

The Influence Of Originality, Quality, And Quantity On, Intention To Follow The Advice, Through Hedonic Experience, Opinion Leadership, And Perceived Aesthetics**Haryany Trifena Girsang¹, Dimas Angga Negoro²***Universitas Esa Unggul, Jakarta, Indonesia**Email: haryanigirsang@gmail.com, dimas.angga@esaunggul.ac.id***ABSTRACT**

Factors that determine the success of influencer marketing focusing on TikTok social network users. This study examines the influence of influencer account characteristics (Perceived Originality, Perceived Quantity, Perceived Quality), through Hedonic Experience, Opinion Leadership and Perceived Aesthetics and how this impacts their intention to Intention to Follow The Advice, if users feel that the content presented by an influencer is originality and has large variety of content, they will tend to view the influencer as opinion leadership and, as a result are likely to follow the advice and recommendations of the influencer. The purpose of this study is to identify the determinants of influencer marketing success on TikTok and identify the characteristics that are most effective in attracting users on TikTok. This study was designed using purposive sampling method involving TikToker users and followers across Indonesia. quantitative research using partial least squares path modeling method (PLS-SEM). Some of the findings in this study are that there is no significant relationship between perceived aesthetics and intention to follow the advice and perceived originality has an indirect effect on opinion leadership. The managerial implication of this research for industry practitioners and researchers is that companies can design more targeted and effective marketing campaigns by understanding how perceived originality, quantity, and quality factors affect intention to follow the advice through hedonic experience. A thorough analysis with user preferences and an opportunity to build stronger and sustainable partnerships with the company's influencers and expand the reach of their campaigns, increasing the company's brand awareness.

Keywords: *Perceived Originality, Perceived Quality, Perceived Quantity, Hedonic Experience, Opinion Leadership Perceived Aesthetics, Intention to Follow The Advice.*

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INTRODUCTION

Consumers are increasingly using social media, especially to collect information to help them make decisions, the presence of influencers, namely users who are seen from social media who are considered models for other users (Huffaker, 2010). These other users recommend from influencers and trust their opinions such as fashion, life style, photography, and travel topics (Casaló et al., 2020) and (Audrezet et al., 2020). As the number of individual consumers online increases, researchers are focusing on identifying the factors that influence these types of purchases (Galhotra & Dewan, 2020). Influencers are increasingly seen as a tool for informants to marketing consumers, using influencers as opinion leadership has been tested on social media such as Instagram (Tafesse & Wood, 2021) and (Ibáñez-Sánchez et al., 2022), Facebook (M. Arora & Rastogi, 2018); and (Hughes et al., 2019) Twitter (Lahuerta-Otero & Cordero-Gutiérrez, 2016) and Youtube (Sokolova & Kefi, 2020).

THE INFLUENCE OF ORIGINALITY, QUALITY, AND QUANTITY ON, INTENTION TO FOLLOW THE ADVICE, THROUGH HEDONIC EXPERIENCE, OPINION LEADERSHIP, AND PERCEIVED AESTHETICS

TikTok is the fastest growing social media in the post-pandemic period (Basch et al., 2022). TikTok is a popular social media platform known for its short videos and creative content, it was the most downloaded app globally in 2020 and 2021, reaching 1506 million downloads in those years, and attracting the attention of 99.1 million Indonesians and spending an average of 23.1 hours per month of the audience using social media on TikTok (Mathis, 2023). Media accounts from Instagram, with 1048 million downloads (Basch et al., 2022). Social media will influence advertising in the minds of every consumer so that the advertised content is firmly rooted in their memory and there will be an increase in loyalty on an ongoing basis (Heskiano et al., 2020). In the exploration of a content on these things, the features, uniqueness or originality of content are important factors to improve the ability of influencers (Audrezet et al., 2020). The content of TikTok content is characterized by its originality, quality Om et al. (2021) because the main goal is to have a hedonic experience (Casaló et al., 2020). This makes TikTok more entertaining and time-consuming than Twitter and Facebook which focus only on providing information, news, and connecting with acquaintances or relatives (Kaplan & Haenlein, 2019).

