Nano Influencer Analysis of Purchasing Interest in Micro and Small Business Products

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ABSTRACT: This research aims to examine the influence of the nano influencer model innovation (ni) on purchasing decisions (kp) through consumer behavior (pk) and purchase interest (mb) on micro and small business or MSME products carried out in the media. In addition, this research also explores the mediating role of consumer behavior (pk) and purchase interest (mb) in relation to decision making (kp). using primary data collected in this research through a questionnaire clicked through Google Form by a total of 125 respondents. Sampling was carried out deliberately, with a focus on students who had experienced or had experience as influencers. Research findings show that ni, kp, and mb have a significant influence on kp in the Jakarta Bogor Depok Tanggerang Bekasi or JABODETABEK area. In addition, a significant influence of pk was found, and mb was identified as the main mediating factor between ni and kp, which were correlated with each other. This research presents the latest information and analysis regarding factors that can help students become nano influencers.

Keywords: Nano Influencer, Consumer Behavior, Purchase Interest, Purchase Decision

INTRODUCTION

In the digital era, student entrepreneurs face more complex challenges compared to previous generations. Here are some common challenges that students encounter when running a business in the digital age: Intense Competition in the Digital World: The digital era opens up vast business opportunities but also increases the level of competition. Students must compete not only with fellow young entrepreneurs but also with established large companies that have greater resources. Lack of Digital Proficiency and Skills(LeMire et al., 2024; Shafiee Rad et al., 2024; Yeh et al., 2019): Although the current generation of students is generally familiar with technology, not all possess the deep skills required for digital business, such as online marketing, data analysis, SEO (Search Engine Optimization), and e-commerce platform management. Data Security and Privacy(Agesilaou & Kyza, 2022; Bawazir & Idid, 2024; Setiawan & Rizal, 2024): Data security has become a significant challenge in the digital era. Students may not fully understand how to protect personal data and customer information from cyber threats, such as hacking or identity theft, which can result in substantial losses if data breaches occur. Algorithm Changes on Digital

Platforms and social media (B. Cai & Wang, 2025; Mothafar et al., 2024; Shahzad et al., 2024): Changes in algorithms on digital platforms and social media can pose challenges for student entrepreneurs, as these changes can affect their online visibility and engagement. Digital platforms and social media frequently change their algorithms, which can impact the reach and effectiveness of digital marketing strategies. Students who do not quickly adapt to these changes may miss out on important business opportunities. Difficulty in Maintaining Online Customer Engagement (Hsu, 2023; Khan, 2023; Li et al., 2024): Retaining customer and audience engagement in the digital world is a significant challenge. Students need to continually innovate in creating content and marketing strategies that can sustain customer attention and loyalty amidst the vast amount of competing information. Challenges in Branding and Differentiation(Castro-Gómez et al., 2024; Kuriakose, 2023; Lee & Cavanaugh, 2016): With the growing number of online businesses, creating a strong and unique brand identity has become more difficult. Students often face challenges in building branding that stands out in the highly competitive digital landscape. Time Management for Running an Online Business: Managing an online business requires constant attention, such as responding to customer inquiries, managing inventory, processing orders, and handling shipping. This can be an additional burden for students who also need to focus on their education. Limited Digital Infrastructure: Students living in areas with inadequate internet infrastructure may face difficulties in running an online business. Slow or unstable internet connections can hinder business operations, especially those reliant on e-commerce or social media. Difficulty Adapting to New Technologies (Pan et al., 2024; Shafiee Rad et al., 2024; Sibley et al., 2024): The rapid development of technology in the digital era, such as the adoption of AI, blockchain, and augmented reality in business, poses a challenge. Students who do not quickly adapt to these new technologies may fall behind in the competition. Limited Capital for Digital Marketing (Baumüller et al., 2023; Rodríguez-Camacho et al., 2024; Yang et al., 2024): Although digital marketing is generally more affordable than traditional marketing, the cost of paid ads on platforms like Google Ads or Facebook Ads can be a hurdle for students with limited capital. Difficulty Filtering Information: The digital era is flooded with abundant information. Students may struggle to filter relevant and useful information for their business, which can lead to poor decision-making. To overcome these challenges, students need to enhance their digital literacy, take advantage of online courses, and seek guidance from mentors experienced in digital business.

