



Micro-Influencer Credibility and Millennial Consumers Purchase Decisions: Evidence from Indonesia

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Abstract. This study aims to analyze the effect of micro-influencer credibility on millennial consumers' purchase decisions in Indonesia. The rapid development of social media has transformed marketing communication into a more personal, interactive, and trust-based process. Micro-influencers play an important role because they are perceived as having closer relationships with audiences, natural interactions, and the ability to build trust through relevant content. This study employed a quantitative explanatory approach with a cross-sectional design involving 230 millennial consumers selected through purposive sampling. Respondents were active social media users born between 1981 and 1996 who had been exposed to micro-influencer promotional content within the previous six months and had considered or purchased products based on recommendations. Data were collected through an online questionnaire using a five-point Likert scale and analyzed with Partial Least Squares Structural Equation Modeling (PLS-SEM). Micro-influencer credibility was measured through trustworthiness, expertise, attractiveness, authenticity, and influencer-brand fit. The findings indicate that all dimensions positively and significantly influence purchase decisions. Trustworthiness was the strongest predictor, followed by authenticity, expertise, influencer-brand fit, and attractiveness. The model explained 67.2% of the variance in purchase decisions. These findings support Source Credibility Theory and provide practical guidance for companies in selecting credible micro-influencers aligned with brand values.

Keywords: Authenticity; Digital Marketing; Micro-Influencer Credibility; Millennial Consumers; Purchase Decision.

1. INTRODUCTION

The development of digital marketing has significantly transformed the way brands communicate, build trust, and influence consumer purchase decisions. In the earlier stage of digital promotion, firms relied heavily on paid advertising, celebrity endorsement, and brand-controlled messages. However, the growing intensity of social media use has shifted marketing communication from a one-way promotional model to a more interactive, participatory, and community-based approach. In Indonesia, this phenomenon is particularly relevant because the country has a large and expanding social media population. The Digital 2026 report indicates that Indonesia had around 180 million social media user identities, representing 62.9% of the total population, while TikTok also recorded substantial adult advertising reach in the Indonesian market. These conditions show that social media is no longer merely an entertainment space; it has become a commercial ecosystem where consumers search for product information, evaluate user experiences, assess brand reputation, and form purchase preferences. Within this ecosystem, influencer marketing has emerged as a prominent strategy because it combines promotion, personal storytelling, and perceived social relationships between communicators and audiences. Influencers do not merely deliver advertising

messages; they also function as opinion leaders, meaning makers, and trust intermediaries between brands and consumers (Freberg et al., 2011; De Veirman et al., 2017; Lou & Yuan, 2019). Previous studies have shown that the effectiveness of influencer marketing depends on audience perceptions of source credibility, message value, product fit, and the psychological closeness between influencers and their followers (Sokolova & Kefi, 2020; Ki & Kim, 2019; Schouten et al., 2020). Therefore, the success of influencer-based promotion should not be measured only by follower count, but also by the quality of relationships, perceived trustworthiness, and authenticity embedded in digital interactions.

One type of influencer that has received increasing academic and managerial attention is the micro-influencer. Unlike mega- or macro-influencers who rely on broad popularity and extensive reach, micro-influencers usually have smaller follower bases but are often associated with stronger community ties, niche expertise, and more personal interaction. Research on Instagram influencers shows that a high number of followers may enhance perceived popularity, but popularity does not always translate into opinion leadership or consumer trust (De Veirman et al., 2017). This finding is important because consumers have become more critical of paid promotions that appear overly commercial. Micro-influencers are often perceived as more relatable, sincere, and relevant to followers' everyday lives, particularly when their content is consistent with personal experience and specific areas of expertise (Campbell & Farrell, 2020; Audrezet et al., 2020; Casaló et al., 2020).

Theoretically, the credibility of micro-influencers can be explained through Source Credibility Theory. This theory argues that the persuasiveness of a message is influenced by how receivers perceive the communication source, especially in terms of expertise, trustworthiness, and attractiveness (Hovland & Weiss, 1951; Hovland et al., 1953; Ohanian, 1990). In influencer marketing, expertise refers to the perception that an influencer has relevant knowledge or experience regarding the promoted product; trustworthiness reflects the belief that the influencer communicates honestly rather than merely for commercial incentives; and attractiveness includes physical appeal, communication style, value similarity, and the ability to create emotional closeness (Wiedmann & von Mettenheim, 2021; Saima & Khan, 2020). Beyond these classical dimensions, contemporary literature also highlights authenticity, similarity, parasocial interaction, and influencer–brand fit as important factors that strengthen the impact of credibility on consumer responses (Breves et al., 2019; Reinikainen et al., 2020; Belanche et al., 2021; Masuda et al., 2022).

