Analysis of Followers Buying Interest in the @Itsmekaia Instagram Account using the Elaboration Likelihood Model Theory

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Abstract: This research aims to measure the effect of Credibility (Variable X1); Celebrity Endorser (Variable X2) on the Followers' Buying Interest (Variable Y). The object of research is the @itsmekaia Instagram account using the Elaboration Likehood Model theory.
The type of research is quantitative, with a Positivistic paradigm. The object of research is the Instagram account @ itsmekaia, the research subject is the followers on the Instagram account @itsmekaia, which is selected according to predetermined criteria. This research uses non probability sampling technique with purposive sampling method. Determination of the sample size using the Slovin Formula, with a margin of error of 0.5%, the number of respondents is 400.
The results of the research involving 400 respondents showed through the Ftest (simultaneous) that Ho3 was rejected and Ha3 was accepted with a calculated Fvalue of 222.146 greater than 3.018 ftable. This showed a significant relationship between message credibility and celebrity endorser credibility on purchase intention. Analysis using the Elaboration Likelihood Model showed that the persuasive message process through credibility and Celebrity Endorser, called the Middle Path, had an effect on followers' purchase intention. The results also showed that the Middle Path jointly influences through the Periphery Path, when persuasive messages attract followers through the appearance, language and gestures of celebrity endorsers.

Keyword: Celebrity Endorser, Buying Interest, Instagram, @itsmekaia, Elaboration Likehood Model

INTRODUCTION

Advertising is considered a medium for conveying information about the capabilities, prices, functions, and other attributes of a product (Durianto, 2003, cited by Herlambang, 2016). Not only providing knowledge about products, advertising also plays a role in influencing individuals to make purchases. According to Kotler & Armstrong (2010), cited by Stephanie, et al. (2013), "advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor," which means that advertising is a form of exposure and promotion of ideas, products or services that are paid for and run by a known supporter. Therefore, marketers need to be careful in choosing advertising methods, paying attention to the developments that are happening. Digital advertising using social media such as Instagram is a trend because it is considered effective and fast in reaching potential consumers. According to databoks.katadata.co.id as of April 2023, the number of people using Instagram in the world is up to 1.63 billion, an increase of 12.2% from the previous period. In Indonesia, Instagram users are up to 106 million, making it the fourth most-used country in the world, up 18.9% from 89.15 million in January 2023.

Instagram is a social media platform used in image and video sharing activities that capture daily activities, as well as for online transactions by posting photos of products. It makes Instagram a potential platform for businesses to expand their market. Businesses that utilize Instagram like to continue to innovate by placing advertisements to promote their products. According to Wilson, et al (2011), alternative digital media have evolved from supplementary news sources to primary sources of information, in contrast to traditional newspapers and television that verify news before publication. Online information providers are not bound by editorial regulations, so the credibility of the message becomes a very important issue. According to Indrayuni, E (2019), the cosmetics industry focuses on the main needs of women, making women's beauty products very important. Many local and international cosmetic brands provide consumers with a variety of options. Consumers consider formula compatibility with skin type, price, durability, and make-up results when choosing a product. To assess the quality of beauty products, consumers often read reviews. One of the strategies to attract audiences and convey advertising messages is to use celebrities as advertising stars or celebrity endorsers (Tatik S, 20018 in Indrawan, Oktarina, & Kristiyono, 2022). The utilization of celebrity endorsers involves promotion by popular figures on social media who provide reviews of the promoted brand or product (Ridha, et al, 2018).

Celebrity endorsers are usually individuals who are known for their abilities or have great influence in their field (Childers, et al., 2019). Unlike conventional advertising, this strategy connects the involvement and relationship between the endorser and the product being promoted (Rahmawati & Lestari, 2021). Cooperation with endorsers provides benefits for both parties. When choosing an endorser, it is important to consider their popularity and ability to influence the product image, as explained by (Royan, 2014 cited in Nur, Y, 2018). Message credibility is measured by assessing the extent to which respondents perceive the messages they receive through various media as accurate, authentic and trustworthy. These three words are considered important as terms in representing message credibility as said by (Appelman and Sundar, 2016). According to Kotler in Annisa (2017), purchase interest arises from stimuli received from the product seen, which then creates a desire to try and eventually buy the product.

