


**MEDIATING EFFECT OF CREATIVE INFORMATION ADVERTISING ON ONLINE MARKETPLACE, MARKET REACH, AND INFLUENCER MARKETING TOWARD PRODUCT SALES**

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ARTICLE INFO	ABSTRACT
<p><b>Article history:</b></p> <p>Received 31 January 2023</p> <p>Accepted 18 April 2023</p>	<p><b>Purpose:</b> This study aims to determine the effect of creative information advertising as a mediation between market expansion and influencer marketing on the number of sales in the online market.</p>
<p><b>Keywords:</b></p> <p>Creative Information; Influencer; Innovative Marketing; Online Marketing; Signal Theory.</p>	<p><b>Theoretical framework:</b> The design of creative information advertising is expected to be able to mediate the expansion of market reach and the use of influencer marketing techniques for sales of goods/products, where the expansion of market reach alone is not able to directly and significantly affect sales of goods/products, as well as influencer marketing techniques in the online market. With signaling theory, it can be understood that the wider the market reach, the more diverse the characters, cultures, and capabilities of customers.</p>
	<p><b>Design/methodology/approach:</b> This is a quantitative research using purposive sampling conducted on 398 online marketers in Indonesia. Data is processed with SEM-Amos and SPSS.</p> <p><b>Findings:</b> This research provides benefits by building a theoretical model to understand online marketing which raises new findings related to the Signal Theory Point of View, namely the expansion of market reaches whose effect becomes significant when using influencer marketing.</p> <p><b>Research, Practical &amp; Social implications:</b> The concept of creative information advertising is able to solve problems that occur between market expansion and insignificant/negative value sales.</p> <p><b>Originality/value:</b> This research was conducted with the aim of bridging the negative influence between market reach on product sales by including creative information advertising as an intervening variable. Therefore, the concept of creative information advertising which is a novelty for this research is tested on online marketers of micro and small businesses that use 3rd party marketplaces in Indonesia.</p> <p>Doi: <a href="https://doi.org/10.26668/businessreview/2023.v8i4.1252">https://doi.org/10.26668/businessreview/2023.v8i4.1252</a></p>

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## EFEITO DE MEDIAÇÃO DA PUBLICIDADE DE INFORMAÇÕES CRIATIVAS NO MERCADO ONLINE, ALCANCE DE MERCADO E MARKETING DE INFLUENCIADOR PARA VENDAS DE PRODUTOS

### RESUMO

**Objetivo:** Este estudo tem como objetivo determinar o efeito da publicidade de informação criativa como mediação entre a expansão do mercado e o marketing de influenciadores no número de vendas no mercado online.

**Referencial teórico:** Espera-se que o design de publicidade de informação criativa seja capaz de mediar a expansão do alcance do mercado e o uso de técnicas de marketing de influenciadores para vendas de bens/produtos, onde a expansão do alcance do mercado por si só não é capaz de afetar direta e significativamente vendas de mercadorias/produtos, bem como técnicas de marketing de influenciadores no mercado online. Com a teoria da sinalização, pode-se entender que quanto maior o alcance do mercado, mais diversos são os personagens, culturas e capacidades dos clientes.

**Design/metodologia/abordagem:** Esta é uma pesquisa quantitativa usando amostragem intencional realizada em 398 profissionais de marketing on-line na Indonésia. Os dados são processados com SEM-Amos e SPSS.

**Resultados:** Esta pesquisa fornece benefícios ao construir um modelo teórico para entender o marketing online que levanta novas descobertas relacionadas ao Ponto de Vista da Teoria dos Sinais, ou seja, a expansão dos alcances de mercado cujo efeito se torna significativo ao usar o marketing de influenciadores.

**Implicações de pesquisa, práticas e sociais:** O conceito de publicidade de informação criativa é capaz de resolver problemas que ocorrem entre a expansão do mercado e vendas de valor insignificante/negativo.

**Originalidade/valor:** Esta pesquisa foi realizada com o objetivo de colmatar a influência negativa entre o alcance do mercado nas vendas do produto, incluindo a publicidade de informação criativa como uma variável interveniente. Portanto, o conceito de publicidade de informação criativa, que é uma novidade para esta pesquisa, é testado em comerciantes on-line de micro e pequenas empresas que usam mercados de terceiros na Indonésia.

**Palavras-chave:** Informação Criativa, Influenciador, Marketing Inovador, Marketing On-Line, Teoria dos Sinais.

## EFFECTO MEDIADOR DE LA PUBLICIDAD DE INFORMACIÓN CREATIVA EN EL MERCADO EN LÍNEA, EL ALCANCE DEL MERCADO Y EL MARKETING DE INFLUENCIA EN LAS VENTAS DE PRODUCTOS

### RESUMEN

**Propósito:** Este estudio tiene como objetivo determinar el efecto de la publicidad de información creativa como mediación entre la expansión del mercado y el marketing de influencia en el número de ventas en el mercado en línea.

