by choosing the Instagram @mahasiswa\_universitasriau (MUR) account as the object of research.

The source of data used in this study was obtained directly from the research subjects through questionnaires prepared based on predetermined instruments. The population in this study includes people in the city of Pekanbaru who actively use Instagram. These are population number cannot be known for sure. Therefore, researchers use sample size calculations using the Lemeshow (1997) formula. Here's Lemeshow's formula:

$$n = \frac{z^2 p(1-p)}{d^2}$$

Information:

n = Number of samples

z = z score at 95% confidence standard value = 1.96

p = Maximum estimate = 0.5

d = alpha (0.1 or sampling error) = 10%

Based on formula sample size using the Lemeshow with a maximum estimate of 0.5 and sampling error rate of 0.1.

$$n = \frac{1,96^2 \cdot 0,5 (1 - 0,5)}{0,1^2}$$

$$n = \frac{3,8416 \cdot 0,5 \cdot 0,5}{0,1^2}$$

$$n = \frac{0,9604}{0,1^2}$$

$$n = 96,04 = 97$$

In order to results of the minimum number of samples needed in this study are 97 respondents which will be rounded by researchers to 105 respondents. As for certain characteristics for the accuracy of responses in research, the author sets the criteria of respondents as follows: Pekanbaru residents aged 18 - 34, Determination of the age chosen accordingly active age range of Instagram social media users in Indonesia (DataReportal, 2023), and all of them are Follower of Intagram @Mahasiswa\_Universitasriau (MUR) account and make it a source of information/reference.

The variables used in this study consist of Content Value which is creating value according to marketing needs (Isyanto et al., 2020), expertise which means Influencer Capability (Bonus et al., 2022), Attractiveness is an Perform of attractiveness (Yangkluna et al., 2022), Credibility is the Reasonable to followers (Isyanto et al., 2020), and Trustworthiness is consumer trust regarding product reviews (Isyanto et al., 2020) which is believed to form the Existence Attribute of Micro SMIs (Y).

This research is a Confirmatory Factors Analysis (CFA) research using SMART PLS software. PLS is an alternative method of data analysis that can be

used to confirm the relationship between variables. PLS helps explain the presence or absence of relationships between latent variables. Even constructs formed from reflexive and formative indicators can be analyzed using this method.

**RESULTS AND DISCUSSION**

This study was conducted on 105 samples of Pekanbaru residents aged 18-34 years, it was found that followers of @Mahasiswa\_Universitasriau Instagram (MUR) were dominated by female respondents, with the number reaching 68 people or around 67%, while male respondents amounted to 37 people or around 33%. These results reflect significant differences in the gender composition of active users of Instagram media and following MUR accounts. This is because women have a tendency to collect detailed information through posts shared through social media. As many as 67% of respondents are Instagram social media users and use the platform as a source of information, especially information related to Art, Media and Entertainment. This is in accordance with the type of content presented by the mahasiswa\_universitasriau (MUR) Instagram account (MUR). They are able to provide information needed by followers who are actually students of Riau University.

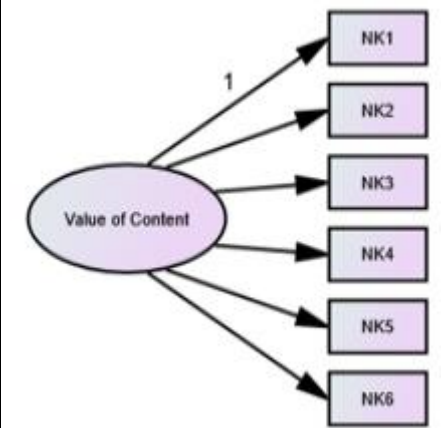
Result of this study are to analyze determination of existence attributes of micro SMIs with several variables, namely Content of Value, Expertise, Attractiveness, Credibility, and Trustworthiness. Variables and indicators follow Table 1.

**Table 1. Definition of Variable Operationalization**

No	Variables	Definition	Indicators
1	Value of Content (X1)	Creating value according marketing needs (Isyanto et al., 2020)	a) Attractive post b) Perception of usefulness c) Product Information d) Post Frequency e) Number of contents f) smooth promotion
2	Expertise (X2)	Influencer Capability (Bonus et al., 2022)	a) Knowledge b) Experience c) Community Skills
3	Attractiveness (X3)	Perform of Attractiveness (Yangkluna et al., 2022)	a) Physically Performance b) Friendly c) Empathy d) Background Similarities
4	Credibility (X4)	Reasonable to followers (Isyanto et al., 2020)	a) Attractive ads b) popularity c) close to followers d) Good Intention
5	Trustworthiness (X5)	Consumer trust regarding product reviews (Isyanto et al., 2020)	a) Followers Trust b) Honest

To find out whether these factors are valid or not, researchers use Confirmatory Factor Analysis (CFA) through outer loadings in Table 2.