According to data from Business Insider (2019), Generation Z or also known as Gen Z, iGen, or centennials, refers to the generation born between 1996-2010. Generation Z is characterized by a critical and open attitude, arguing that the use of celebrity endorsement is driven more by the desire for financial gain than building the right connection between the celebrity endorser's life values and the message or values of the brand being promoted (Belch & Belch, 2017). The object of research is the Instagram account @itsmekaia. The reason

researchers use this object is that based on a report from Suara.com, the Instagram account @itsmekaia, also known as Alya Avivah Syarief. Alya is one of the celebrities who gets a lot of endorsements from various products. One of the endorse products obtained by Alya is make-up and skincare products.

The research was conducted on the Instagram account @itsmekaia, at the time of the research, it had 101 thousand followers. This Instagram account is consistent in the field of health / beauty and also in business.

Here, picture of @Itsmekaia Instagram Account:
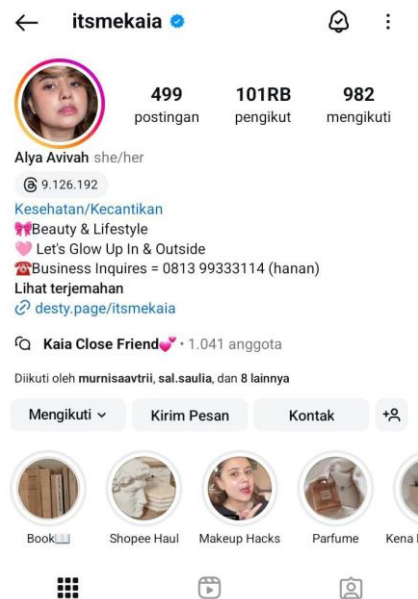
Source: Instagram account @itsmekaia
Figure 1. Instagram account @Itsmekaia

The model used in the discussion of this research is the Elaboration Likelihood Model (ELM) is a theory of attitude change developed by Richard E. Petty and John T. Cacioppo. This theory aims to estimate the extent to which a person can be influenced by a message, by considering two main factors, namely capability and support (Richard Petty, 1986). ELM outlines both of these two pathways in the message delivery process.
1) Central route: When a person processes persuasive messages carefully and thoughtfully.
2) Peripheral route: When the persuasive message received comes from someone who interests the individual through aspects such as appearance, language, and gestures.

Previous research was conducted on the role of public figures as brand ambassadors with the aim of knowing how influential these public figures are on buying interest by Anisa Ahda Sabilaa, Elsa Syafiah Marthab, and Rizal Choirul Anwar. There are several differences between previous research and this research, such as the use of various objects and subjects and variables.

METHOD

To ensure effective research, it is crucial to choose the right method so that the researcher can understand the problem accurately. In this case, quantitative method is the right choice as it involves the use of numerical data that allows for systematic and objective analysis of information. This method, as described by Kasiram (2008), facilitates an in-depth assessment of the phenomenon under study, so that the results obtained are more valid and

reliable. This approach is based on the philosophy of positivism, which rejects metaphysical elements in social reality (Sujarweni, 2014: 39).

The data collection method in this research utilizes a questionnaire. To obtain relevant data, the researcher compiled a list of statements in accordance with the research problems and variables, namely the effect of message credibility and celebrity endorser credibility on the @itsmekaia Instagram account on buying interest in followers. Furthermore, the researcher distributed the questionnaire using online media using Google Form via Instagram. This research applies the purposive sampling method, which allows selecting participants selectively based on specific characteristics or experiences that are relevant to the research topic. Sugiyono (2010) suggests that purposive sampling is a method of selecting samples by considering specific things.

Sampling in this research was carried out through the Slovin formula and obtained a sample size of 400 respondents.

Operational Variable Definition

According to Fraenkel and Wallen (1993), variables refer to concepts or variations in a class of objects or cases that have the potential to have more than one category. In this study, the operational definition of variables:

1). Message credibility as Variable X1

Message credibility is a term commonly used to indicate how well the recipient of the message approves of the message (Ohanian, 1990, p. 41). In this research, it refers to how message credibility affects the buying interest of followers of the @itsmekaia Instagram account. Indicators on Message Credibility (Damanik and Purwaningsih, 2017), are: 1. Accuracy; 2. Authenticity (Bachelar, 2018); 3. Trusted (Kotler and Armstrong, 2018);

2) Credibility of celebrity endorser as Variable X2

Celebrity endorser credibility can affect the message decoding stage. If the celebrity is considered trusted by the public, the message conveyed will be easier to believe (Schifman and Kanuk, 20014). This research focuses on how the credibility of Celebgram @itsmekaia can influence the buying interest of her followers. The measurable indicators in the Celebrity Endorser Variable according to Shimp (2003), are: 1. Attractiveness; 2. Trustworthiness; 3. Expertise.