**Marco teórico:** Se espera que el diseño de la publicidad de información creativa sea capaz de mediar en la expansión del alcance del mercado y el uso de técnicas de marketing de influencers para la venta de bienes/productos, donde la expansión del alcance del mercado por sí sola no puede afectar directa y significativamente venta de bienes/productos, así como técnicas de marketing de influencers en el mercado online. Con la teoría de la señalización, se puede entender que cuanto más amplio sea el alcance del mercado, más diversos serán los caracteres, las culturas y las capacidades de los clientes.

**Diseño/metodología/enfoque:** esta es una investigación cuantitativa que utiliza un muestreo intencional realizado en 398 vendedores en línea en Indonesia. Los datos se procesan con SEM-Amos y SPSS.

**Hallazgos:** esta investigación brinda beneficios al construir un modelo teórico para comprender el marketing en línea que plantea nuevos hallazgos relacionados con el punto de vista de la teoría de la señal, a saber, la expansión de los alcances del mercado cuyo efecto se vuelve significativo cuando se utiliza el marketing de influencers.

Implicaciones de investigación, prácticas y sociales: el concepto de publicidad de información creativa puede resolver los problemas que ocurren entre la expansión del mercado y las ventas de valor insignificante/negativo.

**Originalidad/valor:** esta investigación se realizó con el objetivo de reducir la influencia negativa entre el alcance del mercado en las ventas de productos al incluir la publicidad de información creativa como una variable interveniente. Por lo tanto, el concepto de publicidad de información creativa, que es una novedad para esta investigación, se prueba en vendedores en línea de micro y pequeñas empresas que utilizan mercados de terceros en Indonesia.

**Palabras clave:** Información Creativa, Hombre de Influencia, Mercadotecnia Innovadora, Mercadeo en Línea, Teoría de la Señal.

## INTRODUCTION

The use of the online market is not without problems, the extraordinary expansion of market reach and the use of influencer marketing accompanied by the acceleration of information flow due to technological advances makes the information received by customers varies according to their personal understanding. The right effects of digitalization can offer superior consumer experiences. Numerous customers can browse with pertinent product information and descriptions while purchasing from and remaining in their houses (Sreenath et al., 2022). This causes the information provided is not conveyed correctly and can be completely different from the promotional objectives, so that it will affect customer purchasing decisions.

The problems that occur in online marketing cannot be separated from the ability of marketers to analyse dynamic and changing customer culture, so marketers need knowledge about matters relating to the impact of using online markets such as expanding market reach and the use of influencer marketing on product sales. The development of the online market in Indonesia in 2019 according to Septriana Tangkary, Director of Information Empowerment of the Directorate General of Informatics Applications, Ministry of Communication and Information Technology, reached 78% with a rank 1 of 10 countries with e-commerce growth, therefore this research needs to be done to support the development of online marketing in Indonesia. Indonesia.

The online market as a forum for online marketers in marketing their products still has major weaknesses, namely the customer's ability to receive digital information and adequate technology ownership. According to (Shaheer et al., 2020) the use of technology such as online markets can expand the reach of the market so that it can attract many new customers in the hope that product sales will increase, therefore marketers must be able to take advantage of technology to get customers. then manage data and improve profitability. The ease of market penetration by using technology is influenced by the technological capabilities of the recipient of the product.

The development of influencer marketing techniques is forcing marketers to spend more time remembering it as a profitable investment. Likewise, the current public proximity to celebrities and public figures is considered to increase the popularity of their products, which can be interpreted as customer ratings of a product or service based on how often the product is discussed which explains the intention to buy products under certain conditions and can increase their buying interest.

To develop an online brand-image (OBIM), marketers use influencer marketing techniques as a marketing strategy, along with the increasing popularity of social media, this marketing technique continues to grow and develop (Filiari et al., 2019). The use of influencer marketing techniques has a positive impact on product sales, especially on social media such as Instagram (Woods, 2016), (Ewers, 2017).

There are inconsistencies in the research (Nicolaidis, 2018), (Liu et al., 2021) namely the online market facilitated by the 3th party marketplace, the wider the market reach, the higher the level of sales, where this research was conducted (Hänninen & Smedlund, 2021) expansion of market reach is significantly negatively correlated with sales levels. This indicates a void that affects the relationship between market reach and product sales.

The increase in sales is not only limited to how many items are sold in a certain period of time, in its development the increase in online sales can be associated with the large number of requests and offers of products or services in the online market both from an increase in stock of goods at sellers and pre-orders of goods that are short of stock (Cui et al., 2012), (Li et al., 2020).

