



RESEARCH ARTICLE

# Influencer Marketing Effectiveness and Participant Satisfaction In Paid Webinars: A Case Study of JIH Academy.

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## Abstract

This study examines the effectiveness of influencer speakers in paid healthcare webinars by comparing participant perceptions and purchase decisions between webinars featuring influencers and non-influencers at JIH Academy. Using a quantitative survey method, data were collected from 135 webinar participants and analyzed descriptively. The study integrates influencer marketing constructs (attractiveness, expertise, originality, homophily, interaction, and image satisfaction) with training evaluation dimensions (perceived trainer performance, perceived usefulness, and perceived efficiency). The findings indicate that webinars led by influencer speakers are perceived slightly more positively across most variables, particularly in interaction, image satisfaction, and purchase decision. Although the differences between influencer and non-influencer webinars are relatively small, influencer speakers demonstrate a consistent advantage in enhancing participant interest and intention to attend future paid webinars. These results suggest that influencer-based promotion can modestly strengthen both marketing effectiveness and perceived webinar quality in healthcare training services.

**Keyword:** *Influencer Marketing, Healthcare Webinars, Purchase Decision, Participant Satisfaction.*

## Introduction

The COVID-19 pandemic has accelerated digital transformation across multiple sectors, including professional education and training. Traditional face-to-face seminars and conferences were rapidly replaced by online formats, commonly known as webinars, due to mobility restrictions and health protocols (Nunes et al., 2020). Even after the pandemic, webinars continue to be widely adopted because they offer greater flexibility, cost efficiency, broader geographical reach, and interactive learning opportunities (Neubauer et al., 2021; Ganesanathan et al., 2022). In the healthcare sector, webinars have become an important medium for continuing professional development, allowing healthcare workers to upgrade competencies without disrupting clinical responsibilities.

At the same time, digital marketing strategies have evolved significantly. Social media marketing has become one of the most effective tools for reaching consumers quickly and cost-efficiently, enabling organizations to engage audiences through interactive and personalized communication (Dwivedi et al., 2021). One prominent development in digital marketing is influencer marketing, which leverages individuals with substantial social media followings to shape consumer perceptions, trust, and purchase intentions (Shukmalla et al., 2023). Influencers are

perceived as more credible and relatable compared to traditional corporate advertising, particularly when they possess domain-specific expertise and authenticity (Lea-Greenwood, 2013).

Within this context, JIH Academy as healthcare training providers increasingly combine webinars with social media-based promotion to expand market reach and improve participation rates. However, despite the growing popularity of influencer marketing, empirical evidence on its effectiveness in the context of paid professional training webinars, especially in the healthcare sector, remains limited.

Recent studies highlight that webinars have evolved from temporary substitutes during the pandemic into a permanent component of professional learning ecosystems (Neubauer et al., 2021). Webinars are valued for their scalability, reduced operational costs, and ability to facilitate real-time interaction between speakers and participants (Ganesanathan et al., 2022). Concurrently, social media marketing has become central to post-pandemic business strategies due to accelerated digital adoption and changes in consumer behavior (Dwivedi et al., 2021; Mhlanga et al., 2022).

Influencer marketing has emerged as one of the most effective digital marketing strategies, particularly in shaping consumer trust and purchase intention. Li and Peng (2021) demonstrate that influencer characteristics such as expertise, originality, and homophily significantly influence consumer attitudes and purchasing decisions. Similarly, Shukmalla et al. (2023) argue that influencers enhance brand awareness and engagement by creating emotional connections with audiences across platforms such as Instagram, YouTube, and TikTok. These findings indicate that influencer marketing plays a crucial role

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in digital promotional strategies, including in service-based industries such as education and training.

From the perspective of learning evaluation, participant satisfaction is a key indicator of training effectiveness. Giangreco et al. (2009), building on Kirkpatrick's training evaluation model, identify perceived usefulness of training, perceived efficiency, and trainer performance as the main determinants of participant satisfaction. These dimensions remain relevant in online learning environments, including webinars, where satisfaction is shaped not only by the trainer's reputation but also by content relevance and delivery quality.