They also need to be flexible in adapting to new technologies and proactive in developing skills that meet the needs of the digital market. Successfully addressing these challenges will automatically support students in thriving as online entrepreneurs, including those aiming to become influencers, as social media is a primary target for influencers. Becoming a social media influencer offers various benefits, both in terms of finances, career, and personal life. Here are some of the key advantages: Promising Income: Influencers have multiple revenue streams, such as through product endorsements, sponsored content, affiliate marketing, and advertisements. Many companies pay influencers to promote their products or services to a relevant audience. Freedom in Time and Location: As an influencer, you have complete freedom to set your work hours and location. As long as you have internet access, this job can be done from anywhere, providing flexibility to suit personal needs. Opportunities for Networking: Being an influencer opens up many opportunities to connect (Liu, 2024; Trimborn et al., 2024; Ullah et al., 2024) with various individuals and companies in related industries. This includes collaborations with well-known brands, meetings with fellow influencers, and participation in exclusive events.

Opportunities to Receive Free Products: Influencers often receive free products from various brands as a form of compensation or as gifts for promotion. These products can range from fashion and beauty items to technology and more. Increased Influence and Reputation(Azizi & Sassen, 2023; H. H. Cai et al., 2024; Jost, 2023; Shen et al., 2022; H. Zhang et al., 2024; X. Zhang & Nekmat, 2024): Influencers have the opportunity to expand their influence within online communities. With this influence, they can impact the opinions and decisions of many people, which can become a significant social force. Career Development Opportunities(Cullen et al., 2024; Hao et al., 2022; Ho et al., 2023): Being an influencer can be a stepping stone to pursuing a bigger career. Many influencers have gone on to succeed in other fields, such as modeling, acting, writing books, or becoming public speakers. Platform for Expressing Creativity: Becoming an influencer allows individuals to express themselves and their creativity freely. Social media provides a space to share interests, passions, and lifestyles in ways that are engaging and inspiring to others. Contribution to Social and Cultural Change(Al-Ansi et al., 2023; Kaivonen et al., 2024; Paul et al., 2024): Influencers have the power to influence social and cultural change. With their platform, they can raise awareness about important issues, support social movements, and promote positive values within society. Direct Interaction with the Audience(Chung et al., 2023; Fan et al., 2023; Rose & Rohlinger, 2024): social media allows influencers to interact directly with their followers. Feedback received from the audience can help influencers improve and adjust their strategies to meet audience needs. Opportunities to Become a Brand Ambassador(Chung et al., 2023; Fan et al., 2023; Rose & Rohlinger, 2024): Influencers with a large follower base and high engagement levels are often offered roles as brand ambassadors. This is a long-term position where they work exclusively with one brand, usually accompanied by contracts and additional benefits. Becoming a social media influencer offers many opportunities and benefits, but it also requires commitment and the right strategies to maximize the potential.

However, even though the profits are so large, the obstacles of an influencer must still be watched out for so that the main goal as an influencer can be overcome properly. Becoming a social media influencer does offer many benefits, but it also comes with various challenges and issues. Here are some common problems faced by influencers on social media: Pressure to Continuously Create Quality Content(Breves et al., 2024): Influencers must constantly produce engaging and relevant content to maintain and grow their follower base. The pressure to always be creative and innovative can lead to creative burnout. Platform Algorithm Changes: Social media platforms like Instagram, YouTube, or TikTok frequently change their algorithms, which can affect content reach. Influencers need to quickly adapt to these changes to remain visible to their audience. Criticism and Negative Feedback: Being a public figure on social media makes influencers vulnerable to criticism, negative comments, and even personal attacks (cyberbullying). Managing the psychological pressure from such criticism can be a significant challenge. Dependence on Specific Platforms(Lanz et al., 2024; Richter & Ye, 2024): Influencers often rely heavily on one or two social media platforms. If those platforms experience issues, policy changes, or a decline in popularity, the influencer's income and exposure can be severely affected. Difficulty in Maintaining Privacy: As public figures, influencers often struggle to maintain their privacy. Personal information shared on social media can lead to security issues or misuse by irresponsible parties. Challenges in Monetization(Drenten et al., 2020; Moran et al., 2024): Although there are many opportunities to earn money, not all influencers succeed in effectively monetizing their influence. Intense competition and a shift in brand preferences toward micro-influencers can make the