As revealed (Alzate et al., 2021) in his research, technological developments accelerate the flow of information, especially in the marketing field. Online reviews have an impact on sales with the assumption that every online review of a product has the possibility to be seen by other customers. This means that the increase in the number of sales can indirectly be seen from the increase in the number of product reviews and feedback received by online marketers on the platform used.

An additional benefit for user visibility is the capability of using the internet to exchange knowledge and distribute content. Social media is user-generated content that facilitates knowledge and opinion sharing with the global community (Palaniswamy & Raj, 2022). Advertising as part of the promotional mix aims to increase the number of requests for products offered, and is useful for disseminating information about the company's products and trademarks to many customers. 3th party marketplace as a forum for online marketers to be able to facilitate online marketers in market publicity, sales promotion (in the form of giving discounts, and a place to exhibit goods virtually), and direct sales (in the form of offers in applications) used by customers.

This research was conducted with the aim of bridging the negative influence between market reach and product sales by including creative information advertising as an intervening variable. Therefore, the concept of creative information advertising which is a new thing from

this research will be tested on online marketers of micro and small businesses using 3th party marketplaces in Indonesia. The concept of creative information advertising which is an intervening variable is expected to be a solution to the problem of the relationship between market reach and product sales, so that this concept can be the basis for research related to online sales, especially the use of the third-party market.

The design of creative information advertising is expected to be able to mediate the expansion of market reach and the use of influencer marketing techniques in product sales, where the expansion of market reach alone cannot directly and significantly affect product sales, as well as influencer marketing techniques in the online market.

With signalling theory, it can be understood that the wider the market reach, the more diverse the character, culture, and abilities of customers. This causes conventional advertising designs that are not dynamic and follow customer diversity to be received by customers with bias and asymmetric information occurs, so that customers do not get the information they should receive. Information that is biased and asymmetric will lead to scepticism which results in customers reluctant to receive further information from the advertisements displayed.

## LITERATURE REVIEW

The Inconsistency in research (Hänninen & Smedlund, 2021), starting from concerns over the sales volume paradox to market reach in online marketplaces that adopt 3rd party marketplaces, it was found that the acquisition of new customers, indicating a wider market reach, had a negative relationship and significant to product sales (Zhao et al., 2019).

Social media marketing is a tangible manifestation of today's market changes, where consumers are more able to take advantage of technological advances to obtain product information they like or need through social media, both online and offline (Amaldoss & He, 2010), (Evans, 2010), (Cheung et al., 2020). Online reviews of products create a distinct place for brands in the minds of customers, and thus ultimately influence brand-image (Chakraborty & Bhat, 2018), (Kim & Chao, 2019), (Chang, 2020), (Cheung et al., 2020), (Li et al., 2020), (Mao et al., 2020), (Mitra & Jenamani, 2020).

The flow of product information in the online marketplace that adopts the 3th party marketplace is faster than conventional methods, so that by utilizing signalling theory, the information perspective in the form of promotions provided by marketers can be understood, recognized, and remembered by others parties (customers, influencers, and stakeholders), it can be concluded about signalling theory that consumers receive all information and are processed

individually according to their abilities and personality, personally described information is manifested in the form of brand knowledge that is used to make decisions (Spence, 1978), (Connelly et al., 2011), (Dunham, 2011), (Przepiorka & Berger, 2017).

The ability of marketers to convey information to customers in online marketing, namely marketing techniques that utilize digital technology in promoting or advertising products or services online (Herhausen et al., 2020), especially in the use of 3th party marketplaces, is the main key. To successfully utilize digital technology in promoting or advertising products or services online, attracting customers to buy because creativity is needed in providing information (Altay & Tekin, 2016), (Giordani et al., 2018).

In addition, it takes creativity in the economic field to explore and utilize customers to look for profitable transactions called economic creativity, namely creativity in the economic field to explore and utilize customers to find profitable transactions (Héraud, 2021), so that customers are knowledgeable about products through brand image that fosters consumer knowledge about the products they will buy through the information obtained is getting better (Chakraborty & Bhat, 2018), (Chang, 2020), namely consumer knowledge about the products they will buy through the information obtained (Keller, 1993), (Pokryshkina et al., 2018) and the influence of negative information will reduced so that expectations of higher sales by taking advantage of the expansion of market reach in online marketplaces that adopt 3th party marketplaces will increase (Davis, 1995). (Meyer et al., 2021) considers expanding market reach as the introduction of goods/products to areas where these goods/products have never been marketed before. Meanwhile (Ryan et al., 2018) states that expanding market reach is a change or addition to the relationship between markets. (Klaesson & Öner, 2014) said that changes in market size and distribution of spatial distributors also marked an expansion of market reach.