Although prior studies have extensively examined influencer marketing in consumer goods and lifestyle industries (Li & Peng, 2021; Shukmalla et al., 2023), limited empirical research has explored its application in the context of professional education and healthcare training webinars. Most existing studies focus on product purchase intention, brand engagement, or social media advertising outcomes, rather than on service-based learning products such as paid webinars.

Moreover, existing literature tends to emphasize the role of influencers in generating interest and trust but pays relatively less attention to post-purchase outcomes, such as participant satisfaction with the learning experience. While Giangreco et al. (2009) provide a strong framework for understanding training satisfaction, there is a lack of integrated studies that combine influencer marketing theory with training evaluation models in digital learning contexts.

Another gap lies in the limited discussion of cost-benefit considerations of influencer marketing in professional training services. Although influencer fees are known to vary widely and can be relatively expensive (Azahra & Sholihah, 2024), few studies empirically assess whether the higher costs associated with influencer marketing are justified by significantly better outcomes in participant acquisition and satisfaction in webinar-based training programs.

This study argues that combining influencer marketing theory with training evaluation frameworks can provide a more comprehensive understanding of the effectiveness of webinars as both learning products and marketing offerings. By examining how influencer characteristics influence participants' interest and purchase decisions (Li & Peng, 2021) while simultaneously assessing participant satisfaction using training evaluation dimensions (Giangreco et al., 2009), this research seeks to bridge the gap between digital marketing and training effectiveness literature.

Furthermore, the study positions paid webinars in the healthcare sector as a unique context where credibility and expertise are critical. Unlike lifestyle products, healthcare-related training requires a high level of trust in the speaker's competence and professional integrity. Therefore, the perceived expertise and credibility of influencer speakers (Lea-Greenwood, 2013) are expected to play a stronger role in shaping participation decisions compared to other

sectors. By empirically testing these relationships, this study offers a novel contribution to understanding influencer marketing in knowledge-intensive service industries.

Additionally, by comparing webinars featuring influencer speakers and non-influencer speakers, this study aims to analyze the influence of influencer marketing on participants' interest and purchase decisions regarding paid webinar products at JIH Academy, as well as to measure and compare participants' satisfaction levels between webinars featuring influencer speakers and those featuring non-influencer speakers, in order to understand the extent to which influencer-based promotion affects both consumer decision-making and perceived webinar quality.

## Method

This study employed a quantitative approach using a survey method to collect and analyze numerical data on participants' purchasing decisions and satisfaction with webinar services. Data were gathered through structured questionnaires distributed to respondents who were consumers of JIH Academy webinar products. This approach was selected to provide an objective assessment of respondents' preferences, perceptions, and experiences related to the webinars. The collected data were analyzed descriptively to obtain a comprehensive understanding of the research context.

The unit of analysis consisted of JIH Academy webinar participants who also served as survey respondents. Respondents were divided into two groups: participants of webinars featuring influencer speakers and participants of webinars featuring non-influencer speakers. The study population comprised 180 participants from influencer-based webinars and 230 participants from non-influencer webinars. Using the Slovin formula, the sample size was determined to be 64 respondents for the influencer group and 70 respondents for the non-influencer group. Primary data were obtained through questionnaires and observations.

The research variables were adapted from two main literature sources. The variables Attractiveness, Expertise, Originality, Homophily, Interaction, Image Satisfaction, and Purchase Decision were adopted from Li and Peng (2021). Meanwhile, Perceived Trainer Performance, Perceived Usefulness of Training, and Perceived Efficiency of Training were derived from Giangreco et al. (2009) as the conceptual and operational basis of the measurement instrument. Each variable was measured using multiple questionnaire items.