monetization process more difficult. Imbalance Between Personal Life and Work: Since the work of an influencer often involves personal aspects of life, maintaining a balance between professional and personal life can be challenging. The line between work and leisure time often becomes blurred, leading to stress. Legal and Ethical Challenges: Influencers must comply with various rules and regulations, especially concerning paid content and advertising. Failure to clearly disclose partnerships or paid promotions can result in legal issues and damage their reputation. Audience Fatigue: Followers can experience fatigue if the content presented is perceived as repetitive or no longer interesting. This can lead to a decline in engagement and followers, ultimately affecting the influencer's income and influence. Intense Competition: The influencer world is highly competitive, with many people vying for attention on social media. This competition can make it difficult for new influencers to stand out and build a significant follower base. Pressure to Maintain an Image(Fridley et al., 2024; Jiang et al., 2024; Omeish et al., 2024; Paoli & Joseph Cox, 2024; Xavier et al., 2024; Y. Zhang et al., 2024): Influencers often feel pressured to maintain a certain image that their followers expect. This can limit personal expression and create a conflict between their online persona and real-life self.

To overcome these challenges, influencers need to have good strategies, flexibility, and the ability to keep learning and adapting. Support from a team, manager, or mentor can also help in better managing these challenges.

Based on a review of various literature collected from Google Scholar, ScienceDirect, and other trusted sources, no research has been found that specifically examines four variables, namely the influence of nano influencers on purchasing interest through purchasing decisions and consumer behavior. Seeing this gap, the author saw an opportunity to conduct research regarding the influence of nano influencers on purchasing interest, as well as providing a deeper understanding of these variables.

Hypothesis Development

Based on the results of the literature review, there are several research hypotheses that can support researchers in continuing this research. The related research hypotheses are as follows:
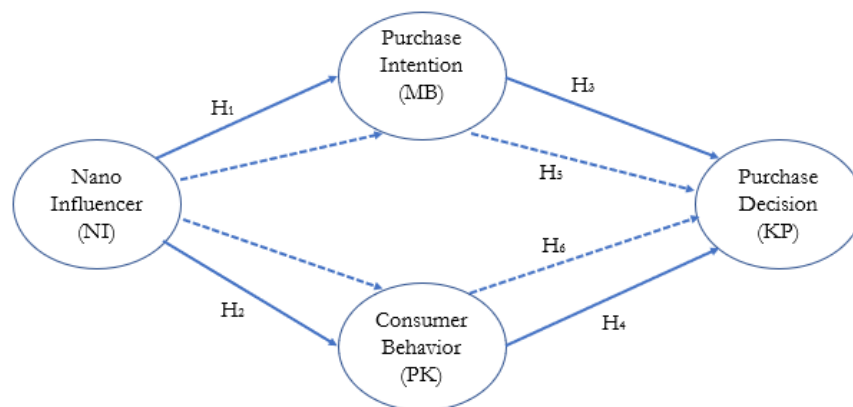

Figure 1. Nano Influencer Framework for Purchase Decision

H₁: Nano Influencer (ni) has a positive influence on purchasing decisions (kp)

The research explores the influence of social media influencers on consumer behavior, particularly in the context of women's fashion purchases. The study, which surveyed 120 women, focuses on how electronic word-of-mouth (eWOM) can enhance brand loyalty and increase the likelihood of purchasing fashion products. The findings indicate a strong connection between active eWOM participation and the intention to buy, highlighting the significant role of influencers in fostering trust and long-term loyalty to brands. The study emphasizes that influencer marketing is a powerful tool for businesses, offering key insights into building consumer confidence and driving sales in the competitive digital marketplace. used(Harison & Lahav, 2024). The study investigates how the traits of social media influencers affect consumers' purchasing choices for keto products. It emphasizes the significance of influencer qualities like trustworthiness, appeal, and expertise in influencing consumer attitudes and their willingness to buy. Furthermore, it looks into the role of repeated exposure to influencer advertisements in reinforcing purchasing decisions. The results indicate that influencers who exhibit high credibility and authenticity are particularly persuasive in driving purchases, especially when their messaging is consistently repeated over time, which strengthens the buyer's intent. This research highlights the vital role influencers play in specialized markets, such as keto products, and provides valuable strategies for marketers seeking to enhance the effectiveness of influencer campaigns in shaping consumer behavior(Al Kurdi & Alshurideh, 2023). This research examines how influencers impact consumers' purchasing decisions in the e-commerce space. It underscores the significance of understanding consumer behavior to attract and maintain a customer base. The study reveals that about half of the participants are swayed by online personalities and celebrities when deciding what to buy. Interestingly, there was no notable connection between the consumer's education level and the degree of influence from these influencers. The findings are highly relevant to digital marketing strategies, offering valuable insights into how businesses can leverage influencers to influence consumer preferences and boost online sales(Horváth & Fedorko, 2023).