Creative information advertising as a new variable that does not have empirical studies is actually a variable consisting of the ability of marketers to convey information concisely, concisely, and clearly to customers using innovative methods (Dubitzky et al., 2012), (Boateng, 2018).

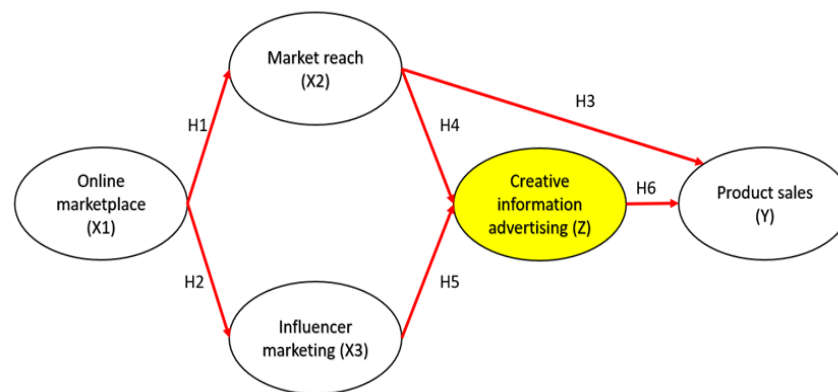
To support this research, several studies show the relationship between the variables to be used, namely the use of online marketplaces, influencer marketing, market reach, and product sales. The online market causes changes in market reach (Hänninen & Smedlund, 2021), (Lu et al., 2021) and the use of influencer marketing (Dwidienawati et al., n.d.), (Woods, 2016), (Campbell & Farrell, 2020), (Wielki, 2020) in a positive and significant way. Several



studies also show that product sales are influenced by market reach (Nicolaidis, 2018), (Liu et al., 2021) and influencer marketing (Woods, 2016), (Ewers, 2017), (Fileri et al., 2019) positively and significantly. But there are studies that show negative results between market reach and product sales (Anderson et al., 2021), (Hänninen & Smedlund, 2021).

The conceptual framework in this study explains the relationship between online marketplaces, market reach, influencer marketing, creative information advertising and product sales. The conceptual framework in this study is described as follows:

Figure 1 – Conceptual Framework



### Hypothesis:

Based on the conceptual framework in the picture above, the hypothesis in this study is as follows:

- 1) H1: The online marketplace has a significant effect on the market reach of online marketers.
- 2) H2: The online marketplace has a significant effect on influencer marketing on online marketers.
- 3) H3: Market reach has a significant effect on product sales for online marketers.
- 4) H4: Market reach has a significant effect on creative information advertising on online marketers.
- 5) H5: Influencer marketing has a significant effect on creative information advertising on online marketers.
- 6) H6: Creative information advertising has a significant effect on product sales on online marketers.

**MATERIAL AND METHODOLOGY**

In accordance with the research objectives, this research is designed as an exploratory research with a quantitative approach, in order to develop a new concept of creative information advertising with a signal theory perspective, and in the process of data analysis using numerical data.

The research population includes online marketers of micro and small units, both producers and distributors who use online marketplaces that adopt 3th party marketplaces in Indonesia.

Since the exact population size is unknown, the Lemeshow formula was used to determine the number of samples and 385 samples were obtained.

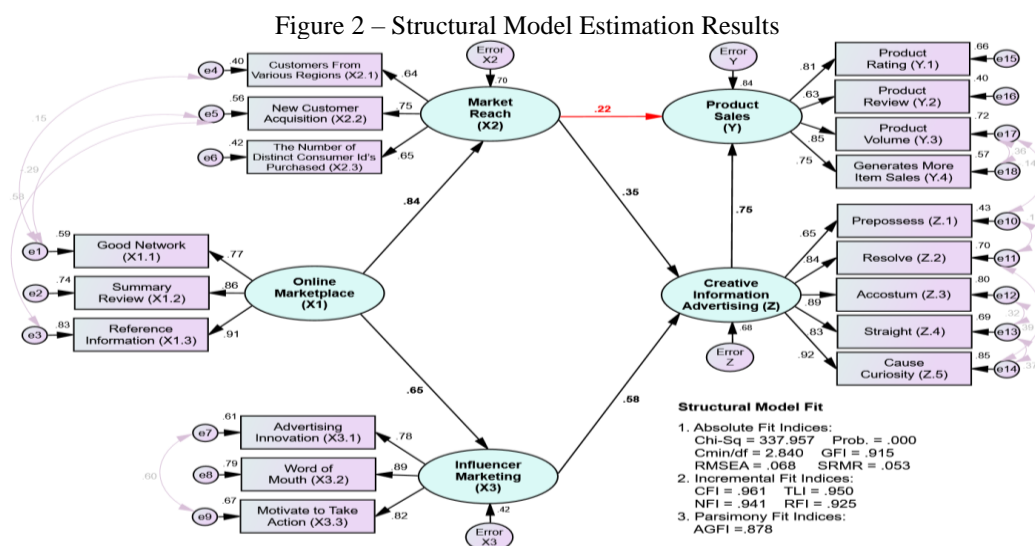
How to get data with primary data through online surveys (google forms) which are distributed through digital media, namely social media both personally and collectively (groups such as Facebook, Twitter, and Instagram).