<u>ATTRACTIVENESS</u>	<u>EXPERTISE</u>
AT1 Does "X" look attractive?	EX5 Does "X" have the expertise to recommend this webinar?
AT2 Does "X" have a charming appearance?	EX6 In your opinion, how experienced is "X" in recommending this
AT3 Does "X" look elegant?	
AT4 Does "X" look	

enthusiastic?	<p>webinar convincingly? EX7 In your opinion, how knowledgeable is "X" about how to recommend this webinar? EX8 Is "X" qualified to recommend this webinar? EX9 In your opinion, how well does "X" recommend this webinar so that it is interesting to follow?</p>	<p><u>IMAGE SATISFACTION</u> IS31 I am pleased to receive information about "X". IS32 I am pleased to see the information available about "X". IS33 I feel happy when searching for and gathering information about "X". IS34 I prefer promotions from "X" over social media. IS35 I am pleased to be able to interact directly with "X".</p>	<p><u>PURCHASE DECISION</u> PD36 I will attend webinars organized by JIH Academy if they feature speakers such as "X" in the future. PD37 I really want to attend webinars organized by JIH Academy that feature speakers such as "X". PD38 I will most likely attend webinars organized by JIH Academy that feature speakers such as "X". PD39 If I have extra money, I will attend webinars organized by JIH Academy that feature speakers such as "X".</p>
<p><u>ORIGINALITY</u> OR10 Is "X" original? OR11 Is "X" trendy?</p>	<p><u>HOMOPHILY</u> HO12 I feel that "X" has a lot in common with me. HO13 I feel that the values held by "X" are similar to the values I hold. HO14 I feel that the image or style of "X" reflects myself.</p>		
<p><u>INTERACTION</u> IN15 "X" responds to my messages or questions quickly. IN16 I find it easy to contact "X" through social media or other platforms. IN17 "X" responds to my comments and feedback quickly.</p>	<p><u>PERCEIVED TRAINER PERFORMANCE</u> PTP18 "X"'s ability to deliver webinar material. PTP19 "X"'s ability to engage participants during the webinar. PTP20 "X"'s ability to manage time during the webinar session. PTP21 "X"'s mastery of the material. PTP22 The learning methodology used by "X" during the presentation of the material.</p>		
<p><u>PERCEIVED USEFULNESS OF TRAINING</u> PUT23 The topics covered in the webinar are useful for my current job responsibilities. PUT24 The webinar topics are relevant to my future career development. PUT25 The webinar topics suit my individual learning needs. PUT26 The material presented is in line with the objectives explained at the beginning of the webinar. PUT27 The webinar has a good balance between theory and practice.</p>	<p><u>PERCEIVED EFFICIENCY OF TRAINING</u> PET28 The material used in the webinar was appropriate and relevant to the topic discussed. PET29 The webinar was well organized (including the platform, media equipment, and agenda). PET20 The schedule and frequency of the webinars were appropriate and not burdensome for participants.</p>		

Instrument Validity was tested, According to Davis (1992), if a study involves two experts, the minimum value that must be achieved for the instrument to be declared valid is 0.8. The results of this study, show that the validity test score obtained is 1.0. Thus, the instrument used in this study has met and even exceeded the minimum required limit, so it can be declared valid for use in the data collection process. and reliability was tested using Cronbach's Alpha. Following Sugiyono (2013), the questionnaire was considered reliable if the Cronbach's Alpha coefficient was 0.60 or higher, The results of this study, show that the realibility test score obtained is 0.58 – 0.93.

### Results and Discussion

A total of 135 respondents participated in this study, all of whom were participants of JIH Academy webinars. The sample size met the general guideline proposed by Roscoe (1975), which recommends a minimum sample size of at least ten times the number of indicators examined. Purchase-related constructs were measured using seven dimensions: Attractiveness, Expertise, Originality, Homophily, Interaction, Image Satisfaction, and Purchase Intention. Participant satisfaction was measured using three dimensions: Perceived Trainer Performance, Perceived Usefulness of Training, and Perceived Efficiency of Training. These dimensions were used to profile the characteristics and perceptions of JIH Academy webinar participants.

In terms of gender distribution, no substantial differences were observed between the two webinar categories. In the "Webinars with Influencers" group, most respondents were female (70 respondents), while in the "Webinars without Influencers" group, 45 respondents were female and 25 were male, indicating a relatively comparable gender composition across both groups.

