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Magnetism Influencer Marketing-Literature Review

ABSTRACT

This paper seeks to find out and summarize the key indicators used in measuring influencer marketing effectiveness. The method used is a Systematic Literature Review (SLR) approach sourced from journal data by analyzing 10 journals from the latest research published around 2020-2024 and sourced from Google Scholar. The literature review revealed six main indicators that are consistently used in the evaluation of influencer marketing: Visibility, Credibility, Attractiveness, Power, Trustworthiness and Expertise so these six core indicators appear most frequently in the literature. This research says the selection of influencers should be done very strategically and selectively. Marketing professionals can utilize these standardized indicators to assess and select influencers that suit their campaigns. By consolidating a wide range of research on influencer marketing metrics, this research produces a unified framework of key indicators, which is a useful reference for academics and practitioners in the field.

Keywords: Digital Marketing, Social Media Marketing, Influencer Marketing, Indicators Influencer Marketing.

Introduction

In this digital age, marketing methods have undergone significant changes. Companies now rely more on digital marketing because consumers engage more in online activities. As a result, digital marketing facilitates the dissemination of product information, making it easier for the public to become aware of it (Amelia Ibnu Wasiat & Bertuah, 2022). One platform that companies use for digital marketing promotion is social media. Social media serves as an online platform where consumers share information about the products they desire, and for companies, it acts as a modern digital promotional medium (Maulana, 2022).

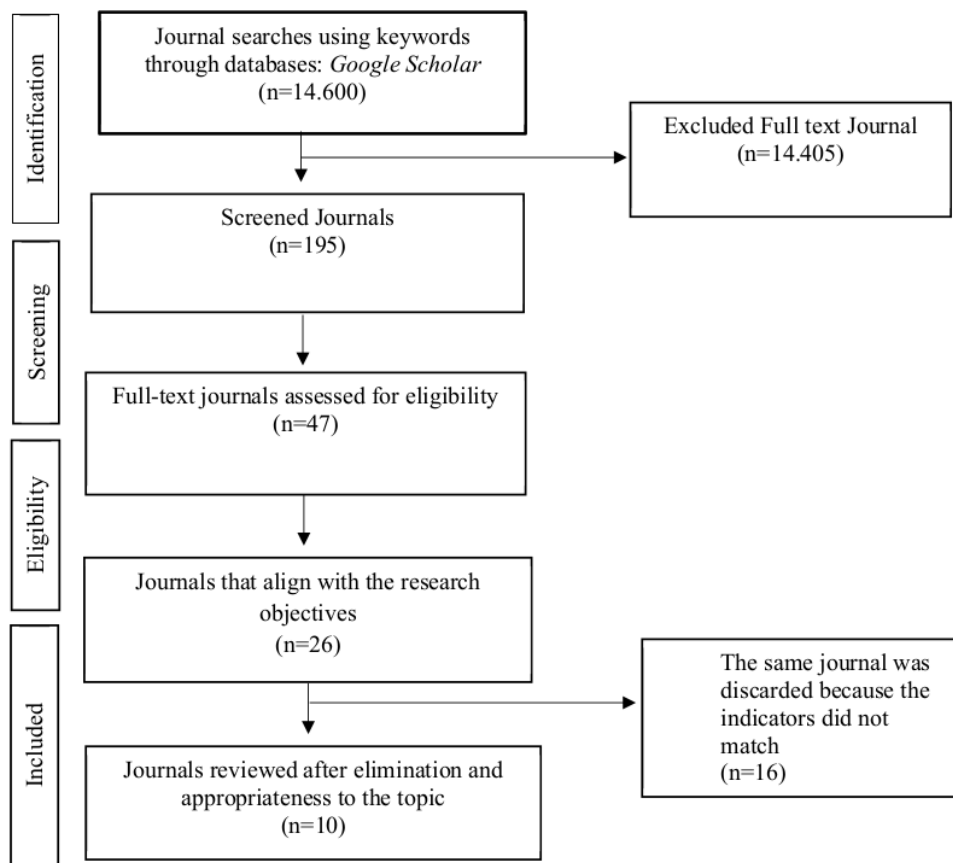
To maximize the effectiveness of promotions on social media, companies can employ a strategy known as influencer marketing. This marketing strategy has gained popularity recently, with many companies adopting influencer marketing as one of their product promotion methods (Agustin & Amron, 2022). However, the complexity of the indicators involved in influencer marketing often makes it challenging for companies to measure impact and optimize their investments. Therefore, this article is essential for identifying the key indicators of influencer marketing, enabling companies to formulate more targeted and effective strategies.

This article aims to identify and summarize the key indicators used to measure the effectiveness of influencer marketing based on previous research. The findings of this study hope to provide practical guidance for marketing practitioners, insights for companies, and contribute to the development of

knowledge in the field of marketing by highlighting the indicators that need attention when conducting marketing through influencer marketing.