The data analysis technique used SEM-AMOS, which was to estimate the correlation between latent variables that were not polluted by measurement errors (Connell, 1987).

**RESULTS AND DISCUSSION**

**Results**

The estimation results of the structural model are presented in figure below:



The results of the calculation of the goodness of fit index value generated by the structural model are as follows:



Table 1 – Fit Measure on Modified Structural Model

Fit Measure		Critical Value	Structural Model	
			Index value	Decision
Absolute Fit Indices	Prob. $\chi^2$	> 0.05	0.000	Even good fit
	Cmin/DF	$\leq$ 3.00	2.840	Good fit
	GFI	$\geq$ 0.90	0.915	Good fit
	RMSEA	$\leq$ 0.08	0.068	Good fit
	SRMR	$\leq$ 0.08	0.053	Good fit
Incremental Fit Indices	CFI	$\geq$ 0.95	0.961	Good fit
	TLI	$\geq$ 0.95	0.950	Good fit
	NFI	$\geq$ 0.90	0.941	Good fit
	RFI	$\geq$ 0.90	0.925	Good fit
Parsimony Fit Indices	AGFI	$\geq$ 0.90	0.878	Marginal fit

Source: Prepared by the authors

The results of the model fit test showed that all the criteria for absolute, incremental, and parsimonious fit indexes met the requirements (good fit and marginal fit), so that the structural model could be accepted. Marginal fit means that the criteria are within acceptable limits.

According to (Hair et al., 2014, p. 152), the coefficient of determination measures the proportion of diversity in the dependent variable that can be explained by the independent variable. The results of the calculation of the coefficient of determination ( $R^2$ ) the influence between variables in this study is presented in the following table:

Table 2 – Coefficient of Determination ( $R^2$ )

Effect Between Variables	$R^2$
$X1 \rightarrow X2$	$RX22 = 0.701$
$X1 \rightarrow X3$	$RX32 = 0.424$
$X2, X3 \rightarrow Z$	$RZ2 = 0.682$
$X2, Z \rightarrow Y$	$RY2 = 0.835$

Source: Prepared by the authors

From the table above it can be concluded as follows:

- 1) The value of  $RX22$  is 0.701, meaning that the percentage of the influence of the online marketplace on the market reach of micro and small unit marketers is 70.1%.
- 2) The value of  $RX32$  is 0.424, meaning that the percentage of the influence of the online marketplace on influencer marketing on micro and small unit marketers is 42.4%.
- 3) The value of  $RZ2$  is 0.682, meaning that the percentage of the influence of market reach and influencer marketing on creative information advertising for marketers of micro and small units is 68.2%.

4) The RY2 value is 0.835, meaning that the percentage of the influence of market reach and creative information advertising on product sales for marketers of micro and small units is 83.5%.

The next step in the analysis of the structural model is to examine the structural relationships for the direct influence path. Below are the results of testing the structural relationship to validate each research hypothesis based on the SEM output:

Table 3 – Testing Structural Relationships Between Variables

Hypo	Structural Relationship	Std. Estimate	C.R. <sup>(a)</sup>	P-Value	Hypothesis Decision
H <sub>1</sub>	Online Marketplace (X <sub>1</sub> ) → Market Reach (X <sub>2</sub> )	0.837	12.309	0.015*	Accepted
H <sub>2</sub>	Online Marketplace (X <sub>1</sub> ) → Influencer Marketing (X <sub>3</sub> )	0.651	11.034	0.010*	Accepted
H <sub>3</sub>	Market Reach (X <sub>2</sub> ) → Product Sales (Y)	0.222	1.620	0.071 <sup>n.s</sup>	Rejected
H <sub>4</sub>	Market Reach (X <sub>2</sub> ) → Creative Information Advertising (Z)	0.352	3.556	0.015*	Accepted
H <sub>5</sub>	Influencer Marketing (X <sub>3</sub> ) → Creative Information Advertising (Z)	0.580	6.170	0.006*	Accepted
H <sub>6</sub>	Creative Information Advertising (Z) → Product Sales (Y)	0.751	6.419	0.016*	Accepted

Source: Prepared by the authors

Based on the table above, it can be explained as follows:

1) The estimation results of the online marketplace influence parameter on the market reach of micro and small marketers in Indonesia show a significant effect with a CR value of 12,309 (greater than 1.96) and a significance value (p-value) of 0.015 (smaller than the level of real 5%). The resulting coefficient of influence is 0.837 (positive), meaning that the wider the marketplace network, the wider the market reach that can be accessed. Thus, H1 is accepted.