Regarding professional background, participants of “Webinars with Influencers” were predominantly from the Dentist profession (56 respondents), followed by Doctors (10 respondents) and a small number from other health-related professions. In contrast, participants of “Webinars without Influencers” were mainly Doctors (54 respondents), followed by various medical specialists. Overall, influencer-based webinars attracted more dentists, whereas non-influencer webinars attracted more general medical practitioners.

Instagram was the dominant platform used to access information about both webinar types. For “Webinars with Influencers,” 67 respondents accessed information via Instagram, while only a small number used TikTok or other platforms. For “Webinars without Influencers,” 65 respondents used Instagram, followed by a very limited number using Facebook, YouTube, or other platforms. This indicates that Instagram is the primary channel for webinar promotion across both categories.

With respect to familiarity, respondents showed significantly higher familiarity with “Webinars with Influencers” compared to “Webinars without Influencers.” Most respondents in the influencer-based webinars reported being familiar with the webinar offerings, whereas the majority of respondents in non-influencer webinars indicated lower familiarity.

In terms of information exposure, participants of “Webinars with Influencers” were mainly exposed through following the social media accounts of the information sources, whereas participants of “Webinars without Influencers” were primarily exposed through general news or content on social media platforms. Television and radio were not significant sources of exposure for either webinar category. These findings suggest that influencer-based webinars rely more on follower-based social media engagement, while non-influencer webinars depend more on general social media dissemination.

**Table 1. Webinar Questionnaire Results: Attractiveness Variables**

Attractiveness		
Question Code	Average	
	Influencers	Non-Influencers
AT1	6,714	6,271
AT2	6,542	6,185
AT3	6,614	6,142
AT4	6,442	6,085
<b>Average Variable Attractiveness</b>	<b>6,578</b>	<b>6,171</b>

The Attractiveness variable was consistently rated higher for webinars featuring influencer speakers than for those with non-influencer speakers. Mean scores for the influencer group ranged from 6.442 to 6.714, compared to 6.085 to 6.271 for the non-influencer group. Overall, influencers recorded a higher average attractiveness score (6.578) than non-influencers (6.171), with a difference of 0.407. This indicates that

influencer speakers are perceived as more attractive, interesting, elegant, and visually appealing. Observational findings also support this result, showing greater audience interest in the personal characteristics of influencer speakers.

**Table 2. Webinar Questionnaire Results: Expertise Variables**

Attractiveness		
Question Code	Average	
	Influencers	Non-Influencers
EX5	6,642	6,528
EX6	6,628	6,514
EX7	6,657	6,428
EX8	6,685	6,414
EX9	6,657	6,457
<b>Average Variable Expertise</b>	<b>6,654</b>	<b>6,468</b>

Perceived expertise was consistently higher for influencer speakers than for non-influencer speakers. Mean scores for the influencer group ranged from 6.628 to 6.685, compared to 6.414 to 6.528 for the non-influencer group. Overall, influencers achieved a slightly higher average expertise score (6.654) than non-influencers (6.468), with a difference of 0.186. This indicates that influencer speakers are perceived as more competent, experienced, knowledgeable, and qualified, with skills more closely aligned to the webinar topics.

**Table 3. Webinar Questionnaire Results: Originality Variables**

Originality		
Question Code	Average	
	Influencers	Non-Influencers
OR10	6,528	6,257
OR11	6,671	6,157
Average Variable Originality	6,600	6,207

Perceived originality was higher for influencer speakers than for non-influencer speakers. Mean scores for the influencer group ranged from 6.528 to 6.671, compared to 6.157 to 6.257 for the non-influencer group. Overall, influencers achieved a higher average originality score (6.600) than non-influencers (6.207), with a difference of 0.393. This indicates that influencer speakers are perceived as more original and more aligned with current trends and developments.

**Table 4. Webinar Questionnaire Results: Homophily Variables**

Homophily		
Question Code	Average	
	Influencers	Non-Influencers
H012	6,328	6,242
H013	6,342	6,485
H014	6,228	6,242
Average Variable Homophily	6,300	6,323

Perceived homophily between respondents and speakers was relatively similar across both groups, with non-influencer speakers rated only marginally higher. Mean scores for the influencer group ranged from 6.228 to 6.342, while the non-influencer group ranged from 6.242 to 6.485. Overall, non-influencers had a slightly higher average homophily score (6.323) than influencers (6.300), with a negligible difference of 0.023. This suggests that respondents perceived a comparable level of similarity in values, image, and personal style with both influencer and non-influencer speakers.