H₂: Nano Influencer (ni) has a positive influence on Consumptive Behavior (pk)

The study examines the influence of TikTok content creators on teenagers' online shopping habits, with a focus on the @carlendoraa account, which has 374,000 teenage followers. The research involved 100 respondents and utilized a correlational approach, analyzed through the Pearson Product Moment Correlation.The findings indicate that there is a statistically significant, though relatively weak, link between the influence of the TikTok creator and teenagers' consumptive behaviors, with a correlation coefficient of 0.237. This implies that while influencers like @carlendoraa do have an effect on teenagers' shopping behaviors, the impact is moderate in strength(Widaningsih et al., 2023). The 2024 study titled "The Trend of Consumptive Behavior Among Accounting Education Students: Exploring the Influence of Influencer Marketing, FoMO, and Brand Awareness" analyzes how factors like influencer marketing, Fear of Missing Out (FoMO), and brand awareness shape the purchasing habits of accounting students. It finds that influencer marketing, especially when coupled with strong brand awareness, plays a key role in encouraging impulsive buying. Moreover, the research reveals that FoMO, spurred by continuous exposure to influencers on social media, heightens the tendency for unplanned purchases. Students who closely follow these influencers appear more susceptible to impulsive spending. The study

suggests that marketers aiming at student populations should take into account how these factors—FoMO, influencer authority, and brand visibility—contribute to consumer behavior, helping them design more effective marketing strategies. This research is pivotal in understanding how digital marketing and influencers are reshaping the spending patterns of young adults today(Nurfatimah & Jatmika, 2024).

H_3: Purchase intention (mb) has a positive influence on purchasing decisions (kp)

The study investigates how consumers' perception of closeness to virtual products impacts their purchasing intentions. Grounded in construal level theory, it explores how both psychological and physical proximity to virtual items can influence the decision to make immediate purchases. The research reveals that an increase in perceived closeness significantly boosts consumers' likelihood of buying the product soon. These findings provide valuable insights for marketers looking to enhance the effectiveness of virtual product displays and strategies to encourage prompt consumer decisions(Poushneh, 2021). The study examines how various consumer decision-making approaches impact purchase intentions, with emotional advertising serving as a key mediating factor. The research, employing Partial Least Squares Structural Equation Modeling (PLS-SEM), looks at the influence of rational, emotional, and spontaneous decision-making styles. It highlights that emotional advertising has a strong impact on consumers who tend to make impulsive or emotionally driven choices, while still affecting more rational buyers, though to a lesser degree. This research offers important insights for marketers, suggesting that aligning advertising strategies with specific consumer decision-making styles can significantly enhance the likelihood of purchases. Emotional ads are particularly effective for spontaneous buyers, though they remain relevant even for more rational consumers(Garg et al., 2023).

H_4: Consumptive behavior (pk) has a positive influence on purchasing decisions (kp)

The research focuses on examining and contrasting consumer intentions to purchase consumptive medical products in Taiwan and China. As the healthcare sector has seen rapid growth, particularly after the COVID-19 pandemic, the global demand for consumptive medical products (such as masks, hand sanitizers, health supplements, etc.) has significantly increased, including in Taiwan and China. However, consumer behavior and purchasing decisions differ between these two regions due to variations in culture, economic conditions, and healthcare policies. This study aims to investigate the key factors influencing consumer intentions to buy medical products in these distinct markets. The study found significant differences between Taiwanese and Chinese consumers in terms of their intentions to purchase medical products. In general: Taiwanese consumers are more influenced by product quality and health consciousness, preferring products perceived to meet higher health and safety standards. Chinese consumers, on the other hand, are more sensitive to price and risk perception, considering both the potential risks of using the products and the cost involved in making the purchase. The study concludes that consumers' purchase intentions for consumptive medical products are shaped by different factors in Taiwan and China. This has important implications for medical product manufacturers and marketers, who need to consider these regional differences when developing effective marketing strategies. Additionally, the findings offer valuable insights for policymakers to better understand the factors driving consumer decisions related to medical products, especially in the post-pandemic period,

where the demand for these products is expected to remain high(Chen, 2021). The research reveals that conspicuous consumption behavior on Instagram has a substantial impact on the intention to buy luxury goods among consumers in developing nations. Specifically: Individuals who frequently display luxury products on Instagram are more likely to develop a stronger intention to purchase such items in the future. Social influence and cultural expectations significantly contribute to this behavior, as users seek to maintain or enhance their social standing in the eyes of their friends or followers. Instagram's role as a visually-driven platform is particularly influential in fostering the desire for luxury goods as symbols of achievement and status. The study concludes that conspicuous consumption behavior on Instagram plays a critical role in shaping the intention to buy luxury products among consumers in developing countries. Gaining insights into this behavior on social media can assist luxury brands in developing more effective marketing strategies for targeting consumers in these markets. Additionally, the research underscores the significant role that social and cultural factors play in influencing consumer decisions in the digital age, where social media is a key driver of consumption trends(Madzunya et al., 2021).