2) The parameter estimation results of the influence of online marketplaces on influencer marketing on micro and small marketers in Indonesia also show a significant effect with a CR value of 11.034 (greater than 1.96) and a significance value (p-value) of 0.010 (smaller than 5% significance level). The resulting coefficient of influence is 0.651 (positive), meaning that the wider marketplace network will make endorsers more

innovative in advertising products so as to attract customers to buy products. Thus, H2 is accepted.

3) The estimation results of the parameter of the influence of market reach on product sales in micro and small marketers in Indonesia show an insignificant effect with a CR value of 1.620 (smaller than 1.96) and a significance value (p-value) of 0.071 (greater than 5% significance level). The resulting coefficient of influence is only 0.222, meaning that the wider market reach only has a small impact on increasing product sales. Thus, H3 is rejected.

4) The parameter estimation results of the influence of market reach on creative information advertising on micro and small marketers in Indonesia show a significant effect with a CR value of 3.556 (greater than 1.96) and a significance value (p-value) of 0.015 (smaller than 5% significance level). The resulting coefficient of influence is 0.352, meaning that a wider market reach will encourage marketers to design more creative advertisements. Thus, H4 is accepted.

5) The estimation results of influencer marketing influence parameters on creative information advertising on micro and small marketers in Indonesia also show a significant influence with a CR value of 6.170 (greater than 1.96) and a significance value (p-value) of 0.006 (smaller). from the 5% level of significance). The resulting coefficient of influence is 0.580, meaning that product marketing that utilizes well-known endorsers in marketing their products will encourage marketers to be even more creative in designing product advertisements. Thus, H5 is accepted.

6) The parameter estimation results of the influence of creative information advertising on product sales in micro and small marketers in Indonesia show a significant effect with a CR value of 6.419 (greater than 1.96) and a significance value (p-value) of 0.016 (smaller than 5% significance level). The resulting coefficient of influence is 0.751, meaning that creative advertising in product marketing will make sales of these products increase. Thus, H6 is accepted.

The next stage of structural analysis of the model is the analysis of the indirect effect path. The following are the results of the analysis of the indirect influence path of the online marketplace on product sales through mediation of market reach, influencer marketing, and creative information advertising.

Table 4 – Indirect Effect Analysis

Indirect Line	<i>Specific Indirect Effect (Bias-corrected percentile method)</i>		
	<i>Estimate</i>	<i>P-value</i>	<i>Mediation Type</i>
<i>Online Marketplace → Market Reach → Creative Information Advertising</i>	0.294	0.004*	<i>Fully mediation</i>
<i>Online Marketplace → Influencer Marketing → Creative Information Advertising</i>	0.377	0.006*	<i>Fully mediation</i>
<i>Online Marketplace → Market Reach → Creative Information Advertising → Product Sales</i>	0.221	0.005*	<i>Fully mediation</i>
<i>Online Marketplace → Influencer Marketing → Creative Information Advertising → Product Sales</i>	0.283	0.010*	<i>Fully mediation</i>

Source: Prepared by the authors

In the context of SEM, the indirect path significance test does not use the Sobel Test as in the context of regression analysis or path analysis, but uses a bias-corrected percentile method approach, which is a modified Sobel test adapted to the SEM context. The mediation path is said to be significant if the probability value (p-value) is less than 0.05. Based on the table above, it can be explained as follows:

- 1) Market reach fully mediates the influence of the online marketplace on creative information advertising on online marketers who use online marketplaces facilitated by 3th party marketplaces in Indonesia. Online marketplaces are actually able to encourage the growth of creative advertisements, only if they are mediated by a broad market reach. These results indicate that the number of micro and small marketers who use the marketplace will make their market reach wider, thus encouraging the growth of creative advertisements.
- 2) Influencer marketing fully mediates the influence of online marketplaces on creative information advertising on online marketers who use online marketplaces facilitated by 3th party marketplaces in Indonesia. The online marketplace turns out to be able to encourage the growth of creative advertisements, only if mediated by marketing through well-known endorsers. These results indicate that the large number of micro and small marketers who use the marketplace, makes many marketers use influencers to help market their products, this will encourage the growth of creative advertisements featuring these influencers.
- 3) The influence of online marketplaces on product sales on online marketers who use online marketplaces facilitated by 3th party marketplaces in Indonesia, can also be mediated by market reach and creative information advertising. The number of micro and small marketers who take advantage of the marketplace will make their market

reach wider, thus encouraging the growth of creative advertisements, which in turn will boost sales of these products.