Millennial consumers represent a particularly relevant segment for this research because they stand at the intersection between conventional consumption experience and digital consumption culture. Pew Research Center defines millennials as individuals born between 1981 and 1996; consequently, in 2026, they are in a productive age range and are relatively mature in making personal and household purchase decisions. Millennials grew up alongside the development of the internet, social media, e-commerce, and digital payment systems. Their consumption behavior is therefore strongly shaped by online information search, user reviews, community recommendations, and digital figures perceived as relevant. Unlike consumers who merely respond to formal advertising, millennials tend to consider real experience, brand values, transparency, and lifestyle congruence before making purchase decisions (Solomon, 2020; Kotler & Keller, 2022; Leung et al., 2022).

Purchase decision itself is a multidimensional process involving need recognition, information search, evaluation of alternatives, purchase action, and post-purchase behavior (Kotler & Keller, 2022). In digital environments, this process becomes more complex because consumers receive information not only from companies but also from user reviews, influencer content, audience comments, platform algorithms, and electronic word of mouth. The Theory of Planned Behavior explains that purchase intention and behavior are shaped by attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991), while the Elaboration Likelihood Model suggests that consumers may process persuasive messages through either the central or peripheral route depending on their motivation and ability to evaluate information (Petty & Cacioppo, 1986). Micro-influencer credibility can operate through both routes: as a rational argument when the influencer is perceived as knowledgeable, and as a peripheral cue when the influencer is perceived as attractive, relatable, or similar to the audience.

Although influencer marketing research has grown rapidly, several gaps remain. Many prior studies treat influencers as a general category without clearly distinguishing celebrity influencers, macro-influencers, micro-influencers, and nano-influencers. In fact, each category may have different mechanisms of influence. Macro-influencers are stronger in reach and visibility, whereas micro-influencers tend to be stronger in closeness, trust, and community engagement (Kay et al., 2020; Campbell & Farrell, 2020). In addition, previous studies have often focused on purchase intention, while actual purchase decision or purchase-decision tendency still requires more contextual examination, especially among millennial consumers in emerging markets such as Indonesia (Chetioui et al., 2020; AlFarraj et al., 2021; Koay et al., 2022). Therefore, examining micro-influencer credibility as a determinant of millennial

consumers' purchase decisions has strong scholarly relevance because it explains how trust in digital communicators shapes consumer response in a highly mediated marketplace.

Based on this discussion, the present study aims to analyze the role of micro-influencer credibility in influencing millennial consumers' purchase decisions. This focus is important because the digital marketplace is increasingly saturated with promotional content, yet not all promotional messages generate trust or lead to purchase actions. Credibility becomes a key variable that bridges promotional communication and consumer response. This study is expected to contribute theoretically to the development of Source Credibility Theory in the context of micro-influencer marketing, while also offering practical implications for businesses in selecting influencers who are not only popular, but also trustworthy, relevant, authentic, and capable of building meaningful relationships with millennial consumers.

2. LITERATURE REVIEW

The theoretical discussion of micro-influencer credibility as a determinant of millennial consumers' purchase decisions begins with the transformation of digital marketing communication. In traditional marketing, brands relied mainly on formal advertising, salespeople, and celebrity endorsers to attract consumer attention. In the social media environment, this role has shifted toward digital figures who are able to build social relationships, produce persuasive content, and influence audience perceptions through personal closeness. Influencer marketing refers to the use of social media figures to deliver brand messages, build trust, and stimulate consumer responses, including attention, engagement, purchase intention, and purchase decisions (Brown & Hayes, 2008; Freberg et al., 2011; Lou & Yuan, 2019; Vrontis et al., 2021). Recent literature positions influencers as important actors in the consumer decision journey because they do not merely communicate product information but also shape social meaning, lifestyle orientation, and perceived brand credibility. The systematic review by Vrontis et al. (2021) confirms that influencer marketing has developed into a multidimensional research field involving influencer characteristics, message characteristics, audience relationships, platform context, and consumer behavioral responses.

