

Antecedents of Viewers Engagement

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ABSTRACT

The purpose of this study is to analyze the antecedents of viewers engagement from social media influencers specifically in relation to YouTube channels, which include feelings of escape, self-improvement, fun, glamorous, connectivity from the audience as well as Overall Perceived image of the influencer. The sample design used in this research is non-probability sampling with purposive sampling technique. The processed data came from 280 respondents and then the data was analyzed using the Structural Equation Modeling (SEM) method. The results of this study indicate that there is a positive influence of escape on fun, there is a positive influence of self improvement on fun, glamorous and connectivity, there is also a positive influence of fun, glamorous and connectivity on overall perceived image and there is a positive influence of overall perceived image on viewers engagement. Likewise, this study found that there is no positive effect of escape on glamorous and connectivity. In general, the results of this study show that fun, glamorous and connectivity, and overall perceived image are important factors that influence viewers engagement. Content that has a positive, authentic and informative overall image tends to attract more attention and is easily understood by viewers. Suggestions for future research, researchers can conduct research on Indonesian youtuber objects that are not included in this study and overseas youtuber objects. and can also conduct research on the impact of escape and self improvement on viewers engagement by adding job occupation variables as moderators.

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Introduction

Global social media users reached 4.76 billion in January 2023, which shows how social media has transformed global communication and entertainment. According to We Are Social (2023), this number represents 59.4% of the global population.

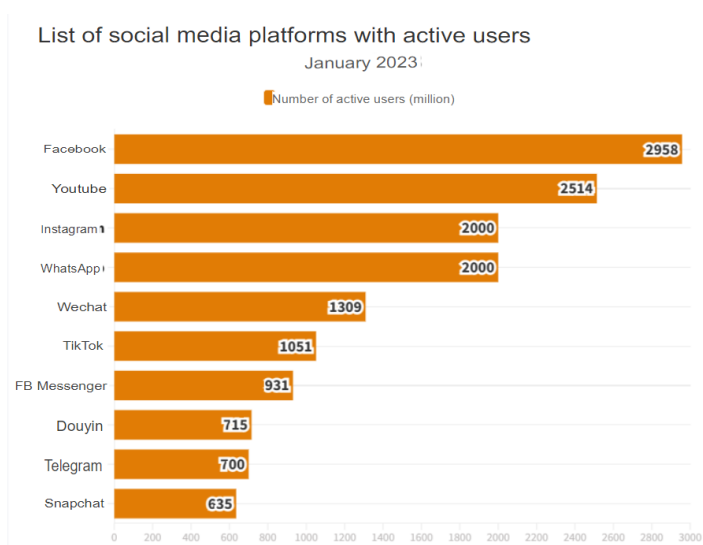


Figure 1 List of Social media platforms with the most active users

Based on the graph provided, it can be concluded that Facebook currently has the highest number of active users among social media platforms, followed by YouTube which shares different types of videos of varying duration and content. In Indonesia, YouTube is the social media platform with the most active users of 139 million active users (slice.id, 2023). This situation makes many individuals in Indonesia known as social media influencers create Channel, and build Self-branding in video content that can ultimately earn income in the form of sponsorship from a Brand. These social media influencers play an important role in sales, especially among millennials, who prioritize prestige over function in consumerist culture (Yusran & Kurniawati, 2021).

Savero & Kurniawati, (2022) emphasizing the importance Engagement in YouTube channel earnings and the potential for viewers to reveal their personality. They argue that the number of "Likes" or comments on social media platforms measures audience engagement, which needs to be supported by the Social Media Marketing division of big brands. With engagement indicators in place on every channel, it is imperative for the Social Media Marketing departments of major brands to provide support (Kompas.com, 2019).

Behaviour Viewers engagementlike Like, comments, collections, and share, can be significantly affected by various features Personal Image, such as clothing, title information, videos, and views influencers. Important personal image influencer deep Viewers Engagement In videos often occur on social media platforms (Tan et al., 2023). Overall Perceived Image is a factor that can be formed from three attributes Social Media Influencers that is Fun, Glamorous and Connectivity. These three attributes arise because of two main needs, namely: Escape and Self-improvement from followers Social Media Influencers when he was opening his social media (Malik et al., 2023).