4) The influence of online marketplaces on product sales on online marketers who use online marketplaces facilitated by 3th party marketplaces in Indonesia, can also be mediated by influencer marketing and creative information advertising. The large number of micro and small marketers who use the marketplace, making many marketers use influencers to help market their products, this will encourage the growth of creative advertisements featuring these influencers successfully attracting buyers to buy products, which in turn will boost product sales.

After analysing the mediating effect or indirect effect, the next step is to analyse the total effect. The following are the results of calculating the total effect of online marketplaces, market reach, influencer marketing, and creative information advertising on product sales for online marketers who use online marketplaces facilitated by 3th party marketplaces in Indonesia.

Table 5 – Total Effect Analysis

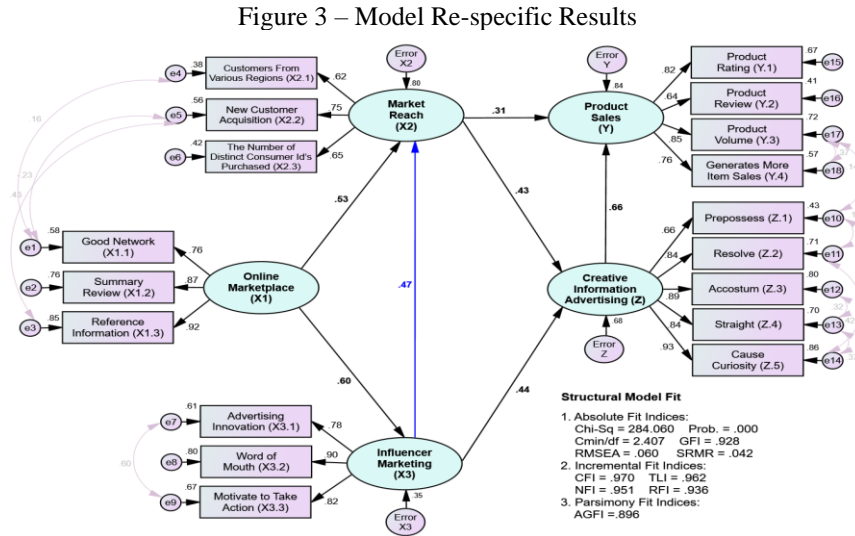
No	Predictor variable	Total Effect Analysis		
		Total Effect	P-value	Rank
1	Online Marketplace ( $X_1$ )	0.690	0.007*	2
2	Market Reach ( $X_2$ )	0.486	0.012*	3
3	Influencer Marketing ( $X_3$ )	0.435	0.019*	4
4	Creative Information Advertising ( $Z$ )	0.751	0.006*	1

Source: Prepared by the authors

The results of the total effect analysis show that the variables consisting of online marketplace, market reach, influencer marketing, and creative information advertising, all have a significant effect on product sales, because they provide a probability value (p-value) of less than 0.05.

Furthermore, modifying a new path which has been empirically proven to be quite strong with a large modification index value, namely the influencer marketing to market reach path. This shows that empirically in micro and small market units, the use of public figures or celebrities as product influencers will be able to increase market reach for these products, because public figures or celebrities generally have very large followers and customers. In theoretical logic, the relationship between the two variables can also be built, influencer marketing will encourage a wider market reach.

For this reason, the SEM model can be re-specified with the aim of producing new findings in research. The results of the re-specification of the SEM model are presented in the Figure below:



The results of the re-specification of the model by adding a new path X3 to X2, give the results of a better level of model suitability than the structural model in Figure 2, it shows that the re-specification of the model is acceptable. The following is a comparison of the SEM results on the structural model before and after the model re-specification.