3) Purchase Interest as variable Y

According to Kotler as cited by Abzari, et al., (2014: 23), purchase interest includes consumer actions that involve a sense of desire to choose and consume certain goods or services. Purchase interest arises when individuals are influenced by the strengths and advantages of the product and the messages received regarding that product. Purchase interest in this study is how followers of the @itsmekaia Instagram account have an interest in buying products that have been endorsed to @itsmekaia. Indicators in the Purchase Interest variable (Prinsa Donni 2017, in Andina, et al., 2023), are: 1. Transactional Interest; 2. Referential Interest; 3. Preferential Interest; and 4. Exploratory Interest.

RESULTS AND DISCUSSION

Validity Test

Validity testing of data in quantitative method research involves several methods, for example, the validity test. The validity test is applied to evaluate the extent to which all items can reflect their content, while the construct validity test is applied to assess how clear the research framework is (Dewi & Sudaryanto, 2020 in Fadhilah, Wulandari, & Afni, 2022). The following are the criteria for assessing the validity of the Decision on each statement:

1) If the value of r "count > r table, then the statement is considered valid

2) If the value of r count < r table, then the statement is considered invalid

Below, are the results of the X1 Validity Test:

Table 1. Results of the Validity Test of Variable X1 (Message Credibility)

Number of Item	R Count	R Table	Description
X1.1	0,791	0,361	Valid
X1.2	0,825	0,361	Valid
X1.3	0,601	0,361	Valid
X1.4	0,755	0,361	Valid
X1.5	0,777	0,361	Valid
X1.6	0,717	0,361	Valid
X1.7	0,821	0,361	Valid
X1.8	0,825	0,361	Valid
X1.9	0,789	0,361	Valid

Source: Results of Researcher Data Processing, 2024

Table 2. Results of the Validity Test of Variable X2 (Celebrity Endorser Credibility)

Number of Item	R Count	R Table	Description
X2.1	0,788	0,361	Valid
X2.2	0,832	0,361	Valid
X2.3	0,820	0,361	Valid
X2.4	0,903	0,361	Valid
X2.5	0,916	0,361	Valid
X2.6	0,938	0,361	Valid
X2.7	0,822	0,361	Valid
X2.8	0,681	0,361	Valid
X2.9	0,638	0,361	Valid

Source: Results of Researcher Data Processing, 2024

Table 3. Validity Test of Variable Y (Purchase Intention)

Number of Item	R Count	R Table	Description
Y.1	0,865	0,361	Valid
Y.2	0,726	0,361	Valid
Y.3	0,805	0,361	Valid
Y.4	0,899	0,361	Valid
Y.5	0,833	0,361	Valid
Y.6	0,906	0,361	Valid
Y.7	0,807	0,361	Valid
Y.8	0,916	0,361	Valid
Y.9	0,861	0,361	Valid
Y.10	0,799	0,361	Valid
Y.11	0,840	0,361	Valid
Y.12	0,777	0,361	Valid

Source: Results of Researcher Data Processing, 2024.

The data output from the SPSS program in Tables 1, 2 and 3 displays the results of the validity test of each statement for variable indicators X1, X2 and Y. The validity of each statement is determined based on the value of r count > r table is considered valid.

Reliability Test

According to Samatan (2017), reliability is the level of consistency of a test or procedure in producing similar results in accordance with predetermined criteria each time it is carried out. Measurements are considered reliable if the results are relatively consistent when repeated several times on the same group of subjects, as long as the aspects being measured remain unchanged.

Tabel 4. Reliability Test

Reliability	Statistics
Cronbach's Alpha	N of Items
.961	12

Source: Results of Researcher Data Processing, 2024.

The results of the reliability test on the Purchase Interest variable (Y) in Table 4 show the Alpha reliability coefficient (r count) 0.961> 0.5. It can be concluded that the research instrument items that measure the variable (Y) are reliable, so they can be used in hypothesis testing.

Normality Test

According to Sugiyono (2012), parametric statistical methods require each variable that will be analyzed to be normally distributed. Thus, before carrying out hypothesis testing, the first step that must be taken is to test whether the data has a normal distribution. The basis for decision making is if the significance score of the research variable > 0.05, as a result the data is normally distributed.