H_5: Nano Influencer (ni) has a positive influence on purchasing decisions (kp) through purchasing intention (mb)

H_6: Nano Influencers (ni) have a positive influence on purchasing decisions (kp) through consumer behavior (pk)

METHOD

This research is quantitative research with an explanatory approach. The population studied is students as influencers in JABODETABEK, with a total sample of 125 respondents based on certain criteria using a purposive sampling method used to select influencers, especially those who live in Jakarta, Bogor, Depok, Tangerang and Bekasi or JABODETABEK, have experience or are currently being an influencer for at least 1 year and have carried out these activities, then testing and analyzing the influence is part of the NI and KP research objectives, as well as evaluating the mediating effect of MD and KP in the relationship between NI and KP variables. . Data analysis was carried out using SmartPLS 3.0 and data collection used a Likert scale with a range of 1 to 5, the PLS method approach for assessing external and internal models including evaluating models. Validity and reliability based on external model tests were used to assess data quality. Data is considered good if it has an outer loading figure > 0.6 (Hair et al., 2016) and Average Variance Extracted (AVE) > 0.5 (Hair et al., 2017). Data is considered reliable if it has a Cronbach's alpha > 0.6 and Composite Reliability > 0.7 (Hair et al., 2014). analyzing direct and indirect impacts between variables is the internal model test used. Correlation is considered to have a significant influence either indirectly or directly if the t-statistic value is > 1.96 and the p value is < 0.05 (Hair et al., 2017).

RESULT AND DISCUSSION
Charateristics of Respondents

Data for this research was collected through an online questionnaire distributed to respondents, namely students as influencers, via Google Form or GForm. This research achieved a response rate of 99%, with a total of 125 respondents filling in valid data. Respondent characteristics are explained in Table 1.

Table 1. respondent profile

Catagories	Details	Amount	Percentage (%)
Gender	Men	27	21,6
	Women	98	78,4
Age	15-20	30	24
	21-30	95	76
Education	SMA	89	71,2
	Diploma	2	1,6
	S1	34	27,2
University location	Bekasi	6	4,8
	Bogor	10	8
	Depok	2	1,6
	Jakarta Barat	4	3,2
	Jakarta Pusat	8	6,4
	Jakarta Selatan	18	14,4
	Jakarta Timur	57	45,6
	Jakarta Utara	2	1,6
	Tangerang	18	14,4
Form of income	Money (M)	18	14,4
	Selling Goods (SG)	13	10,4
	M & SG	94	75,2
Income value	<idr 500K	61	48,8
	idr 500K-1Million	38	30,4
	idr 1-2 Million	11	8,8
	>2 million	15	12

Source: Individual processing data (2024)

The majority of respondents in this study consisted of 27 (21.6%) men and 98 (78.4%) women. A total of 95 respondents (76%) were in the age range 21-30 years and 30 respondents (24%) were in the age range 15-20 years, 89 people (71.2%) had graduated from high school, 34 people (27.2%) have a bachelor's degree while the rest are Diplomas. The university locations consist of Bekasi as many as 6 (4.8%), Bogor as many as 10 (8%), Depok as many as 2 (1.6%), West Jakarta as many as 4 (3.2%), Central Jakarta as many as 8 (6, 4%), South Jakarta as many as 18 (14.4%), East Jakarta as many as 57 (45.6%), North Jakarta as many as 2 (1.6%) and Tangerang as many as 18 (14.4%). Providing non-monetary forms of income alone, where money and goods products were 13 (10.4%), money was 18 (14.4%) and goods and money products were 94 (75.2%). The most dominant income values were below IDR 500,000 as many as 61 (48.8%), IDR 500,000-IDR

1,000,000 as many as 38 (30.4%), IDR 1,000,000-IDR 2,000,000 as many as 11 (8.8%).) and finally above IDR 2,000,000 as many as 15 (12%).