Table 6 – Comparison of Structural Models Before and After Re-specific

Structural Relationship	Model Initial Structural		Structural Model After Re-specific	
	Std. Estimate	P-Value	Std. Estimate	P-Value
X1 → X2	0.837	0.015*	0.529	0.008*
X1 → X3	0.651	0.010*	0.595	0.012*
X2 → Y	0.222	0.071 <sup>n.s</sup>	0.306	0.036*
X2 → Z	0.352	0.015*	0.431	0.012*
X3 → Z	0.580	0.006*	0.444	0.023*
Z → Y	0.751	0.016*	0.660	0.011*
New line				
X3 → X2			0.529	0.008*
Goodness of fit:				
GFI	0.915		0.928	
RMSEA	0.068		0.060	
SRMR	0.053		0.042	
CFI	0.961		0.970	
TLI	0.950		0.962	

Source: Prepared by the authors



Based on the results of the re-specification of the model according to the table above, there are several new findings in this study, namely:

- 1) Marketing through influencers is proven to be able to expand market reach, with an influence coefficient of 0.529 and a p-value of 0.008 ( $<0.05$ ). This new path is acceptable because in addition to its significant effect, it is also able to produce a better level of model fit.
- 2) The initial path of the influence of market reach on product sales is not significant (p-value = 0.071), but the results of the re-specification of the model are able to strengthen the effect of market reach on product sales to be significant (p-value = 0.036), with an increase in the coefficient of influence from 0.222 to 0.306. This shows that with the help of public figures or celebrities as influencers, the reach of the product market will be wider, and will make product sales increase even without being accompanied by creative information advertisements.

## DISCUSSION

The total effect shows the total effect of the predictor variables in increasing the response (in this case product sales). Ideally, to increase product sales, micro and small unit marketers can design improvement programs on all predictor variables. However, if resources are limited, both in terms of funds, time, and manpower, a priority scale can be made to improve these variables.

The total effect value can be compared with the mean value of the variable. The average value becomes important to note, when the total effect on several variables is relatively the same. The priority variable is the variable with a large total effect but the average is still low, meaning that the variable has a very large influence on product sales, but currently the variable is still considered low.

The results of the comparison of the total effect value and the average value as seen in the image above conclude that in order to increase product sales to online marketers, online marketplace users facilitated by 3th party marketplaces in Indonesia are prioritized from the highest to the lowest. is creative information. advertising, then online marketplaces, market reach, and finally influencer marketing.

Creative advertising is the first and main factor that will increase product sales through the marketplace. Second, the use of the marketplace will make the product market reach wider, which if supported by creative advertising will increase product sales. The third is market reach,

with a broad market reach that will boost product sales, but must be accompanied by the delivery of creative product advertisements. Fourth is influencer marketing, the last priority because the use of public figures or celebrities as product influencers will erode business finances, influencer marketing strategies can only be done on micro or small businesses with sufficient capital. Influencer marketing techniques in expanding market reach can have a significant impact on product sales.

To get the best FIT model, a re-specification of the research model was carried out by linking the use of influencer marketing techniques to expand market reach, because the use of influencer marketing that utilizes endorsers aims to expand market reach. The results obtained from the re-specification of the model indicate a better level of model suitability.

It was found that expanding market reach by using influencer marketing was able to have a significant impact on product sales. This is because influencers with a high number of followers are able to attract the attention of customers.

Influencers offer product introductions to their followers in a unique and attractive way according to their characteristics, and the lifestyle of customers who want to imitate their idols allows them to change their buying decisions even if they don't need it (hedonism). Thus, the use of influencer marketing techniques to expand market reach allows for increased sales without informative ad designs changing customer buying decisions.

The alleged imbalance of information received by customers either directly or indirectly causes the expansion of market reach to be unable to significantly change purchasing decisions, this is evidenced by the relationship of expanding market reach without being accompanied by information advertising with creative designs that have not been able to significantly increase the number of sales. But the use of influencer marketing techniques that can influence customer perceptions of expanding market reach can significantly affect the number of sales.

For marketers of micro and small units who have sufficient capital, the use of public figures or celebrities as product influencers can be done. Because even without a creative information ad. design, the presence of these influencers will make the product market reach much wider, so that it will boost sales. If the influencer strategy is also accompanied by a creative information advertising strategy, product sales will be boosted even more.

For marketers of micro and small units who have limited capital so that they cannot use public figures as product influencers, a strategy with creative information advertising is mandatory, this is due to the wide market reach but without creative information advertising, it will not have an impact on increasing sales. Thus, the wide market reach as a result of the

development of the online marketplace must be supported by the design of creative information advertisements, which will encourage product sales

## CONCLUSION

The use of online marketplaces to expand market reach does not have a significant impact on sales, but it becomes significant when using creative information ad designs. Similarly, the use of influencer marketing in the online marketplace will have a significant impact on the use of creative information ad designs.

A new finding, the expansion of market reach that only relies on online marketplaces does not have a significant impact on product sales, but the effect becomes significant when using influencer marketing to expand market reach.

The limitations of this research are still looking at product sales from the point of view of online marketers. Suggestions for further research are the need for further research on the effect of market reach on sales volume through creative information advertising from a customer perspective and further research on the effect of expanding market reach due to the use of influencer marketing on sales volume.

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