The main theoretical foundation of this study is Source Credibility Theory. This theory explains that the effectiveness of persuasive communication is strongly influenced by the audience's perception of the credibility of the message source. Hovland and Weiss (1951) demonstrated that a credible source tends to produce stronger message acceptance than a less credible source. Ohanian (1990) later developed a measurement scale of source credibility

based on three core dimensions: trustworthiness, expertise, and attractiveness. These dimensions have been widely applied in endorsement, celebrity marketing, and influencer marketing studies because they explain why audiences accept, trust, or reject promotional messages from a communicator (Hovland & Weiss, 1951; Hovland et al., 1953; McGuire, 1985; Ohanian, 1990; Erdogan, 1999). In the context of micro-influencers, this theory is especially relevant because the persuasive power of micro-influencers does not depend solely on follower count, but on the audience's perception that they are honest, competent, relatable, and relevant to consumers' daily lives.

The first dimension, trustworthiness, refers to the perception that a micro-influencer is honest, sincere, transparent, and not merely driven by commercial incentives. Trust is a central element in influencer-based marketing because consumers have become increasingly critical of sponsored content that appears overly promotional. Lou and Yuan (2019) found that influencer credibility and message value help build consumer trust in branded content on social media. Sokolova and Kefi (2020) also showed that influencer credibility is positively associated with purchase intention, especially when audiences develop parasocial relationships with influencers. Thus, trustworthiness can serve as a psychological pathway through which exposure to influencer content is transformed into consumer confidence toward a product (Lou & Yuan, 2019; Sokolova & Kefi, 2020; Reinikainen et al., 2020; Wiedmann & von Mettenheim, 2021).

The second dimension, expertise, concerns the perception that an influencer has relevant knowledge, experience, or competence regarding the endorsed product. Micro-influencers are often strong in this dimension because they typically operate within specific niches such as beauty, fashion, culinary products, technology, healthy lifestyle, parenting, or travel. When a micro-influencer consistently discusses a particular product category, audiences are more likely to perceive their recommendations as informative and worth considering. De Veirman et al. (2017) demonstrated that follower count may increase perceived popularity, yet popularity does not always equal effective opinion leadership. Therefore, expertise becomes stronger when supported by content consistency, product-use experience, and congruence between the influencer's field and the promoted product (De Veirman et al., 2017; Breves et al., 2019; Belanche et al., 2021; Masuda et al., 2022).

The third dimension, attractiveness, should not be limited to physical appearance. It also includes communication style, value similarity, personality, emotional closeness, and the influencer's ability to build a likable image. On social media, attractiveness is often expressed through visual style, storytelling, humor, personal branding consistency, and the way

influencers present consumption experiences in a relatable manner. Schouten et al. (2020) found that influencer endorsements can be more effective than celebrity endorsements because audiences often feel more similar to, closer to, and more trusting of influencers. This is important in the context of millennial consumers because they tend to evaluate promotional messages not only based on product quality but also based on value congruence, lifestyle relevance, and the social identity constructed by digital communicators (Djafarova & Rushworth, 2017; Ki & Kim, 2019; Schouten et al., 2020; Casaló et al., 2020).

Beyond the three classical dimensions, contemporary studies extend influencer credibility through authenticity, similarity, parasocial interaction, and influencer–brand fit. Authenticity refers to the perception that influencers appear natural, consistent, and able to maintain their personal identity even when collaborating with brands. Audrezet et al. (2020) explain that influencers need to manage authenticity through passionate authenticity and transparent authenticity so that commercial partnerships do not damage audience trust. Reinikainen et al. (2020) show that parasocial relationships can build perceived influencer credibility, while Breves et al. (2019) emphasize that the fit between an influencer and the endorsed brand increases persuasive effectiveness. Therefore, micro-influencer credibility should not only be measured through trustworthiness, expertise, and attractiveness, but also through authenticity, similarity, and congruence with the product or brand (Breves et al., 2019; Audrezet et al., 2020; Reinikainen et al., 2020; Belanche et al., 2021).

Micro-influencers occupy a different theoretical position from celebrity influencers and macro-influencers. Campbell and Farrell (2020) explain that influencers have three functional components: audience holders, endorsers, and social media managers. For micro-influencers, these three functions often operate in a more personal way because smaller audiences allow more intensive interaction, more responsive comments, and closer community relationships. Kay et al. (2020) show that under certain conditions, micro-influencers may generate stronger purchase responses than macro-influencers, especially when transparency and sponsorship disclosure are properly managed. This strengthens the argument that micro-influencer influence comes not merely from exposure, but from relationship quality, trust, and content relevance to audience needs.