TikTok's visual and fun focus allows a TikToker to showcase their products or services in an engaging and fun way (Akdin et al., 2022). More precisely, the willingness of consumers to self-express the impact of the aesthetics of a content on the hedonic experience, visibility and brand recognition, as well as the change in related behavior in general and the theory related to the use of the brand (O'cass & Frost, 2002) this type of content self-expression corresponds to the character of the consumer which allows the influencer to be perceived close to the audience and increase his influence TikTok is very popular (Chernev et al., 2011). This age difference is important because younger people have different media consumption habits that are more resistant to traditional advertising in traditional media that have basically begun to be abandoned (Xu et al., 2021). Social media marketing will both affect the perception of the advertised brand in the mind of every consumer so that the advertised brand image is greatly integrated in their memory to increase the loyalty of the same brand (Heskiano et al., 2020). Based on the theoretical approach of (Petty et al., 2002) that the role played by the hedonic experience may be played in the user's intention to follow the account and the intention to follow the account. Given its tremendous growth, content format and capabilities, and incredible ability to directly reach younger users who have significant consumer potential, TikTok is a real opportunity to use it as a tremendous marketing medium to directly reach younger users with significant potential as consumers, there is a real opportunity to exploit TikTok as an influencer marketing campaign channel (A. Arora et al., 2019). Recent research shows that the reaction of his followers to positive publications by influencers also depends on affective factors such as the closeness of the influencer's followers and the channeling of emotions (Sokolova & Kefi, 2020) or a positive emotion and hedonic experience (Y. Yang & Ha, 2021).

Research by (Smith & Short, 2022) found that unique, creative, and originality content can positively impact the user's pleasant experience on various social media platforms. TikTok's ability to provide a variety of entertaining and inspiring content is a major attraction for its users around the world. TikTok allows users to express themselves in an original way and has become a platform where users can discover new and relevant content (S. Yang & Wang,

THE INFLUENCE OF ORIGINALITY, QUALITY, AND QUANTITY ON, INTENTION TO FOLLOW THE ADVICE, THROUGH HEDONIC EXPERIENCE, OPINION LEADERSHIP, AND PERCEIVED AESTHETICS

2022). The impact of different content quantities and their influence on the hedonic experience of users on the platform is an area that needs to be explored further (Ibáñez-Sánchez et al., 2022). More and more people are interested in TikTok as a marketing medium using influencers, understanding the special influence of originality, quality, and quantity on the platform (Lou & Yuan, 2019). However, the study only examined that TikTok has ushered in a new era of originality in influencer marketing, with content creation, influencers and social media being key factors in opinion leadership, they as supporters, currently there is no scale that can be used to measure their credibility in real terms felt by influencers on social networks (Haenlein et al., 2020). In this study, the variable perceived aesthetics was added to increase the capacity to build influencer identities in sharing the information needed by consumers (Kang & Park-Poaps, 2010).

This research aims to fill the gap in understanding the key factors that determine the success of influencer marketing strategies on TikTok, and provide practical advice on identifying the characteristics of effective content strategies and engaging with users on the platform, knowing the relationship between intention to follow the advice and perceived aesthetics, hedonic experience and opinion leadership. Interestingly, previous studies have rarely investigated how perceived aesthetics variables affect users' intentions to follow suggestions, with more emphasis on factors such as humor. In addition, the majority of previous studies tended to focus on respondents in their 20s. It is hoped that this research can contribute to the scientific level of marketing management by developing a better theoretical understanding of the variables studied and may provide positive managerial implications.

METHOD

Measurements related to the variables in this study were obtained from previous research. The perceived originality variable was measured using 6 statements, while the perceived quantity variable was measured using 3 indicators. The perceived quality variable was assessed with 4 indicators, and the opinion leadership variable was measured using 6 statements. The hedonic experience variable was measured with 3 statements, and the perceived aesthetics variable was also measured using 3 statements. Lastly, the variable "Intention to Follow the Advice" was measured using 4 statement items. All items were measured on a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), with a total of 26 questions. Details can be found in appendix 2 (variable operation) and appendix 3 (questionnaire).