Outer Model Test

The validity of a question can be seen when the data has an outer loading value of more than 0.6, as explained by Hair et al. (2016) in determining the validity of research questionnaire questions. In addition, to ensure validity, the Average Variance Extracted (AVE) value must exceed 0.5 (Hair et al., 2017). Reliability is measured using a rating between 0 and 1 on Cronbach's alpha and composite reliability results. This means that a variable is considered reliable if it has a value above 0.6 and 0.7 (Hair et al., 2014).

Table 2. Validitiy and Reliability in Outer Model Test

Variables	item	Outer Loading	AVE	Cronbach's Alpha	Composite Reliability
Decision Buying (kp)	kp1	0,787	0,634	0,884	0,912
	kp2	0,803			
	kp3	0,801			
	kp4	0,828			
	kp5	0,770			
	kp6	0,785			
Interest in Buying (mb)	mb4	0,847	0,793	0,869	0,92
	mb5	0,915			
	mb6	0,907			
Nano Influencer (ni)	ni6	0,843	0,742	0,884	0,92
	ni7	0,866			
	ni8	0,883			
	ni9	0,853			
Consumer Behavior (pk)	pk1	0,879	0,748	0,831	0,899
	pk2	0,898			
	pk3	0,816			

Source: Individual processing data (2024)

The test results shown in Table 2 show that the variable has an outer loading value of more than 0.6 and an Average Variance Extracted (AVE) that exceeds 0.5. Apart from that, the Cronbach's alpha and Composite Reliability values are also higher than 0.6 and 0.7. This shows that the variables are valid and reliable, so that all indicators can be used in data processing. The interest in buying (mb) and nano influencer (ni) constructs have the highest composite reliability value, namely 0.92, while the consumer behavior construct has the lowest Composite Reliability value, namely 0.899. In addition, it can be seen that all constructs have composite reliability values that are significantly higher than Cronbach's Alpha values. All constructs have Cronbach's Alpha values above 0.80. The Decision buying (kp) and nano influencer (ni) constructs show the highest Cronbach's Alpha value of 0.884, while the lowest value is shown by the consumer behavior (pk) construct of 0.831. Because there are no values below 0.70, it can be concluded that all construct indicators can be considered reliable and meet the test requirements.

Inner Model Test

The relationship and influence between variables can be analyzed through the path coefficient test. Indirect effects were analyzed through specific indirect effect tests. A relationship is considered significant if the t-statistic value is more than 1.96 and the p-value is less than 0.05 (Hair et al., 2017).

Table 3. Direct and Indirect Effects in Inner Model Test

Path	Sample Mean (M)	Standard Deviation	T Statistics	P Values	Hyphothesis
mb -> kp	0,570	0,080	7,138	0,000	Significant
ni -> mb	0,578	0,067	8,666	0,000	Significant
ni -> pk	0,632	0,056	11,196	0,000	Significant
pk -> kp	0,234	0,091	2,524	0,012	Significant
ni -> mb -> kp	0,329	0,062	5,320	0,000	Significant
ni -> pk -> kp	0,149	0,060	2,411	0,016	Significant

Source: Individual processing data (2024)

The direct influence can be identified through the test results, and the relationship between the variables purchase intention (mb) and purchase decision (kp) has a t-statistic value of 7.138 (>1.96) with a p-value of 0.000 (<0.05), making it significant. The parameter coefficient analysis shows that mb has a positive relationship with kp, with a coefficient value of 0.570 and a t-statistic of 7.138 at a significance level of 0.000 with $\alpha = 0.05$. Since the t-statistic value exceeds the critical value of 1.645, Purchase intention (mb) has a positive influence on purchasing decisions (kp), The results of this research are strengthened by previous research, including; The research reveals that an increase in perceived closeness significantly boosts consumers' likelihood of buying the product soon. These findings provide valuable insights for marketers looking to enhance the effectiveness of virtual product displays and strategies to encourage prompt consumer decisions(Poushneh, 2021). It highlights that emotional advertising has a strong impact on consumers who tend to make impulsive or emotionally driven choices, while still affecting more rational buyers, though to a lesser degree. This research offers important insights for marketers, suggesting that aligning advertising strategies with specific consumer decision-making styles can significantly enhance the likelihood of purchases. Emotional ads are particularly effective for spontaneous buyers, though they remain relevant even for more rational consumers(Garg et al., 2023).