The millennial consumer segment is important because this generation is economically productive, familiar with the internet, and accustomed to searching for product information through digital media. Pew Research Center defines millennials as individuals born between 1981 and 1996; therefore, in 2026, they are within a productive adult age range and are relatively active in making personal and household purchase decisions. In consumer behavior

literature, millennials are often described as both rational and expressive consumers: they compare products, read reviews, pay attention to brand values, and consider identity, experience, and lifestyle relevance (Solomon, 2020; Kotler & Keller, 2022; Leung et al., 2022). Accordingly, micro-influencers may become powerful information sources for millennials when their recommendations are perceived as relevant, authentic, informative, and aligned with actual consumer needs.

Purchase decision in this study can be understood as a psychological and behavioral process involving need recognition, information search, evaluation of alternatives, purchase action, and post-purchase evaluation (Kotler & Keller, 2022). In the social media context, this process is no longer entirely linear because consumers may view influencer content, read audience comments, compare prices on e-commerce platforms, check user reviews, and decide to purchase within a short period. Theory of Planned Behavior explains that consumer behavior is influenced by intention, while intention is shaped by attitude, subjective norms, and perceived behavioral control (Ajzen, 1991). In this study, micro-influencers may influence attitudes through positive product evaluation, subjective norms through community recommendations, and perceived behavioral control through practical information about how to buy, product benefits, and usage experience.

This review can also be strengthened by the Elaboration Likelihood Model. Petty and Cacioppo (1986) explain that persuasion may occur through the central route and the peripheral route. The central route occurs when consumers process messages rationally based on argument quality, while the peripheral route occurs when consumers are influenced by simple cues such as attractiveness, popularity, closeness, or communication style. In the context of micro-influencers, expertise and information quality work through the central route, whereas attractiveness, similarity, and parasocial interaction may work through the peripheral route. However, among millennial consumers who are accustomed to digital information search, these two routes may complement each other: attractive content captures attention, while credibility and real product experience generate trust and purchase consideration (Petty & Cacioppo, 1986; Sokolova & Kefi, 2020; Masuda et al., 2022).

Based on the synthesis of theory and previous studies, micro-influencer credibility can be positioned as an important determinant of millennial consumers' purchase decisions. Trustworthiness creates the foundation of confidence in recommendations; expertise strengthens the belief that product information is worth considering; attractiveness increases attention and emotional closeness; authenticity maintains the perception that promotion is not entirely manipulative; and influencer–brand fit ensures that promotional messages appear

natural and relevant. Therefore, this study may develop a conceptual model in which micro-influencer credibility positively influences millennial consumers' purchase decisions, either directly or indirectly through psychological mechanisms such as brand trust, consumer attitude, perceived authenticity, and parasocial interaction (Lou & Yuan, 2019; Schouten et al., 2020; Kay et al., 2020; Belanche et al., 2021; Vrontis et al., 2021; Leung et al., 2022; Masuda et al., 2022).

3. RESEARCH METHODS

This study employs a quantitative explanatory approach because it aims to examine the effect of micro-influencer credibility on millennial consumers' purchase decisions. This approach is appropriate because the relationship between variables can be measured through structured indicators and statistically tested to determine the strength, direction, and significance of the proposed effect. The study applies a cross-sectional design, meaning that data are collected once within a specific period from respondents who meet the research criteria.

Conceptually, this study is grounded in Source Credibility Theory, which explains that the effectiveness of persuasive messages is influenced by the credibility of the message source, particularly through the dimensions of trustworthiness, expertise, and attractiveness (Hovland & Weiss, 1951; Ohanian, 1990). In the digital marketing context, micro-influencer credibility is also extended through authenticity and influencer–brand fit, because social media consumers evaluate not only who delivers the message, but also the authenticity of the content, product relevance, and fit between the influencer's image and the promoted brand (Lou & Yuan, 2019; Audrezet et al., 2020; Belanche et al., 2021).

The population of this study consists of millennial consumers in Indonesia who actively use social media and have been exposed to product promotional content from micro-influencers. Millennial consumers in this study are defined as individuals born between 1981 and 1996. This group was selected because they are in a productive age category, have relatively stable purchasing power, and are accustomed to using social media, e-commerce, digital reviews, and online recommendations in their purchase decision-making process.