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			400
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		3.69928971
Most Extreme Differences	Absolute		.038
	Positive		.029
	Negative		-.038
Test Statistic			.038
Asymp. Sig. (2-tailed)			.177[c]
Monte Carlo Sig. (2-tailed)	Sig.		.606[d]
	99%Confidence Interval	Lower Bound	.593
		Upper Bound	.618

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Based on 10000 sampled tables with starting seed 2000000.

Source: Results of Researcher Data Processing, 2024

Figure 2. Normality Test Results

In Figure 2, it is seen that the Monte Carlo Sig. (2-tailed) is 0.606. Therefore, the sample data on variables X1, X2, and Y are normally distributed and can be assessed utilizing statistical parameters.

Heteroscedasticity Test

Ningsih & Dukalang (2019) state that the heteroscedasticity test is carried out to measure the possibility of inequality in residual variances between studies in a regression model. A constant redual variant is called homoscedasticity, while a different variant is called heteroscedasticity. If the result is significant (sig < 0.05), then there is an indication of heteroscedasticity. However, if (sig > 0.05), it can be concluded that there are no signs of

heteroscedasticity, and the model is considered good. The following are the results of the Heteroscedasticity Test:

Coefficients^a

	Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	T	Sig.
1	(Constant)	6.651	1.277		5.210	.000
	Kredibilitas Pesan	-.045	.038	-.071	-1.182	.238
	Kredibilitas Celebrity Endorser	-.056	.033	-.101	-1.685	.093

a. Dependent Variable: Abs_res

Source: Results of Researcher Data Processing, 2024.

Figure 3. Heteroscedasticity Test Results

Figure 3 shows that the message credibility variable has a significance value of 0.238, which is greater than 0.05, while the celebrity endorser credibility variable shows a significance value of 0.93, also exceeding 0.05. Based on these results, it is concluded that the regression model used is in accordance with the heteroscedasticity test, meaning that there is no indication of heteroscedasticity in the model.

Multicollinearity Test

The multicollinearity test is conducted to determine whether there is a correlation between the independent variables in the regression model. Ideally, the regression model will not show a correlation between the independent variables (Ningsih & Dukalang, 2019). If the VIF value is less than 10 and the tolerance is less than 0.1, multicollinearity is not considered. On the contrary, if the VIF value is more than 10 and the tolerance is more than 0.1, multicollinearity is considered fulfilled. The following are the results of the Multicollinearity test:

Coefficients^a

	Model	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	Kredibilitas Pesan	.679	1.473
	Kredibilitas Celebrity Endorser	.679	1.473

a. Dependent Variable: Minat Beli

Source: Results of Researcher Data Processing, 2024.

Figure 4. Multicollinearity Test Results

Figure 4 shows the results of data processing which indicates the absence of multicollinearity. It is proven by the regression results in this research which show a tolerance value of 0.679 which is greater than 0.10 and a VIF value of 1.473 which is smaller than 10.00. Thus, it can be concluded that the data used does not experience multicollinearity.

Multiple Linear Regression Test

Multiple linear regression is a model that describes the relationship between one dependent variable (Y) and two or more independent variables (X1, X2, , Xn). This model is also used to determine the direction of the relationship between the dependent variable and the independent variables "(I Made Yuliara, 2016). The following are the results of the Multiple Linear Regression Test below:

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	T	Sig.
1	(Constant)	8.522	2.001		4.259	.000
	Kredibilitas Pesan	.563	.060	.391	9.340	.000
	Kredibilitas Celebrity Endorser	.533	.052	.430	10.278	.000

a. Dependent Variable: Minat Beli

Source: Results of Researcher Data Processing, 2024
Figure 5: Multiple Linear Regression Test Results

Figure 5 can be explained as follows:
1) The constant (a) of 8.522 indicates the basic value of the purchase intention variable (Y).
2) The regression coefficient for message credibility (X1) is 0.563, which means that the higher the credibility of the message, the more buying interest increases.
3) The regression coefficient for celebrity endorser credibility (X2) is 0.533, indicating that the higher the credibility of the celebrity endorser, the more buying interest increases.