Data for this study was collected using a survey method through online questionnaires distributed via Google Forms. The questionnaire was shared with TikTok followers through the TikTok platform, Instagram direct messages, and WhatsApp. The verification process ensured that respondents were indeed followers of the selected TikTokers and had understood the questions. The target group for this study consisted of TikTok users who had purchased products through TikTok content or live sessions. The study utilized a non-probability sampling technique, with purposive sampling being used to select sample components based on specific criteria.

The sample comprised TikTok users and followers of influencers across Indonesia. Respondents were provided with three popular influencers to choose from, namely Kohcun,

THE INFLUENCE OF ORIGINALITY, QUALITY, AND QUANTITY ON, INTENTION TO FOLLOW THE ADVICE, THROUGH HEDONIC EXPERIENCE, OPINION LEADERSHIP, AND PERCEIVED AESTHETICS

Lina Amelia, and Natasha Surya. These influences were selected based on their uniqueness, number of followers, engagement, and content style. The respondents had to be between 18 and 40 years old, which represents the primary demographic for TikTok Indonesia users. Data collection took place from July to August 2023, starting with a pre-test involving 30 respondents.

This study employed quantitative research methods using the partial least squares path modeling (PLS-SEM) approach, with data analysis conducted using SPSS 26 and Smart PLS 3.0 software. The pre-test results indicated that all variables were valid, and the final sample size for the study was 144 respondents.

RESULTS AND DISCUSSION

The respondents to the study were Tiktok users throughout Indonesia who followed influencers and had bought products on TikTok, 141 respondents, (75.2%) were women and (24.8%) were men, who lived the most on the island of Java (74%). The majority of respondents between the ages of 18-26 are (72.3%) Young consumers between the ages of 18 and 26 are more likely to consider various factors in their experience as a TikTok user when buying a product First, about the aesthetics they feel, or their evaluation of the aesthetics of the products they see on TikTok. Young consumers tend to be interested in products that are visually appealing and in line with the trends and styles that are popular on Tiktok for them, products with attractive designs and trendy aesthetics are more attractive, originality or uniqueness of the product, young consumers are often looking for unique and different products and tend to be interested in products that offer something new so that they feel more exclusive and different than others.

Perceived quality of products is also a factor that affects this perception, young consumers also pay attention, looking for products that offer good value and quality at the price they pay. Private Employee Jobs (44%) and most spend their money per month (41%). Work background, such as work, can also affect the hedonic experience, workers in the private sector may have experienced demanding work and require breaks and pleasant experiences outside of work hours. In this case, the leadership of influencer opinions on TikTok can influence their perception and experience of the product. If an influencer gives a positive review and describes the use of a product as a satisfying experience, consumers will be more likely to want to try the product and experience the promised hedonistic experience. The respondent's profile can be seen in attachment 4B Table 5.

The Validity and Reliability Test of Construct was carried out based on the recommendation of F. Hair Jr et al. (2014) where the loading factor value required in SmartPLS 3.0 is ≥ 0.70 . The measurement of construct validity in this study is acceptable and declared valid, because the majority of indicators in each variable have a loading factor value above 0.70 (attachment 5B table 6). Result account Composite Reliability (CR) dan Average Variance Extracted (AVE) pada research Ini get Said Meet condition in Overall . According to F. Hair Jr et al. (2014) value that Required that is $CR \geq 0.70$ and $AVE \geq 0.50$. Result account to CR and AVE to variable Perceived Originality