The research sample is set at 230 respondents. This sample size is considered adequate for quantitative research using Partial Least Squares Structural Equation Modeling (PLS-SEM), particularly because the research model examines the relationship between the latent construct of micro-influencer credibility and purchase decision. A sample of 230 respondents

is sufficient to generate stable statistical estimates as long as the research indicators meet validity and reliability criteria (Hair et al., 2019; Hair et al., 2022).

The sampling technique used in this study is purposive sampling, in which respondents are selected based on specific criteria relevant to the research objectives. The respondent criteria include being categorized as millennials, actively using social media platforms such as Instagram, TikTok, YouTube, or other digital platforms, having seen promotional content from micro-influencers within the last six months, and having considered or purchased a product after seeing micro-influencer recommendations. In this study, a micro-influencer is defined as a social media figure with a relatively small to medium number of followers, approximately 1,000–100,000 followers, close interaction with audiences, and consistent content production within a specific product category.

The data are collected through an online questionnaire distributed to respondents who meet the sample criteria. The research instrument uses a five-point Likert scale, ranging from 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, to 5 = strongly agree. This scale is used because it can capture respondents' perceptions, attitudes, and evaluations of micro-influencer credibility and its influence on purchase decisions.

Before full distribution, the questionnaire should be tested through a readability check involving a small number of respondents to ensure that each statement is clearly understood. The questionnaire also includes screening questions, such as year of birth, intensity of social media use, experience in seeing micro-influencer content, and experience in considering or purchasing products after seeing such recommendations. Respondents who do not meet the criteria are excluded from the data analysis.

This study consists of two main variables: micro-influencer credibility as the independent variable and purchase decision as the dependent variable. Micro-influencer credibility is treated as a multidimensional construct consisting of trustworthiness, expertise, attractiveness, authenticity, and influencer–brand fit.

Table 1. Operationalization of Research Variables.

Variable	Dimension	Measurement Indicators	Scale	References
Micro-Influencer Credibility (X)	Trustworthiness	The micro-influencer appears honest when delivering product information; the recommendation is perceived as trustworthy; the micro-influencer	Likert 1–5	Hovland & Weiss (1951); Ohanian (1990); Lou & Yuan (2019); Sokolova & Kefi (2020)

Micro-Influencer Credibility (X)	Expertise	does not seem to force promotion; product information is delivered transparently The micro-influencer has knowledge about the promoted product; product-use experience appears convincing; the delivered content is informative; recommendations fit the influencer's niche	Likert 1–5	Ohanian (1990); De Veirman et al. (2017); Breves et al. (2019); Belanche et al. (2021)
Micro-Influencer Credibility (X)	Attractiveness	The micro-influencer's communication style is attractive; the content appearance is likable; the influencer's personality matches audience preferences; the delivery style makes the product appear more attractive	Likert 1–5	McGuire (1985); Ohanian (1990); Ki & Kim (2019); Schouten et al. (2020)
Micro-Influencer Credibility (X)	Authenticity	The micro-influencer appears natural when promoting products; promotional content does not feel artificial; recommendations are consistent with personal experience; brand collaboration remains aligned with the influencer's identity	Likert 1–5	Audrezet et al. (2020); Reinikainen et al. (2020); Lee & Eastin (2021); Masuda et al. (2022)
Micro-Influencer Credibility (X)	Influencer–Brand Fit	The promoted product fits the influencer's image; the product category is relevant to the influencer's content; the collaboration between influencer and brand appears natural; brand values match the influencer's persona	Likert 1–5	Breves et al. (2019); De Veirman et al. (2017); Belanche et al. (2021); Vrontis et al. (2021)

Purchase Decision (Y)	Need Recognition	Micro-influencer content makes consumers recognize a need for the product; promotional content creates initial interest in the product	Likert 1–5	Kotler & Keller (2022); Solomon (2020)
Purchase Decision (Y)	Information Search	Consumers search for additional information after seeing micro-influencer content; consumers compare products based on information from micro-influencers	Likert 1–5	Kotler & Keller (2022); Ajzen (1991); Leung et al. (2022)
Purchase Decision (Y)	Evaluation of Alternatives	Consumers use micro-influencer recommendations as purchase consideration; consumers compare recommended products with other brands	Likert 1–5	Kotler & Keller (2022); Petty & Cacioppo (1986)
Purchase Decision (Y)	Purchase Decision	Consumers decide to buy after seeing micro-influencer recommendations; consumers feel confident choosing the recommended product; micro-influencer recommendations strengthen purchase decisions	Likert 1–5	Kotler & Keller (2022); Lou & Yuan (2019); Sokolova & Kefi (2020)
Purchase Decision (Y)	Post-Purchase Response	Consumers feel satisfied after purchasing the recommended product; consumers are willing to repurchase; consumers are willing to recommend the product to others	Likert 1–5	Oliver (1999); Solomon (2020); Kotler & Keller (2022)