METHOD

This article employs a ¹ Systematic Literature Review (SLR) approach using the Preferred Reporting Items for Systematic Reviews and Meta-analyses (PRISMA) method. Researchers apply the PRISMA method systematically by following a structured research protocol. The Systematic Literature Review involves reviewing, examining, and conducting a structured evaluation, classification, and categorization (Fitriyani, 2021).



The acceptance criteria focus on several important factors. They consider the publication year, the keywords in the titles, the elimination of duplicate articles, the methods used, and the relevance of the necessary indicators.

For the sources, data and information are gathered through Google Scholar. By using the relevant variable keywords or titles, the search yields a total of 14,600 journals. From this extensive list, ten previous journals are selected, covering the period from 2020 to 2024.

The selection process unfolds in several stages. First, in the identification phase, data and information collection begins with Google Scholar. Next comes the screening stage, where the initial selection emphasizes titles that fit the discussion, while the final selection adheres to the established acceptance criteria. After that, an eligibility review is conducted on the chosen journals to ensure they are relevant to the topic at hand. Finally, the inclusion stage involves writing articles based on the information that has been gathered.

Result and Discussion

The results of this literature study identification sourced from 10 journals describe the indicators that exist in influencer marketing, which can be described as follows:

Tabel 1. Influencer Marketing Indicator

No	Author (Years) Title	Method	Result	Indicator
1.	Nurul Agustin Dan Amron (2022) <u>Pengaruh Influencer Marketing Dan Persepsi Harga Terhadap Minat Beli Skincare pada Tiktok Shop</u>	Quantitative	Research shows that Influencer Marketing and price perception have a significant positive impact on the purchase interest in skincare products on TikTok Shop.	• <i>Visibility</i> • <i>Credibility</i> • <i>Attractiveness</i> • <i>Power</i>
2.	Kharisma Sekar (2023) <u>Pengaruh Influencer Marketing Terhadap Minat Beli Produk Kimka Hijab Di Media Sosial Instagram</u> Cindy Wulandari & Riza Indriani (2024)	Quantitative	The testing of the Influencer Marketing variable reveals a significant effect of 6.768, with a significance level of 0.000, which is lower than 0.050.	• <i>Visibility</i> • <i>Credibility</i> • <i>Attractiveness</i> • <i>Power</i>
3.	<u>Pengaruh Influencer Marketing Dan Celebrity Endorsment Terhadap Minat Beli Body Lotion Scarlett Whitening Pada Mahasiswa Fakultas Ekonomi Universitas Negeri Medan</u>	Quantitative	The study reveals that Influencer Marketing has a positive and significant impact on the purchase interest in Scarlett Whitening Body Lotion among students of the Faculty of Economics at Universitas Negeri Medan, confirming the validity of the first hypothesis.	• <i>Visibility</i> • <i>Credibility</i> • <i>Attractiveness</i> • <i>Power</i>
4.	Riris Roisah, Kiromatul Khusnaini Dan Feti Faimah (2024) <u>Pengaruh Direct Marketing Dan Influencer Marketing Terhadap Minat Beli</u>	Quantitative	There is a positive and significant relationship between Influencer Marketing and purchase interest during live streaming on TikTok Jiniso.	• <i>Visibility</i> • <i>Credibility</i> • <i>Attractiveness</i> • <i>Power</i>

	Pada Live Streaming Tiktok			
	Viola Natalie Lutzow, Agus Supandi Soegoto Dan Indrie Debbie Palandeng (2024)			
5.	Pengaruh <i>Product Placement</i> Dan <i>Influencer Marketing</i> Terhadap <i>Purchase Intention</i> Produk Scarlett Whitening Pada Mahasiswa Manajemen Universitas Sam Ratulangi	Quantitative	The analysis results indicate that the Influencer Marketing variable positively and significantly affects Purchase Intention. The more effective the influencer promotion is, the higher the purchase interest becomes, and vice versa.	• <i>Visibility</i> • <i>Credibility</i> • <i>Attractiveness</i> • <i>Power</i>
	Delia Shukmalla, Citra Savitri Dan Wike Pertiwi (2023)			
6.	Pengaruh <i>Content Marketing</i> Dan <i>Influencer Marketing</i> Terhadap Keputusan Pembelian Produk Kosmetik Lokal Di Tiktok Shop (Studi Pada Mahasiswa Manajemen Universitas Buana Perjuangan Karawang)	Quantitative	The conclusions of the research include: (1) Content Marketing has a significant impact on purchasing decisions, (2) Influencer Marketing also significantly affects purchasing decisions, and (3) both Content Marketing and Influencer Marketing together influence purchasing decisions.	• <i>Visibility</i> • <i>Credibility</i> • <i>Attractiveness</i> • <i>Power</i>
	Annisya Ganda Sari Dan Aieng Aquinia (2024)			
7.	Pengaruh <i>Influencer Marketing</i> Dan <i>Online Customer Review</i> Terhadap <i>Purchase Intention</i>	Quantitative	The research shows that both Influencer Marketing and Online Customer Reviews have a positive and significant impact on Purchase Intention, indicating that Maybelline's strategy is on the right track.	• <i>Trustworthiness</i> • <i>Attractiveness</i> • <i>Experience</i>
	Komang Lola Yasinta Dan Romauli Nainggolan (2023)			
8.	Pengaruh <i>Influencer Marketing</i> Terhadap Keputusan Pembelian <i>Something Di Surabaya</i> Dimediasi Oleh <i>Brand Image</i>	Quantitative	The findings of the research indicate a significant influence of Influencer Marketing on Brand Image, as well as the impact of Brand Image on purchasing decisions. Brand Image acts as a mediator between Influencer Marketing and the decision to buy.	• <i>Visibility</i> • <i>Credibility</i> • <i>Attractiveness</i> • <i>Power</i>
	Deva Giovani Purba Dan Anny Nurbasari (2024)			
9.	Pengaruh <i>Social Media Marketing</i> Dan <i>Influencer Marketing</i> Terhadap Keputusan Pembelian Konsumen	Quantitative	Social Media Marketing and Influencer Marketing both exert a strong positive influence on purchasing decisions, complementing each other in shaping those choices.	• <i>Attractiveness</i> • <i>Trustworthiness</i> • <i>Expertise</i>