The need to Escape can be understood as an inherent desire Followers to distance oneself from the stresses and stresses of everyday life, with the aim of fully immersing oneself in false reality or experience built and facilitated by influencers social media. On the other hand, the desire to Self-Improvement manifested by followers to enhance personal growth, acquire new skills, and expand knowledge through content disseminated by influencers social media (Malik et al., 2023). The phenomenon described above is interesting to observe in this study. There are so many in Indonesia Social Media Influencers Especially YouTubers who already have a quality channel with

The brand itself, but has a relatively low engagement rate when compared to YouTubers who publish less weighty content. The study added Viewers Engagement that is being measured or observed.

Literature Review

Human Brand Theory

The term "Human Brand" relates to individuals who possess intangible assets, including name, reputation, credibility, and image, as well as hold important positions in marketing communications. This theory explains the attachment mechanism between social media influencers and their followers, especially when media personalities transform into human brands (Thomson, 2006). The concept of human inclusion is suggested in the context of strategic brand management, assuming that individuals have the ability to develop themselves into personal brands. Human brands have the ability to project a unique brand image in a similar way to how a product builds its image. Developing and promoting visual representation and understanding is essential to achieving success in Personal branding (Keller, 2013). A human brand is a type of brand that centers around the human individual as its primary focus, distinct from the typical attributes of conventional brands. This concept highlights the attributes exhibited by an influencer and seeks to build a comprehensive perception in the minds of followers/viewers on social media platforms. Social media users often build relationships with influencers that mirror conventional interpersonal relationships, which include emotions, expectations, needs, cognition, motivation, and behavior (Han et al., 2021; Malik et al., 2023).

Escape

Escape is a multifaceted concept that includes the act of "moving away from" and the act of "seeking refuge in" various things or subjects. It is associated with the search for sensory and emotional excitement and the longing to distance oneself from the present environment. Escape can serve as an inventive method of subversion that questions and changes established dynamics (Cova et al., 2018). The phenomenon of escapism in individuals is largely motivated by aspirations to break free from the monotonous routine of daily life and pursue revitalization on an emotional and physical level (Alshammari et al., 2019). Some individuals see influencers as a means of satisfying the inherent desire for escape and self-improvement. These two views have an impact on the important attributes of influencers, namely fun, glamour, connectivity, and the capacity to produce high-quality content (KI et al., 2019; Malik et al., 2023)

Self Improvement

Self-Improvement is a gradual transformation in self-perception, attitudes and overall personal development (Rachduk et al., 2021). The concept of self-improvement is defined as Dynamic development characterized by diligent efforts and continuous personal development (Yi & Gong, 2013). There is a relationship between social media engagement and two individual psychological factors, namely social connection and self-esteem. Individuals tend to share content that enhances their self-image with those closest to them and further connections (Zheng et al., 2020). Followers Social Media Motivation Self-Improvement can produce optimal results in terms of perception on influencers attribute Fun, Glamour, and Connectivity (Malik et al., 2023).

Fun

With the existence of social media influencers, the relationship between consumers and brands increases, so the desire to consume the products or services displayed also increases (García, 2021). Despite these trends, consumers still choose

trust-based purchases. Fun has an image impact in the realm of fashion trends. It was found that that consumer preferences are significantly influenced by trends geared towards pleasure, one of which is collaboration and character-driven design (Malik et al., 2023), so nowadays a pleasant overall perceived image is very popular. Trends that fun-oriented has an influence on customer preferences (Steinsbekk et al., 2021).

Glamorous

Glamorous is defined as a representation of reality that is modified and creates illusions that distort perception. This glamorous concept is not concerned with ownership, objects, or location but rather the perspective of the individual. The impact of glamour used by celebrities in endorsements can increase the perception of the overall image in the minds of viewers so that perceptions tend to be distorted and focus on the ideal image shared by influencers (Carvalho & Azevedo, 2018; Thomas & Kotian, 2023). Attribute Social Media Influencers As an individual the glamour has a positive impact on Overall perceived Image by para viewers (Malik et al., 2023).

Connectivity

Connectivity refers to the capacity of influencers to build their audience. These goals can be achieved by adopting an open and vulnerable approach, as well as investing efforts to actively engage with viewers (Malik et al., 2023). There is a relationship between viewers' response behavior and specific attributes of text and images shared on Instagram. A positive relationship exists between certain emotional expressions in hashtags and images, as well as the level of engagement shown by viewers (Kim et al., 2021). In addition, the impact of profile photos Glamour Online interaction is an interesting topic, with a particular focus on the importance of prominent aspects of content, such as clothing and backgrounds, in image classification (Mazza et al., 2016). This phenomenon shows that when influencers establish relationships with viewers, positively the follower's impression of reputation influencers overall affected (Malik et al., 2023).