Multiple Correlation Coefficient Test
Multiple correlation coefficient analysis assesses the simulated relationship between two or more predictor variables (X1, X2) and the criterion variable (Y) (Sugiyono, 2011: 231). The R value ranges from 0 to 1; the closer to 1, the stronger the relationship, while the closer to 0, the weaker the relationship. Guidelines for the interpretation of the correlation coefficient can be seen in the following table:

Table 5: Correlation Coefficient Interpretation Guidelines

Coefficient interval	Degree of Relationship
0,00 – 0,199	Very Low
0,20 – 0,399	Low
0,40 – 0,599	Moderate
0,60 – 0,799	Strong
0,80 – 1,000	Very Strong

Source: Sugiyono, 2020

Test Coefficient of Determination (R2)
The coefficient of determination analysis is used to measure the percentage contribution of predictor variables (X1, X2) to the criterion variable (Y) simultaneously. This coefficient indicates how much variation in variable X can explain the variation in variable Y. The higher the coefficient of determination, the better variable X is in explaining the behavior of variable Y (Prajaka, H. 2016). The following are the results of the Coefficient of Determination (R2) Test:

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.634^a	.403	.401	4.168	1.807

a. Predictors: (Constant), Kredibilitas Pesan
b. Dependent Variable: Minat Beli

Source: Results of Researcher Data Processing, 2024.
Figure 6. Test Results of the Coefficient of Determination of Variables X1 and X2 Against Y

Figure 6 shows the R Square value of 0.528 or 52.9%, indicating that message credibility (X1) and celebrity endorser credibility (X2) affect purchase intention (Y) with a Moderate level of impact. This means that 52.8% of buying interest is influenced by the credibility of the message and the credibility of the celebrity endorser @itsmekaia. Meanwhile, 47.2% is influenced by other factors not included in this research.

Hypothesis Test (Partial T Test)
T test or partial test, used to assess the impact of each independent variable on the dependent variable separately, this test compares the calculated t value with the t table (Setiawan, 2015). The decision is taken as follows:
1) If the sig value < 0.05, or t count > t table then Ho is rejected and Ha is accepted.
2) If the sig value > 0.05, or t count < t table then Ho is accepted and Ha is rejected.
The formula for determining the t table is as follows:

$$a/2 = n - k - 1$$

Description:
a = Alpha (significance level) 5% (0.05).
n = Number of samples.
k = Number of X (independent) variables.
From the above formula, it can be determined to find the t table used is:
t table = (alpha/2 = n - k - 1).
t table = (0.05/2 = 400 - 2 - 1).
t table = (0.025 = 397) can be seen in the distribution of t table values
t table. t table = 1.966.

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	T	Sig.
1	(Constant)	8.522	2.001		4.259	.000
	Kredibilitas Pesan	.563	.060	.391	9.340	.000
	Kredibilitas Celebrity Endorser	.533	.052	.430	10.278	.000

a. Dependent Variable: Minat Beli

Source: Results of Researcher Data Processing, 2024.
Figure 7. T Test Results (Partial)

Based on Figure 7, the t-test shows that:
1) The message credibility variable (X1) has a calculated value of 9.340 with a significance of 0.000, which means t count > t table (1.966) and a significance value of < 0.05. This shows that message credibility (X1) has a positive and significant effect on buying interest (Y) on Instagram @itsmekaia, so Ho1 is rejected and Ha1 is accepted.
2) The celebrity endorser credibility variable (X2) shows a t value of 10.278 and a significance of 0.000, also greater than the t table (1.966) and significance < 0.05. This shows that the credibility of celebrity endorsers (X2) has a positive and significant effect on buying interest (Y) on Instagram @itsmekaia, so Ho2 is rejected and Ha2 is accepted.

Hypothesis Test (Simultaneous F Test)
The f test is used to evaluate whether variables X1 and X2 affect variable Y simultaneously. The numerator degree of freedom (df) is calculated as K-1, where K is the number of variables, while the denominator degree of freedom (df) is calculated as n - K, where n is the number of samples. Decisions are made based on

1) If the sig value <0.05 or F count> F table, then variable X has a simultaneous influence on Y.
2) If the sig value> 0.05 or F count < F table, then there is no simultaneous influence of variable X on Y.
The formula for determining the f table is as follows:

$$k = n - k - 1$$

Description:
n = Number of samples.
k = Number of X variables. Through the above formula, it can be determined to find the f table used is:
f table = (2 = n - k - 1).
f table = (2 = 400 - 2 - 1).
f table = (2 = 397)

ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6110.664	2	3055.332	222.146	.000ᵇ
	Residual	5460.213	397	13.754		
	Total	11570.877	399			

a. Dependent Variable: Minat Beli
b. Predictors: (Constant), Kredibilitas Celebrity Endorser, Kredibilitas Pesan

Source: Results of Researcher Data Processing, 2024.
Figure 8. F Test Results (Simultaneous)