The relationship between the variables nano influencer (ni) and purchase intention (mb) has a t-statistic value of 8.666 (>1.96) and a p-value of 0.000 (<0.05), indicating significance. variables nano influencer (ni) and purchase intention (mb), The results of this research are strengthened by previous research, including; The results indicate that influencers who exhibit high credibility and authenticity are particularly persuasive in driving purchases, especially when their messaging is consistently repeated over time, which strengthens the buyer's intent. This research highlights the vital role influencers play in specialized markets, such as keto products, and provides valuable strategies for marketers seeking to enhance the effectiveness of influencer campaigns in shaping consumer behavior(Al Kurdi & Alshurideh, 2023). The study reveals that about half of the participants are swayed by online personalities and celebrities when deciding what to buy. Interestingly, there was no notable connection between the consumer's education level and the

degree of influence from these influencers. The findings are highly relevant to digital marketing strategies, offering valuable insights into how businesses can leverage influencers to influence consumer preferences and boost online sales(Horváth & Fedorko, 2023).

The relationship between the variables nano influencer (ni) and consumer behavior (pk) has a t-statistic value of 11.196 (>1.96) and a p-value of 0.000 (<0.05). indicating significance. the variables nano influencer (ni) and consumer behavior (pk), The results of this research are strengthened by previous research, including; The findings indicate that there is a statistically significant, though relatively weak, link between the influence of the TikTok creator and teenagers' consumptive behaviors, with a correlation coefficient of 0.237. This implies that while influencers like @carlendoraa do have an effect on teenagers' shopping behaviors, the impact is moderate in strength(Widaningsih et al., 2023). It finds that influencer marketing, especially when coupled with strong brand awareness, plays a key role in encouraging impulsive buying. Moreover, the research reveals that FoMO, spurred by continuous exposure to influencers on social media, heightens the tendency for unplanned purchases. Students who closely follow these influencers appear more susceptible to impulsive spending. The study suggests that marketers aiming at student populations should take into account how these factors—FoMO, influencer authority, and brand visibility—contribute to consumer behavior, helping them design more effective marketing strategies. This research is pivotal in understanding how digital marketing and influencers are reshaping the spending patterns of young adults today(Nurfatimah & Jatmika, 2024).

The relationship between the variables consumer behavior (pk) and purchase decision (kp) has a t-statistic value of 2.524 (>1.96) and a p-value of 0.012 (<0.05), indicating a significant influence. the variables consumer behavior (pk) and buying decision (kp), The results of this research are strengthened by previous research, including; The study concludes that consumers' purchase intentions for consumptive medical products are shaped by different factors in Taiwan and China. This has important implications for medical product manufacturers and marketers, who need to consider these regional differences when developing effective marketing strategies. Additionally, the findings offer valuable insights for policymakers to better understand the factors driving consumer decisions related to medical products, especially in the post-pandemic period, where the demand for these products is expected to remain high(Chen, 2021). The research reveals that conspicuous consumption behavior on Instagram has a substantial impact on the purchase intention luxury goods among consumers in developing nations. The study concludes that conspicuous consumption behavior on Instagram plays a critical role in shaping the intention to buy luxury products among consumers in developing countries. Gaining insights into this behavior on social media can assist luxury brands in developing more effective marketing strategies for targeting consumers in these markets. Additionally, the research underscores the significant role that social and cultural factors play in influencing consumer decisions in the digital age, where social media is a key driver of consumption trends(Madzunya et al., 2021).

Nano Influencer (ni) has a positive influence on purchasing decisions (kp) through purchasing intention (mb) has a t-statistic value of 5.320 (>1.96) and a p-value of 0.000 (<0.05). indicating significance. Nano Influencer (ni) has a positive influence on purchasing decisions (kp) through purchasing intention (mb), The results of this research are new findings or novelty that have never been conducted before, where mediating variables are placed between these variables.

Nano Influencers (ni) have a positive influence on purchasing decisions (kp) through consumer behavior (pk) has a t-statistic value of 2.411 (>1.96) and a p-value of 0.016 (<0.05). indicating significance. Nano Influencer (ni) has a positive influence on purchasing decisions (kp) through consumer behavior (pk), The results of this research are new findings or novelty that have never been conducted before, where mediating variables are placed between these variables.