**Table 5. Webinar Questionnaire Results: Interaction Variables**

Interaction		
Question Code	Average	
	Influencers	Non-Influencers
IN15	6,657	6,171
IN16	6,657	6,128
IN17	6,657	6,271
Average Variable Interaction	6,600	6,190

Perceived interaction was higher for influencer speakers than for non-influencer speakers. Mean scores for the influencer group were consistently 6.657 across items, compared to 6.128–6.271 for the non-influencer group. Overall, influencers recorded a higher interaction score (6.600) than non-influencers (6.190), with a difference of 0.410. This indicates that influencer speakers are perceived as more responsive, easier to contact, and more active in engaging with participants.

**Table 6. Questionnaire Results for all Variables**

Variable	Influencer	Non-Influencer	Differences in Percentage
	Average		
Attractiveness	6,578	6,171	6,6%
Expertise	6,654	6,468	2,88%
Originality	6,600	6,207	6,33%

Homophily	6,300	6,323	-0,36%
Interaction	6,600	6,190	6,62%
<b>Overall Average</b>	<b>6,546</b>	<b>6,272</b>	<b>4,37%</b>

Overall, respondents' perceptions of webinars with and without influencers did not differ substantially. However, webinars featuring influencer speakers consistently received slightly higher average scores across all measured variables. The overall mean score for influencer-based webinars was 6.546, with Interaction rated highest (6.600) and Homophily lowest (6.300). In contrast, non-influencer webinars recorded an overall mean of 6.272, with Expertise rated highest (6.468) and Interaction lowest (6.190).

Although the differences between the two webinar types were relatively small (all below 10%), respondents still perceived influencer-based webinars as having a marginally stronger impact. Despite Homophily being slightly higher for non-influencer webinars, the overall pattern indicates higher evaluations for influencer webinars, supporting the view that participants felt more satisfied with influencer speakers than with non-influencer speakers.

**Table 7. Webinar Questionnaire Results: Perceived Trainer Performance Variables**

Perceived Trainer Performance		
Question Code	Average	
	Influencers	Non-Influencers
PTP18	6,657	6,585
PTP19	6,485	6,557
PTP20	6,485	6,5
PTP21	6,614	6,471
PTP22	6,5	6,514
Average Variable Perceived Trainer Performance	6,548	6,525

Perceived trainer performance was rated similarly for influencer and non-influencer speakers. Mean scores for the influencer group ranged from 6.485 to 6.657, while the non-influencer group ranged from 6.471 to 6.585. Overall, influencers recorded a slightly higher average score (6.548) than non-influencers (6.525), with a minimal difference of 0.023. This indicates that participants perceived both types of speakers as nearly equal in terms of content delivery, engagement, time management, subject mastery, and teaching methodology, suggesting that performance is evaluated based on instructional quality rather than influencer status.

**Table 8. Webinar Questionnaire Results: Perceived Usefulness of Training Variables**

Perceived Usefulness of Training		
Question Code	Average	
	Influencers	Non-Influencers
PUT23	6,442	6,414
PUT24	6,357	6,414
PUT25	6,528	6,385
PUT26	6,657	6,528
PUT27	6,6	6,357
Average Variable Perceived Usefulness of Training	6,517	6,420

Perceived usefulness was rated similarly for webinars with influencer and non-influencer speakers. Mean scores for the influencer group ranged from 6.357 to 6.657, while the non-influencer group ranged from 6.357 to 6.528. Overall, influencer-based webinars received a slightly higher average usefulness score (6.517) than non-influencer webinars (6.420), with a small difference of 0.097. This suggests that perceived usefulness is largely driven by the relevance and suitability of the content to participants' needs rather than by whether the speaker is an influencer.