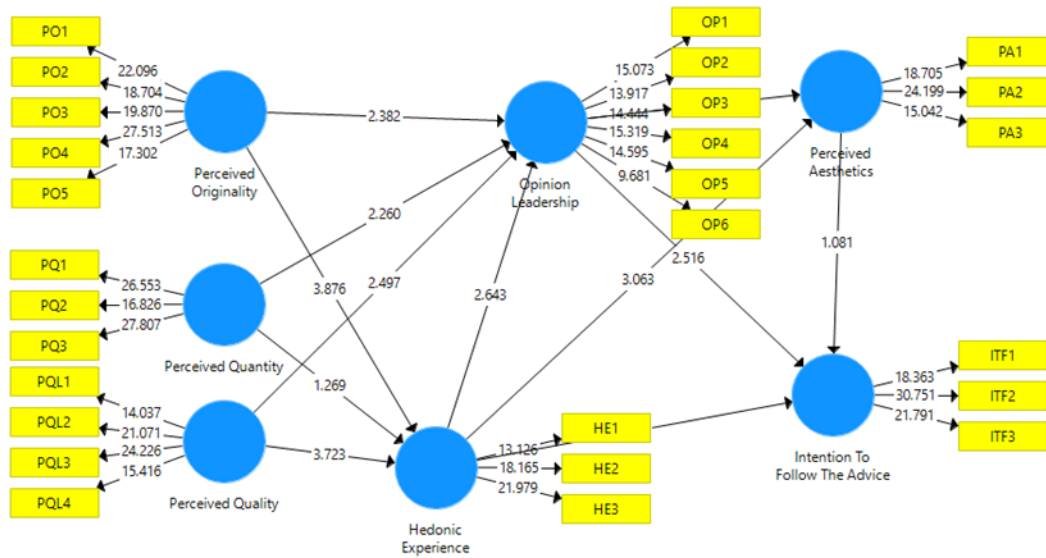
THE INFLUENCE OF ORIGINALITY, QUALITY, AND QUANTITY ON, INTENTION TO FOLLOW THE ADVICE, THROUGH HEDONIC EXPERIENCE, OPINION LEADERSHIP, AND PERCEIVED AESTHETICS

(CR=0,907; AVE=0,662), Perceived Quality (CR=0,867; AVE=0,685), Perceived Quantity, (CR=0,853; AVE =0,660), to Variable Hedonic Experience (CR=0,850; AVE=0,654), Opinion Leadership (CR=0,892; AVE =0,622), variable Perceived Aesthetics (CR=0,856; AVE=0,748), dan Variable Intention to Follow The Advice (CR=0,860; AVE=0,673), Uji Discriminant Validity Stated valid because root AVE each Latent variable more tall Than Correlation with variable Latent Other (Fornell-Larcker Criterion), and indicator also have Correlation that more tall against variable latent respectively Than with variabel laten lainnya (Cross Loading), serta Heterotrait-Monotrait Ratio (HTMT) < 0,90 maka variabel memiliki validitas diskriminan yang baik (valid) (Hair et al., 2014). Hasil uji Discriminant Validity dapat dilihat pada lampiran 5C tabel 8, 9, dan 10.

Structural test analysis was carried out to determine the R² value of each equation. The R² value shows how much the independent variable can explain the dependent variable (Hair et al., 2014). The results of the analysis were obtained namely the Hedonic Experience (HE) variable with an R² value of 0.681, meaning that the magnitude of the influence of Perceived originality, Perceived Quality, and Perceived Quantity, on Hedonic Experience was 68.1% and according to the measure of Hair et al. (2014) this is included in the major influence, together in influencing Hedonic Experience while the remaining 31.9% is explained by other variables. The Intention to Follow the Advice variable is jointly influenced by the variables Opinion Leadership (OP), Hedonic Experience (HE) and Perceived Aesthetics (PA) with an R² value of (0.77) or 77% while the remaining 23% is explained by other variables. The next analysis is that the Opinion Leadership (OP) variable is jointly influenced by the variables Hedonic Experience (HE), Perceived Quantity (PQ), Perceived Quality (PQL), Perceived Originality (PO) of (0.721) meaning the magnitude of R² is 72.1% and according to the size of F. Hair Jr. et al. (2014) it has a great influence while the remaining 27.9% can be explained by other variables. The last analysis, namely the Perceived Aesthetics (PA) variable is jointly influence

THE INFLUENCE OF ORIGINALITY, QUALITY, AND QUANTITY ON, INTENTION TO FOLLOW THE ADVICE, THROUGH HEDONIC EXPERIENCE, OPINION LEADERSHIP, AND PERCEIVED AESTHETICS

by the Opinion Leadership (OP) variable, Hedonic Experience (HE) obtained an R² value of 0.597 or (59.7%) while the remaining 40.3% can be explained by other variables.