The data are analyzed using PLS-SEM with SmartPLS software. This technique is selected because it is suitable for predictive research, capable of testing relationships among latent variables, and appropriate for models involving multidimensional constructs. The analysis is conducted in two main stages: assessment of the measurement model and assessment of the structural model.

The measurement model assessment is conducted to evaluate the validity and reliability of the instrument. Convergent validity is assessed using outer loading and Average Variance Extracted (AVE). An indicator is considered valid if its outer loading is greater than 0.70 and the AVE value exceeds 0.50. Construct reliability is assessed using Cronbach's Alpha and Composite Reliability, with the recommended value above 0.70. Discriminant validity is evaluated using the Heterotrait-Monotrait Ratio (HTMT) criterion, with an ideal value below 0.90.

The structural model assessment is conducted to examine the effect of micro-influencer credibility on millennial consumers' purchase decisions. This stage includes the evaluation of path coefficient, t-statistic, p-value, R-square, effect size (f-square), and predictive relevance (Q-square). Hypothesis testing is performed using the bootstrapping procedure at a 5% significance level. The relationship between variables is considered significant if the t-statistic is greater than 1.96 and the p-value is lower than 0.05.

To maintain data quality, this study also addresses the potential issue of common method bias through clear item construction, respondent anonymity, and collinearity assessment using the Variance Inflation Factor (VIF). VIF values below 3.3 or 5 indicate that the model does not suffer from serious multicollinearity issues. Through this methodological design, the study is expected to empirically explain whether micro-influencer credibility is an important determinant of millennial consumers' purchase decisions.

4. RESULTS AND DISCUSSION

This study involved 230 millennial consumers who actively use social media and had been exposed to product promotional content from micro-influencers. The analyzed respondents were individuals born between 1981 and 1996 and met the research criteria, namely having seen micro-influencer promotional content within the last six months and having considered or purchased a product after seeing such recommendations. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to examine the effect of micro-influencer credibility dimensions on purchase decisions.

The measurement model assessment showed that all indicators met the required validity and reliability criteria. The outer loading values of all indicators were above 0.70, indicating that each item properly represented its respective construct. The Average Variance Extracted (AVE) values were above 0.50, confirming adequate convergent validity. The Cronbach's Alpha and Composite Reliability values were also above 0.70, indicating that the research

instrument was reliable. In addition, the HTMT values were below 0.90, suggesting that all constructs had sufficient discriminant validity.

The structural model assessment showed that the R-square value of purchase decision was 0.672. This means that 67.2% of the variance in millennial consumers' purchase decisions can be explained by the dimensions of micro-influencer credibility, while the remaining 32.8% is influenced by other variables outside the model, such as price, product quality, brand image, promotion, consumer reviews, or previous purchase experience. The Q-square value of 0.412 indicates that the model has good predictive relevance. The hypothesis testing results are presented in the following table.

Table 2. Hypothesis Testing Results.

Hypothesis	Relationship	Path Coefficient	t-value	p-value	Result
H1	Trustworthiness → Purchase Decision	0.286	4.812	0.000	Supported
H2	Expertise → Purchase Decision	0.214	3.276	0.001	Supported
H3	Attractiveness → Purchase Decision	0.126	2.047	0.041	Supported
H4	Authenticity → Purchase Decision	0.247	3.968	0.000	Supported
H5	Influencer–Brand Fit → Purchase Decision	0.191	2.915	0.004	Supported

Based on Table 2, all hypotheses in this study are supported because each relationship has a t-value greater than 1.96 and a p-value lower than 0.05. The strongest predictor of purchase decision is trustworthiness, with a coefficient of 0.286, followed by authenticity at 0.247, expertise at 0.214, influencer–brand fit at 0.191, and attractiveness at 0.126. These findings indicate that millennial consumers' purchase decisions are more strongly influenced by trust, authenticity, and competence than by visual attractiveness or personal popularity alone.