**Table 2. Result of Factor Loading Variable Value of Content**



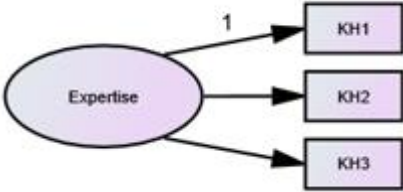
Indicators		Standard Factor Loading	Remarks
NK1	Interested Post	0,857	Significant
NK2	Perception of usefulness	0,882	Significant
NK3	Product information	0,801	Significant
NK 4	Post Frequencies	0,748	Significant
NK 5	Number of contents	0,801	Significant
NK 6	smooth promotion	0,786	Significant

Based on table 2, it is found content value has a major impact on the formation of Micro SMIs existence attributes. Content value dimensions that influence follower purchase intent include entertainment value, functional value, and social value (El-Naga; Salam; shaheen, 2022). Thus, it can be ascertained useful content is more attractive to followers than ordinary content such as content that contains flexing activities / showing off a luxurious lifestyle like celebrities do.

The value of content is one of the determinants for SMI's to get a large number of followers. The more known SMI's are, the more attractive the influencer will be to entrepreneurs to promote their products. Different forms of influencer sponsorship, such as active sponsorship (sponsored content) and passive sponsorship (affiliate marketing), have different effects on perceived trust and authenticity. Passive sponsorship is seen as more authentic, while active sponsorship is seen as uncomfortable advertising. Influencers contribute to the creation of shared value by interacting with their audience and increasing the value provided to the product or service (Morteo, 2018). Evaluating content creation and amplification factors can help extract brand value with influencers and increase information dissemination on social networks (Huynh et al., 2022). Influencer marketing on platforms like TikTok creates value for SMEs by expanding brand awareness, influencing purchase decisions, enhancing brand reputation, and maintaining customer lifetime value (Escolano, 2023). Thus, value of content has an important role for the success of an influencer in maintaining its existence.

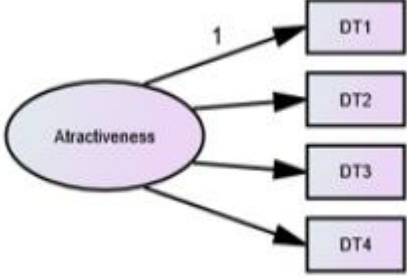


**Table 3. Result of Factor Loading Variable Expertise**

	Indicators		Standard Factor Loading	Remarks
	KH1	Knowledge	0,867	Significant
	KH2	Experience	0,795	Significant
	KH3	Communication skills	0,939	Significant

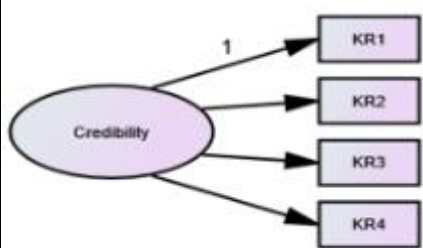
Based on Table 3, skills of influencer have been studied extensively in influencer marketing research. Studies have found that influencer expertise is a significant predictor of followers' purchase intent (Masuda et al., 2022). However, there are research gaps in the area of other influencer characteristics. Psychological characteristics such as trust, expertise, and attractiveness have been over studied, while social characteristics such as envy and betrayal, as well as behavioral characteristics such as facial expressions, body language, speed of speech, and sharing of secrets, have received less attention (Chan-Olmsted & Kim, 2022). In addition, there is a lack of research on the importance of demographic characteristics such as gender, age, and ethnicity (Koay et al., 2022). Apart of, while expertise is an important factor in influencer marketing, there is a need for further exploration of the characteristics of other influencers to fully understand their impact on consumer behavior.