Adjusted R Square

Table 4. R Square Adjusted in Inner Model Test

Variables	R square	R square adjusted
Decision Buying (kp)	0,550	0,542
Interest in Buying (mb)	0,334	0,328
Consumer Behavior (pk)	0,398	0,393

Source: Individual processing data (2024)

Changes in the R-Square value can be used to explain the impact of certain exogenous latent variables on endogenous latent variables and whether the impact is substantial. According to Ghozali (2015), R-Square values of 0.75, 0.50, and 0.25 indicate that the model falls into the categories of strong, moderate, and weak, respectively. Based on the results in Table 4, the R-Square value for the buying decision (kp) is 0.550, which means it falls into the moderate category. Meanwhile, the R-Square values for interest in buying (mb) and consumer behavior (pk) are 0.334 and 0.398, respectively, which are considered weak. The table also shows that the Adjusted R-Square value for the buying decision (kp) variable is 0.542, while the values for interest in buying (mb) and consumer behavior (pk) are 0.328 and 0.393, respectively. The higher the Adjusted R-Square value, the greater the ability of the exogenous variables to explain the endogenous variable, which in turn indicates a better structural equation model. An Adjusted R-Square value of 0.542 for the buying decision (kp) variable indicates that this variable can explain 54.2% of the variance in the endogenous variable, while the remaining variance is explained by other variables outside the research model. Adjusted R-Square values of 0.328 and 0.393 for the performance variables indicate that the interest in buying (mb) and consumer behavior (pk) variables can explain 32.8% and 39.3% of the variance in the endogenous variable, while the remaining variance is explained by other variables outside the research model. These values suggest that the strength of the R-Square is not very strong, but a significant R-Square different from zero indicates that this regression model has statistically significant explanatory power in explaining the relationship between motivation and performance. In some social sciences, a low R-Square value is often considered acceptable due to the difficulty in identifying the precise model. However, unless the buying decision (kp) is very closely related to interest in buying (mb) and consumer behavior (pk), we may only be able to predict part of this relationship.

This research reveals that purchasing decisions (kp) are influenced by independent variables. This research aims to examine the relationship between nano influencer (ni), interest in buying (mb) and consumer behavior (pk) on decision buying (kp). According to several respondents, support from students and nano influencers (ni) can be quite an important factor in Interest in buying (mb) and consumer behavior (pk), but respondents did not explicitly state that these factors have a strong direct impact on Decision buying (kp). Respondents generally stated that these factors had

more impact on Interest in buying (mb) and consumer behavior (pk), which in turn increased Decision buying (kp). Analysis of the Interest in buying (mb) and consumer behavior (pk) factors shows that students' approval of their work, namely nano influencers (ni), is the strongest factor in increasing decision buying (kp) in their entrepreneurial activities.

Based on previous empirical research on the relationship between nano influencers (ni) and buying decisions (kp), the results of this study indicate that the relationship is not strong enough, particularly for students in Indonesia. According to their responses, students or influencers require a marketing strategy, brand trust, product quality, online customer reviews, ratings, brand image, trust, lifestyle, and price to have a significant impact on their buying decisions (Afandi et al., 2021; Amalia & Sagita, 2019; Mahendra & Edastama, 2022; Nisa, 2019; C. S. Pratiwi & Sidi, 2022; M. I. Pratiwi & Patrikha, 2021).

CONCLUSION

In conclusion, this study aimed to demonstrate the significant impact of nano influencers (ni), interest in buying (mb), and consumer behavior (pk) on buying decisions (kp), with a case study focused on students in the JABODETABEK area. The findings indicate that all the variables studied had an influence. In this context, nano influencers (ni) have a significant positive effect on interest in buying (mb), and similarly, nano influencers (ni) have a significant positive effect on consumer behavior (pk). Furthermore, nano influencers (ni) significantly positively influence buying decisions (kp) through interest in buying (mb) and through consumer behavior (pk). Analyzing these factors is expected to enhance knowledge and assist students as nano influencers in improving consumer buying decisions (kp). The managerial implications relate to the importance of pk and mb in enhancing kp. Therefore, it is recommended that students acting as influencers utilize the above variables to strengthen the factors influencing buying decisions (kp). This study also shows that the level of ni can sustain mb, pk, and kp. Innovation and authentic uniqueness are factors that need to be enhanced to achieve success.

This research is an academic work created by the researcher, and as such, there are acknowledged limitations and imperfections. The data processing and analysis results only reflect students as influencers in the JABODETABEK area, so the findings and discussions may not be applicable or might differ when applied to other cities. Several factors should be considered for further research, such as expanding the distribution of questionnaires to other regions. Additionally, supplementary information and research journals should be included to broaden insights and be applicable to MSME business actors or other readers. This additional information should consider the latest quality and relevance. Other variables, such as marketing strategy, brand trust, product quality, online customer reviews, ratings, brand image, trust, lifestyle, and price, also need to be considered. Future research could consider examining the relationship between variables, such as the effect of product quality on buying decisions (kp).

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