**Table 9. Webinar Questionnaire Results: Perceived Efficiency of Training Variables**

Perceived Efficiency of Training		
Question Code	Average	
	Influencers	Non-Influencers
PET28	6,628	6,614
PET29	6,757	6,614
PET30	6,785	6,671
Average Variable Perceived Efficiency of Training	6,723	6,633

Perceived efficiency was rated high for both webinar types, with slightly higher scores for influencer-based webinars. Mean scores for the influencer group ranged from 6.628 to 6.785, compared to 6.614 to 6.671 for the non-influencer group. Overall, influencer webinars achieved a higher average efficiency score (6.723) than non-influencer webinars (6.633), with a small difference of 0.090. This suggests that perceived efficiency is primarily influenced by technical quality and webinar planning rather than by whether the speaker is an influencer.

**Table 10. Webinar Questionnaire Results: Image Satisfaction Variables**

Image Satisfaction		
Question Code	Average	
	Influencers	Non-Influencers
IS31	6,528	6,271
IS32	6,585	6,214
IS33	6,571	6,2
IS34	6,485	6,042
IS35	6,628	6,228
Average Variable Image Satisfaction	6,560	6,191

Image satisfaction was rated higher for influencer speakers than for non-influencers. Mean scores for the influencer group ranged from 6.485 to 6.628, compared to 6.042 to 6.271 for the non-influencer group. Overall, influencers achieved a higher average image satisfaction score (6.560) than non-influencers (6.191), with a difference of 0.369. This indicates that influencer speakers create a more positive and satisfying image for participants, driven by greater enjoyment of the content, stronger preference for the source, and more engaging interactions during the webinar.

**Table 11. Webinar Questionnaire Results: Purchase Decision Variables**

Purchase Decision		
Question Code	Average	
	Influencers	Non-Influencers
PI36	6,714	6,042
PI37	6,742	6,142
PI38	6,814	6,114
PI39	6,857	6,042
Average Variable Purchase Decision	6,782	6,085

The Purchase Decision variable shows higher perceptions for webinars with influencer speakers than non-influencers. Average scores for influencers (6.714–6.857) exceed those for non-influencers (6.042–6.142) across all items. Overall, influencers achieved a higher mean score (6.782 vs. 6.085; difference = 0.697), indicating that influencer speakers more strongly encourage participants' intentions to attend webinars, including future plans, desire, likelihood, and willingness to pay.

**Table 12. Questionnaire Satisfaction Results for all Variables**

Variable	Influencer	Non-Influencer	Differences in Percentage
	Average		
Perceived Trainer Performance	6,548	6,525	0,35%
Perceived Usefulness of Training	6,517	6,420	1,51%
Perceived Efficiency of Training	6,723	6,633	1,36%
Image Satisfaction	6,560	6,191	5,96%
Purchase Decision	6,782	6,185	9,65%
<b>Overall Average</b>	<b>6,626</b>	<b>6,390</b>	<b>3,69%</b>

Overall satisfaction is slightly higher for webinars with influencer speakers than for those without. The average overall score for influencer webinars is 6.626, compared to 6.390 for non-influencer webinars. All measured variables—trainer performance, usefulness, efficiency, image satisfaction, and purchase intention/decision—score higher for influencer webinars, although the differences are small (all under 10%). This indicates that participants generally perceive influencer-led webinars more positively.

## Discussion

### Attractive

The result of this study obtained from the Attractiveness variable, it can be seen that the influencer category has a slightly higher perception level than the non-influencer category. According to Chen et al. (2024), influencers who have a high level of attractiveness tend to be more capable of shaping the audience's perception of the speaker. Influencers with higher levels of attractiveness are generally perceived more positively by participants, because this attractiveness increases the influencer's ability to influence the audience's attitudes, attention, and assessment of the message being conveyed (Wang & Scheinbaum, 2018). Therefore, webinars at JIH Academy that invite influencers with high levels of attractiveness are more likely to increase participants' interest and positively influence their purchasing decisions regarding paid webinar products compared to webinars featuring non-influencer speakers.