**Table 4. Result of Factor Loading Variable Attractiveness**

	Indicators		Standard Factor Loading	Remarks
	DT1	Phisycally	0,817	Significant
	DT2	Friendly	0,829	Significant
	DT3	Emphaty	0,900	Significant
	DT4	Background Similarity	0,579	Significant

Based on Table 4, attractiveness as an important role in the presence of influencers. Several studies have examined the impact of attractiveness on various aspects of influencer marketing. Social and physical attractiveness of digital influencers have a positive effect on social interaction and brand engagement (Shahid et al., 2023). Kwak and Yoh found that influencer attraction and intimacy positively affect attachment to influencers and content flow (Kwak & Yoh, 2021). In addition, Atractiveness and expertise of influencers has a direct impact on online engagement and purchase intent (AlFarraj et al., 2021). These are findings suggest that attractiveness is an important factor influencing consumer perceptions and behaviour influencers.

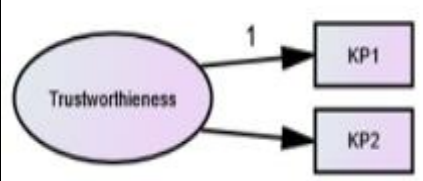
**Table 5. Result of Factor Loading Variable Credibility**

	Indicators		Standard Factor Loading	Remarks
	KR1	Attractive Ads	0,801	Significant
	KR2	Popularity	0,885	Significant
	KR3	Close to Followers	0,685	Significant
	KR4	Good Intention	0,817	Significant

Based on Table 5, it was found that an influencer's credibility had a significant impact on their relationship with followers and behavioral responses. Trust was identified as the most important credibility factor for influencers (Suresh, 2020). Perceived credibility of influencers, including their expertise/competence, goodwill, and trustworthiness, mediates the impact of influencer power on consumer brand attitudes (Lee, 2020). In apart credibility of influencers impact to consumer attitudes through the celebrity effect as a mediator (Lubna et al., 2020).

Impact of influencer credibility combined with brand credibility on marketing communications is an area that needs further exploration. Marketers are increasingly using social media influencers to promote their products and services, recognizing the impact of influencer credibility on consumer behavior (Gerrath & Usrey, 2021). Overall, influencer credibility plays an important role in shaping consumer attitudes and behavior in response to influencer marketing efforts.

**Table 6. Result of Factor Loading Variable Trustworthiness**

	Indicators		Standard Factor Loading	Remarks
	KP1	Followers Trust	0,966	Significant
	KP2	Honest	0,859	Significant

Based on Table 6, perceived trust has an impact on influencers, as it affects various aspects such as brand awareness, brand image, and attitude towards the brand (Cabeza-Ramírez et al., 2022). Trust in the messages sent by influencers is an important factor in explaining the impact of consumer recommendations on their followers. Influencers can have both positive and negative effects on brands in crisis communication.

While influencers can enhance brand image, there is a risk of negative perception due to inferences of manipulative intent. However, this weakness can be offset by communicating the value-driven motives behind brand-influencer partnerships (Singh et al., 2020).



## CONCLUSION

Based on the results of research and discussion and analysis of the factors forming the attributes of the existence of SMIs in Pekanbaru. The researchers concluded that Firstly, Content Value Variable (X1), can be measured through indicators by attractive Post, Perceived of Usefulness, Product information, Post Frequency, Number of Content and Smooth promotion. Where the indicator that provides the largest contribution is the Perceived of usefulness, while the indicator that must be revised is the frequency of posts. Secondly, Skill Variable (X2), can be measured through indicators of Knowledge, Experience, and Communication Skills. Where the indicator that provides the largest contribution is communication skills and needs improvement in the experience indicator from the MUR account admin. Then, Attractiveness variable (X3), can be measured through indicators of physical Performance, friendliness, empathy and background similarities. Where the indicator that contributes the most is the empathy indicator, while the background similarity indicator does not contribute greatly to the MUR account. Next, Credibility variable (X4), can be measured through subtle attractive ads, popularity, close to followers and good intention. Where the indicator that provides the largest contribution is Popularity. And the indicator of closeness with followers should be a concern for MUR admins for future improvement. And the last, Trustworthiness Variable (X5), can be measured through indicators Follower trust and honest. Where the indicators that provides the largest contribution is Follower trust.

## Limitation

The current research has limitation of collecting data only from one Micro social media influencer (SMIs). It would be better if collecting data from the followers of more than four SMIs which get more generalizable results.

## Suggestion

For further research may use maximal respondents who can represent big population, various generations and more representative. The next research can use other types of social media platforms, such as X (Twitter), Facebook or blogs by reason of the influencers like @mahasiswa\_universitasriau (MUR) also active through these platforms. For better results, this study in addition using the mix method to obtain more accurate results that can support the research result.

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