Gambar 2. Path Diagram T-Value

The results of the Quality Model test show a good fit. This can be seen from the values of R Square, Q Square Redundancy, and SRMR. The complete data can be seen in appendix 5E tables 11, 12, and 13. Meanwhile, the results of the Structural Model test in the form of Path Coefficients can be seen in appendix 5E table 14. Based on the Path Diagram T-Value in figure 2 above, the hypothesis testing of the research model can be presented as follows:

Table 1. Research Model Hypothesis Test

Hypothesis	Hypothesis Statement	Value T-Value	Information
H1a	<i>Perceived Originality</i> has a positive effect on the <i>Hedonic Experience</i>	4.289	Data support Hypothesis
H1b	<i>Perceived Originality</i> has a positive effect on <i>Opinion Leadership</i>	1.236	Data not supported Hypothesis
H2a	<i>Perceived Quality</i> affects the <i>Cognitive Experience</i>	2.028	Data support Hypothesis
H2B	<i>Perceived Quality</i> has an effect on <i>Opinion Leadership</i>	2.681	Data support Hypothesis
H3a	<i>Perceived Quantity</i> affects <i>Hedonic Experience</i>	2.762	Data support Hypothesis
H3B	<i>Perceived Quantity</i> has an effect on <i>Opinion Leadership</i>	2.057	Data support Hypothesis
H4a	<i>Hedonic Experience</i> Affects <i>Opinion Leadership</i>	2.529	Data support Hypothesis
H4B	<i>Hedonic Experience</i> has an effect on <i>Perceived Aesthetics</i>	3.815	Data support Hypothesis
H5a	<i>Opinion Leadership</i> berpengaruh terhadap <i>Intention to Follow The Advice</i>	2.022	Data support Hypothesis
H5b	<i>Opinion Leadership</i> affects <i>intention Perceived</i>	3.680	Data support

THE INFLUENCE OF ORIGINALITY, QUALITY, AND QUANTITY ON, INTENTION TO FOLLOW THE ADVICE, THROUGH HEDONIC EXPERIENCE, OPINION LEADERSHIP, AND PERCEIVED AESTHETICS

	<i>Aesthetics</i>		Hypothesis
H5c	<i>Perceived Aesthetics berpengaruh terhadap intention to Follow The Account</i>	1.381	Data not supported Hypothesis

Based on the hypothesis test table above, it is known that 11 hypotheses have a T-Value above 1.96 so that the data supports the hypothesis of the research constructed. Meanwhile, 2 H2a hypotheses and related H5c hypotheses have a T-Value below 1.96 so the hypothesis is rejected. Complete information on the results of the SEM analysis of this study can be seen in appendix 5.

CONCLUSION

The study successfully proved most of the hypotheses, showing that perceived quantity, quality, and hedonic experience positively influence opinion leadership. Significant positive relationships were found between perceived originality, quantity, and quality on hedonic experience, as well as between hedonic experience and opinion leadership, hedonic experience and perceived aesthetics, and opinion leadership and intention to follow the advice. The research highlights the importance of visual appeal on TikTok, where content's quantity, quality, and opinion leadership play critical roles. However, the study has limitations, particularly regarding TikTok's visually driven platform, suggesting future research focus on user behavior and content trends. This would help better understand why certain content goes viral and how it satisfies psychological needs like identity exploration and entertainment. The study also provides managerial implications, recommending that companies create marketing campaigns that leverage originality, quantity, and quality to enhance consumer engagement. Understanding users' hedonic experiences can help companies develop emotionally engaging content, leading to higher brand awareness and loyalty. Moreover, collaborations with non-celebrity influencers with original content are suggested to foster creative partnerships and further improve marketing strategies.

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THE INFLUENCE OF ORIGINALITY, QUALITY, AND QUANTITY ON, INTENTION TO FOLLOW THE ADVICE, THROUGH HEDONIC EXPERIENCE, OPINION LEADERSHIP, AND PERCEIVED AESTHETICS

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