Based on Figure 8, the calculated f value is 222.146 with a significance value of 0.000, while the f table value is 3.028. Because f count (222.146) is greater than f table (3.018) and the significance value (0.000) is smaller than 0.05, Ho3 is rejected and Ha3 is accepted. This means that the variables of message credibility (X1) and celebrity endorser credibility (X2) have a positive and simultaneous impact on purchase intention (Y) on Instagram @itsmekaia. This research was conducted through a quantitative approach by collecting data through a questionnaire involving 400 respondents. The focus of this research tests two independent variables, namely message credibility (X1) and celebrity endorser credibility (X2) on the dependent variable, namely purchase intention (Y).
The coefficient of determination test results for variables X1 and X2 on Y created a value of 0.528, which indicates that the influence of message credibility (X1) and celebrity endorser credibility (X2) on the @itsmekaia Instagram account has a moderate impact of 52.8% on buying interest in generation Z, while the rest is influenced by additional aspects outside this study. In addition, the T test results show that the message credibility variable (X1) and the credibility of celebrity endorsers (X2) each factor makes a positive contribution to the Purchase Intention variable (Y), because both produce a calculated t value greater than the t table. Therefore, it can be concluded that message credibility (X1) and celebrity endorser credibility (X2) have a positive and simultaneous impact on Purchase Intention (Y) on the @itsmekaia Instagram account.

DISCUSSION

The research uses the Elaboration Likelihood Model (ELM) as part of the unit of analysis. This theory states that the elaboration of persuasive communication messages is influenced by two factors. These factors are divided into two paths, namely message processing through the central route and the peripheral route.

Based on the analysis of questionnaire data, it can be seen that there are variations in decision making on the central route. This finding is obtained from the results of the questionnaire with the statement "I consider the brand endorsed by the @itsmekaia Instagram account in making purchasing decisions." has a frequency of 175 respondents or the highest percentage of 43.8% choosing strongly agree (SS). Another matter is evidenced in the statement "I read reviews of products endorsed by the @itsmekaia Instagram account before buying them." with a percentage of 43.5% or as many as 174 people chose strongly agree (SS). In the statement "I always see a description of the product endorsed by the @itsmekaia Instagram account before buying the product." obtained the highest percent score of 43.0% or 172 people chose to agree (S). This shows that Instagram followers of celebrity account @itsmekaia analyze communication messages with high cognitive intensity and thoughtfulness. They seriously evaluate every decision they want to make.

In the side route elaboration process, the value obtained is also relatively high. This matter is based on the statement "The attractive appearance of the celebrity endorser @itsmekaia when using the promoted product can arouse interest." has a percentage of 44.0% or as many as 176 people chose strongly agree (SS). The elaboration of other edge lines, namely in the statement "Celebrity endorsers appear with confidence reflecting the experience they have in promoting products." has a percentage of 45.8% or 183 people chose strongly agree (SS).

Another statement is "The product photo posted by the celebrity endorser on the @itsmekaia Instagram account gets a lot of like responses so that it attracts followers to buy." has a percentage of 44.5% or as many as 178 people chose strongly agree (SS). This research shows that Instagram followers of celebrity account @itsmekaia respond to persuasive messages by considering aspects of attractiveness, such as message delivery methods, product packaging, product models, or other peripheral factors.

CONCLUSION

Based on the research findings and discussion previously described regarding the impact of Message Credibility and Celebrity Endorsers on Instagram on the @itsmekaia account on followers' Purchase Intention, it can be concluded that:

On the message credibility variable on the @itsmekaia Instagram account, there is a significant influence on the desire to buy on generation Z women. This situation proves that respondents agree that celebrity account @itsmekaia has the ability to convey product messages through content that is considered correct or credible.

On the variable credibility of celebrity endorsers on the @itsmekaia Instagram account, there is a real impact on buying interest in generation Z women. This is evidenced in the results of data processing that the majority of respondents believe the truth of the information provided by the @itsmekaia celebrity account.

There is an equal impact of the two independent variables on the dependent variable which can have a positive impact, seen from the content and content of the message conveyed by the @itsmekaia Instagram account. In addition, this can influence the buying interest of generation Z in buying beauty products endorsed by the @itsmekaia Instagram account.

Analysis through the Elaboration Likelihood Model Theory, shows that these factors are divided into two paths, namely message processing through the central route and the peripheral route, all routes have a high influence, both from the central route, and the peripheral route, through a questionnaire circulated to 400 respondents.

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