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Di Universitas Kristen
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| 10. <u>Pengaruh Marketing Awareness Keputusan Produk Whitening Mahasiswa</u> | <u>Sifa Nur Renny (2022)</u>
<u>Uyuuu Dan Dwiavanti</u>
<u>Influencer Dan Brand Terhadap Pembelian Scarlett Pada Feb Unesa</u> | Quantitativ
e | The research analysis concludes that: (1) Influencer Marketing has a positive effect on the purchasing decisions for Scarlett Whitening products, (2) Brand Awareness positively and significantly influences purchasing decisions, and (3) both Influencer Marketing and Brand Awareness provide a positive and significant impact on the purchasing decisions for Scarlett Whitening products. | <ul style="list-style-type: none">• <i>Trustworthiness</i>• <i>Expertise</i>• <i>Attractiveness</i> |
|--|--|------------------|--|---|
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Source: *Google Scholar*

Influencer Marketing Indicator

According to Lengkawati & Saputra (2021) as cited in Roisah et al. (2024), Influencer Marketing is a promotional strategy that leverages individuals with a large following to advertise products. The aim is to sway others into purchasing and using those products. The main indicators of Influencer Marketing include:

1. Visibility As explained in article number 4 from Roisah et al. (2024), Visibility refers to the popularity of the individual representing the product, or the number of fans that the influencer has.
2. Credibility In article number 4 from Roisah et al. (2024), Credibility relates to expertise, illustrating the influencer's knowledge about the promoted product, and objectivity, which refers to the influencer's ability to persuade customers to buy the advertised product.
3. Attractiveness According to article number 4 from Roisah et al. (2024), Attractiveness encompasses two types of appeal: likeability, which is connected to the influencer's physical appearance, and similarity, which pertains to the emotional image presented in the advertisement.
4. Power As described in article number 4 from Roisah et al. (2024), Power is used to measure the extent of the influencer's ability to influence and how persuasive they are in encouraging people to consider the promoted product.

5. Trustworthiness In article number 9 from Purba & Nurbasari (2024), Trustworthiness refers to the level of trust, honesty, and integrity perceived by the audience.

6. Expertise According to article number 9 from Purba & Nurbasari (2024), Expertise represents the influencer's skill in attracting the target audience's interest in purchasing the product.

The research identifies several key indicators of Influencer Marketing that play crucial roles in its effectiveness. Visibility highlights the popularity of the influencer, measured by their fan base. Credibility emphasizes the influencer's expertise and objectivity, showcasing their knowledge about the product and their ability to persuade potential buyers. Attractiveness is twofold, involving both the influencer's physical appeal and the emotional connection they create with the audience. Power assesses how effectively the influencer can sway opinions and encourage product consideration. Trustworthiness focuses on the perceived honesty and integrity of the influencer, while Expertise reflects their ability to engage the target audience and drive purchasing interest. Together, these indicators form a comprehensive framework for understanding the dynamics of Influencer Marketing.

CONCLUSION

Based on the research objective to identify and summarize the main indicators used to measure the effectiveness of influencer marketing, it can be concluded through a Systematic Literature Review of 10 selected journals published between 2020 and 2024 that six key indicators have been consistently identified. These indicators are Visibility (Popularity), Credibility, Attractiveness, Power, Trustworthiness, and Expertise.

This article reveals that these six indicators complement each other in assessing the effectiveness of influencer marketing. Visibility measures the reach and exposure of an influencer on social media. Credibility assesses the influencer's expertise and objectivity in promoting products. Attractiveness evaluates the physical appeal and emotional connection between the influencer and their audience. Power gauges the persuasive ability of the influencer to influence consumer purchasing decisions. Trustworthiness focuses on the character and integrity of the influencer, while Expertise emphasizes the influencer's skills and knowledge in a specific area.

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