### Expertise

The results of the study on the Expertise variable show that the influencer category has a slightly higher level of perception than non-influencers. According to AlFarraj et al. (2021), an influencer needs to have adequate knowledge, experience, and skills to support

their role in a particular field. These skills are important characteristics for influencers to perform their functions effectively and gain the trust of their followers (Daneshvary & Schwer, 2000). Perceptions of influencer expertise are formed when audiences assess that influencers have a level of competence, skills, and knowledge relevant to the topic being discussed, so that the messages conveyed are considered more credible and trustworthy (Schouten et al., 2019). Therefore, webinars at JIH Academy invite influencers with a level of knowledge, experience, and skills that are more relevant to the topic being discussed. This perception is more likely to increase participants' interest and positively influence their purchasing decisions regarding paid webinar products compared to webinars featuring non-influencer speakers.

### Originality

The results of the study on the originality variable show that the influencer category has a slightly higher level of perception than non-influencers. According to Casalo et al. (2020), the originality and modernity displayed by influencers are perceived to play a role in forming connections with participants. Higher levels of originality and modernity are associated with stronger perceptions of relevance and a more visible image of influencer authenticity. In addition, providing original material can give participants new experiences, evoke positive feelings, and contribute to higher participant satisfaction (Li & Peng 2021). Therefore, webinars at JIH Academy invite influencers who have a level of authenticity and uniqueness that plays a role in building connections with participants. This perception can increase participant interest and positively influence their purchasing decisions regarding paid webinar products compared to webinars featuring non-influencer speakers.

### Homophily

The results of the study on the Homophily variable show that the non-influencer category has a slightly higher level of perception than influencers. According to Santiago & Serralha (2022), the relationship between influencers and their followers is influenced by their level of homophily. The greater the similarities shown by an influencer with their followers in terms of values, lifestyle, and views the higher the level of interaction between them. Therefore, homophily is seen as an important factor in shaping the perception of influencer credibility, because these similarities make influencers feel closer, more authentic, and more trustworthy to their followers (Djafarova & Rushworth, 2017). Therefore, webinars at JIH Academy that invite both influencer and non-influencer speakers do not show significant differences in terms of the level of similarity perceived by participants. Both categories of speakers are considered to have relatively high levels of homophily, so homophily is not a major distinguishing factor between the two speakers in this study. Therefore,

both webinars featuring influencers and non-influencers have the potential to increase participant interest and positively influence their purchasing decisions regarding paid webinar products at JIH Academy.

### **Interaction**

The results of this study on the Interaction variable show that the category influencer has a slightly higher level of perception than non-influencers. According to Ryding et al., (2023), influencers are perceived to be more capable of increasing audience interaction than non-influencers, because they are perceived to have stronger appeal and credibility, and are able to build more active and responsive engagement. Furthermore, influencers also tend to be perceived as more authentic and have a psychological closeness to their audience, so that the interaction that is built becomes more intense and sustainable (Byun and Ahn 2023). Therefore, webinars at JIH Academy that invite influencers with higher interaction rates tend to encourage more active audience engagement. This perception of interaction rates has the potential to increase participant interest and positively influence their purchasing decisions regarding paid webinar products compared to webinars featuring non-influencer speakers.

### **Perceived Trainer Performance**

The results of the study on the Perceived Trainer Performance variable show that webinars with influencers have a slightly higher level of perception than those without influencers. According to Chen et al. (2025), influencers tend to be viewed positively when they are able to deliver material effectively, so that they are not only seen as content creators but also as presenters who influence the learning experience of participants. Furthermore, according to Wilczyński et al. (2025), the level of trust and credibility of influencers as resource persons plays an important role in shaping participants' assessments of trainer performance. Therefore, webinars at JIH Academy that invite influencers with high credibility and trustworthiness, as well as the influencers' ability to convey knowledge effectively, tend to form positive perceptions among participants. These perceptions can increase participant interest and positively influence their purchasing decisions regarding paid webinar products compared to webinars featuring non-influencer speakers.