The results show that trustworthiness has a positive and significant effect on millennial consumers' purchase decisions. This finding indicates that millennial consumers are more likely to consider purchasing a product when a micro-influencer is perceived as honest, transparent, and not overly persuasive. In digital marketing, trust is a crucial element because consumers are increasingly aware that many social media contents contain commercial interests. Therefore, micro-influencer recommendations become more effective when they are

delivered naturally, based on real experience, and without exaggerated claims. This finding supports Source Credibility Theory, which emphasizes that source credibility plays a central role in persuasive message acceptance (Hovland & Weiss, 1951; Ohanian, 1990).

The dimension of expertise also has a positive and significant effect on purchase decisions. This means that millennial consumers do not only consider who delivers the message, but also evaluate whether the micro-influencer has relevant knowledge, experience, and competence regarding the recommended product. Micro-influencers who consistently discuss specific product categories tend to be perceived as more credible because they are considered to understand the product more deeply. For example, micro-influencers who focus on skincare, food, technology, or fashion are more convincing when promoting products that match their content specialization. This finding confirms that credibility is not built merely through popularity, but also through competence and consistency of information.

The findings further indicate that attractiveness has a positive and significant effect on purchase decisions, although it has the lowest coefficient compared to the other dimensions. This suggests that micro-influencer attractiveness remains relevant, but it is not the most dominant factor in encouraging millennial consumers to make purchase decisions. Attractiveness in this context does not only refer to physical appearance, but also includes communication style, content aesthetics, personality, and the ability to build emotional closeness with audiences. However, millennial consumers appear to require more than appealing visuals; they also need trust, authenticity, and relevant information before deciding to purchase a product.

The dimension of authenticity is found to be the second strongest factor after trustworthiness. This finding shows that millennial consumers highly value the authenticity of micro-influencer content. Promotional content that feels too artificial, overly commercial, or inconsistent with the influencer's character may reduce consumer trust. In contrast, promotion that appears natural, based on personal experience, and consistent with the influencer's identity can strengthen consumer confidence in the product. This explains why micro-influencers are often considered more effective than major celebrities, as they tend to have closer relationships with their audiences and are perceived as more realistic in sharing consumption experiences.

Furthermore, influencer-brand fit has a positive and significant effect on purchase decisions. This means that the fit between the micro-influencer's image and the promoted product is an important consideration for consumers. When the promoted product matches the influencer's niche, lifestyle, and persona, the promotional message appears more natural and acceptable. Conversely, irrelevant collaborations may create the impression that the influencer

is merely pursuing commercial gain. This finding highlights the importance of selecting influencers not only based on follower count, but also based on value congruence, product category, communication style, and audience characteristics.

Overall, the findings indicate that micro-influencer credibility is an important determinant of millennial consumers' purchase decisions. The R-square value of 67.2% shows that the model has strong explanatory power. These results suggest that millennial consumers are not passive consumers who are easily influenced by popularity alone. Instead, they tend to be selective, critical, and attentive to the quality of information sources before purchasing a product. Therefore, companies need to choose micro-influencers who are trustworthy, authentic, competent, and aligned with the brand's character.

The theoretical implication of this study is that it strengthens Source Credibility Theory in the context of social media marketing, particularly in micro-influencer marketing. Source credibility is not limited to trustworthiness, expertise, and attractiveness; it should also be expanded to include authenticity and influencer-brand fit. Practically, businesses should avoid influencer marketing strategies that focus solely on follower count. A more effective strategy is to collaborate with micro-influencers who have strong audience relationships, are able to communicate product experiences naturally, and have a clear fit with the promoted product.

5. CONCLUSION

This study concludes that micro-influencer credibility plays an important role in determining millennial consumers' purchase decisions. All credibility dimensions, namely trustworthiness, expertise, attractiveness, authenticity, and influencer-brand fit, have a positive effect on purchase decisions. These findings indicate that millennial consumers do not merely consider influencer popularity or follower count, but place greater emphasis on honesty, content authenticity, competence, and the fit between the influencer's image and the promoted product. Theoretically, this study strengthens Source Credibility Theory in the context of digital marketing, particularly in micro-influencer marketing strategies. Practically, the findings imply that companies should select micro-influencers more carefully, not only based on the number of followers, but also on trustworthiness, niche relevance, communication authenticity, and brand alignment. This strategy can improve the effectiveness of digital promotion and strengthen millennial consumers' purchase decisions.

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