### **Perceived Usefulness of Training**

The results of the study on the Perceived Usefulness Training variable show that webinars with influencers have a slightly higher level of perception than those without influencers. According to Chen et al. (2025), training with influencers as speakers can be beneficial when the learning content provides practical value, relevance, and applicability to their needs, indicating that the perceived benefits of learning are closely related to the value of the material delivered by the speaker. In addition, Andriani et al.

(2023), found that training can be considered positive if it improves participants' understanding, skills, and confidence after participating in the program, indicating that the usefulness of training is reflected in the benefits felt by participants. Therefore, webinars at JIH Academy that invite influencers who are able to deliver training material that is relevant and tailored to the needs of participants create a positive perception among participants. This perception has the potential to increase participant interest and positively influence their purchasing decisions regarding paid webinar products compared to webinars featuring non-influencer speakers.

### **Perceived Efficiency of Training**

The results of this study on the Perceived Efficiency of Training variable show that webinars with influencers have a slightly higher level of perception than those without influencers. According to Giangreco et al. (2009), trainees' perceptions of training efficiency are strongly influenced by their reactions to the training process, including how well the trainer organizes the session, delivers the content clearly, and manages time effectively. When trainers are able to present material concisely and maintain participant engagement, the training process is more likely to be perceived as efficient by participants. In addition, Sun et al. (2025), explain that influencers, as content communicators, generally adopt an engaging and audience-oriented communication style that emphasizes clarity, relevance, and efficient message delivery. These characteristics make it easier for audiences to understand key messages more quickly and stay focused, thereby supporting a more efficient learning process. Therefore, webinars at JIH Academy that use influencer speakers are perceived to have a higher level of training efficiency. This efficiency can be understood as the result of effective trainer communication performance, in line with the main criteria for efficient training delivery, thereby forming participants' positive assessment of the training process. This perception has the potential to increase participant interest and positively influence their purchasing decisions regarding paid webinar products compared to webinars featuring non-influencer speakers.

### **Image Satisfaction**

The results of this study on the Image Satisfaction variable show that the category influencer has a slightly higher level of perception than non-influencers. According to Permadani & Hartono (2022), influencers with high source characteristics have a significant influence on image satisfaction. These characteristics play a role in shaping the image perception built by influencers, which then becomes the basis for consumer evaluation of the brand. Furthermore, this image perception influences consumer assessment after they experience and evaluate the brand, thereby impacting the formation of image satisfaction (Rachmawati, 2024). Therefore, this

shows that perception of image satisfaction in the influencer category suggests that influencers tend to be perceived as more effective in shaping positive image evaluations, which subsequently contribute to higher levels of image satisfaction compared to non-influencers.

### Purchase Decision

The results of this study on the Purchase Decision variable show that the category influencer has a slightly higher level of perception than non-influencers. According to Lim et al. (2017), the presence of influencers as a source of marketing communication plays a role in increasing purchase decisions, especially when influencers are able to build positive consumer attitudes towards the products or services being promoted. Credibility and the level of trust in influencers are key factors in forming these positive attitudes, which can encourage consumers to make a purchase (Saima & Khan, 2021). Therefore, this shows that influencers, through their credibility and ability to build trust, are effective in shaping positive consumer attitudes, which in turn encourage consumers' intention to make purchases.

### Limitation Of The Study

This study has two main limitations. First, data collection was conducted gradually due to limited access to webinar participants and varying response rates, making it difficult to gather a large number of respondents at once. Second, the findings cannot be fully generalized to other contexts because the influencers were internal speakers closely associated with the organization and its brand. Existing familiarity and brand values may have influenced participants' positive perceptions, which may differ if external influencers or other institutions are involved.

### Conclusions and Recommendations

Webinars featuring influencer speakers were slightly more effective in increasing participant interest and purchase decisions than those with non-influencers. Influencers scored marginally higher on key source characteristics (attractiveness, expertise, originality, and interaction) and overall satisfaction, JIH Academy is advised to continue using influencer speakers for future webinars, as they offer a more engaging experience and easier, more effective promotion through their own social media, with similar overall costs to non-influencer events. To further strengthen the JIH Academy brand and broaden reach, collaborating with external influencers is recommended to expand audience exposure and enhance brand credibility.

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