Overall Perceived Image

Overall Perceived Image It is a representation of psychology that encompasses perceptions, emotions, and cognitive processes. This refers to the collective perception held by users of social media platforms, where the viewer's perspective on the persona Social Media Influencers with attributes and characteristics usually associated with Human Brand (Malik et al., 2023). Image personified on an optimized social media platform proven to improve Viewers Engagement. This is believed to be influenced by the perceived social presence of the brand (Jeong et al., 2022).

Viewers Engagement

The concept of viewers engagement started from social television viewer behavior and developed along with the growth of social media. Viewers engagement defined as metrics that reflect the quality of content and popularity of a video. The underlying factor of Viewers engagement is the perceived quality of content from a perspective viewers and Influencer's followers (Qin et al., 2023). There is a substantial relationship between Viewers engagement and factors such as Social Presence, enjoyment and Trust what is felt (Um, 2016) Various image features, including clothing, title information, video background, camera angles, and appearance can cause Personal Brand Image Positive has a significant influence on behavior Engagement viewers (Tan et al., 2023).

Individuals who need emotional release and a break from having to empathize with others are the main reasons people use social media. The platform gives users a break from having to consider other people's perspectives (Croes & Bartels, 2021). Motivation

viewers will have an impact on how important the characteristics are influencers Social media is perceived. These characteristics consist of the ability to provide high-quality content as well as Fun and Glamour and Connectivity which is in accordance with the needs of viewers on social media (KI et al., 2019; Malik et al., 2023). Special emphasis on the psychological aspects of connectivity and glamour, namely the idea that an individual's number of followers on social media platforms can play a role in the formation of that person's self-esteem and virtual social standing (Bhatt, 2019). Thus, the hypothesis that can be drawn from this study is:

H1: There is a positive influence of escape with Fun

H2: There is a positive effect of escape with Glamour

H3: There is a positive influence of escape with Connectivity

Idea Self-Improvement as a steady change in one's self-perception, attitudes, and personal development in general (Radchuk et al., 2021). Based on these ideas, motivational content on Instagram has a significant impact on the young adult demographic in helping them become more motivated to perform Self-improvement (Guo, 2018). Followers of self-improvement motivational social media platforms are able to create optimal results in terms of their perception of influencers which has characteristics Fun, glamorous, and Connectivity (Malik et al., 2023). So the hypotheses in this study are:

H4: There is a positive influence of Self-Improvement with Fun

H5: There is a positive influence of Self-Improvement with Glamour

H6: There is a positive influence of Self-Improvement with Connectivity

Research on effects Fun towards Overall perceived image In today's fashion trends, customer preferences are strongly influenced by movements in the industry that focus on attributes Fun, such as collaboration and character-based design (Duarte & Yumi, 2019). There is a favorable correlation between Overall Perceived image SMI and the fact that viewers Associate attributes Fun owned by Social Media Influencers, indicating that when viewers Considers content shared by Social Media Influencers entertaining, can improve their overall view of the image that SMI wants to convey (Malik et al., 2023). So the hypothesis of this study is:

H7: There is a Positive Effect of Fun on Overall Perceived Image

Glamorous is defined as a representation of reality that has been manipulated or altered, resulting in illusions that alter the viewer's impression of the world around them. In order to achieve this effect, it is necessary to evoke a feeling of projection and longing in the audience (Postrel, 2017). Influencers Using Glamorous, Self-Sexualization, and Scopophilia to Support Human Brand shown to the media. As a result, this phenomenon has a beneficial effect on general perception influencers among viewers. There is a positive relationship between the perceived allure of influencers social media (SMI) and followers' overall perception of image influencers. Overall Perceived Image from influencers Social media is positively influenced by their traits as glamorous individuals (Malik et al., 2023). Therefore the hypothesis formed is:

H8: There is a positive influence of Glamour with Overall Perceived Image

Connectivity related to ability influencers social media (SMI) to build and cultivate relationships with viewers they. Achievement of this goal can be achieved through the implementation of open and vulnerable strategies, along with the allocation of efforts to actively engage with viewers. For example, the relationship between viewer response behavior and certain properties of text and images disseminated on the Instagram platform (Lee et al., 2020)., as well as a positive correlation between certain emotions conveyed

through hashtags and photos, and the level of engagement shown by viewers (Kim et al., 2021). There is a positive relationship between connectivity and followers' opinions about the perceived overall image of influencers social media (SMI). Such observations show that the formation of bonds between influencers Social media and their audience have a beneficial impact on reputation influencers Overall (Malik et al., 2023). So the hypothesis of this study is:

H9: There is a positive influence of Connectivity on Overall Perceived Image

Overall Perceived Image from influencers involves a person's views, emotions, and cognitive processes towards content published on social media, so that social media users see the persona Influencers Social Media as well as Human Brands results in followers seeing influencers Social Media as a Human Brand (Malik et al., 2023). Human Brand, has a different character from the product Brand, because in individuals can project Brand Image diverse. The use of personified images on social media platforms has been shown to increase Viewers Engagement. In research it was found that clothing, title information, video backgrounds, camera angles, and appearances that promote a favorable personal brand image influence audience engagement (Tan et al., 2023). So the hypothesis of this study is:

H10: There is a positive influence of Overall Perceived Image on Viewers Engagement

Research Methods

In this study the method used is hypothesis testing. Hypothesis testing attempts to describe the nature of relationships, show how different groups are, or show that factors in a situation are not interdependent (Sekaran & Bougie, 2020). Cross-sectional data collection is done because data is only collected over a certain period of time. Individuals are used as the unit of analysis in this study.

Primary data collection methods were used in this study. Primary data is information obtained directly from a source for further analysis to find answers to a problem that has been explored (Sekaran & Bougie, 2020). This research data was collected by giving questionnaires to 280 participants (with the number of indicators 28 multiplied by 10). This is because questionnaires can be divided into a certain number of observations from n x 5 to n x 10 (J. F. Hair et al., 2010).

Purposive sampling is used in this study for sampling methods with unique considerations so that they can be used as samples (Hermawan & Yusran, 2017). The sample consists of respondents who have stayed at a 3-5 star hotel for a staycation at least once in the past year. The characteristics of the sample will be seen from various attributes such as gender, age, occupation, monthly income, hotel ratings that are most often used for staycations and hotel stay history for staycations at least in the last 3 months.

Table 1. Respondent Profile (n=280)

	Information	Sum	%
Gender	Male	130	46,4
	Woman	150	53,6
Age Profile	< 20 Years	19	6,8
	20 - 25 Years	75	26,8
	26 - 30 Years	114	40,7
	31 - 35 Years	51	18,2

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	> 35 Years	21	7,5
Work	Employee	209	74,6
	Student	44	15,7
	Student	15	5,4
	Businessman	10	3,6
	Other	2	0,8
	Monthly Income	< IDR 4,500,000	25
IDR 4,500,000 - IDR 6,499,999		41	14,6
IDR 6,500,000 - IDR 8,500,000		48	17,1
> IDR 8,500,000		166	59,3
Frequently watched Youtube channels	AH	13	4,6
	Baim Paula	4	1,4
	Deddy Corbuzier	137	48,9
	Jess No Limit	30	10,7
	Rans Entertainment	59	21,1
	Ricis Official	17	6,1
	Willie Salim	20	7,1
Frequency of Watching Youtube channel in 1 week	> 3 times	147	52,5
	Minimum 3 times	133	47,5
Last time watching content from youtube channel	1-3 day(s) ago	176	62,9
	4-6 Days ago	88	31,4
	2 weeks ago	16	5,7
How long did you watch your YouTube channel in the last 1 week	3 – 4 Hours	85	30,4
	5 – 6 hours	92	32,9
	7 – 8 Hours	68	24,3
	> 8 Hours	35	12,5

Source: Respondent Profile Output (Attached)

Based on table 1 above, it can be concluded that from 280 respondents, the majority are women, aged 26 – 30 years, employees with a monthly income of Rp. > 8,500,000, The youtube channel that is often watched is Deddy Corbuzier with a frequency of watching in 1 week > 3 times, with a duration of 5 – 6 hours in 1 week and the last time watching the youtube channel was 1 – 3 days ago.

This research uses the Structural Equation Model (SEM) as its analysis method. This method can simultaneously evaluate the indicators in these variables and the relationship between them. Based on covariance analysis, SEM produces a more precise covariance matrix. (Hair et al., 2006). SEM is the most appropriate and economical estimation method for estimating a series of multiple regression equations simultaneously (Hermawan & Irawan, 2018) The programs used are AMOS 22 and SPSS 25.

Results and Discussions

Descriptive Statistics

Descriptive statistical tests are used to describe and describe data in detail. In this study the mean value and standard deviation to review the descriptive statistical test. The mean value is the average of all answers, and the standard deviation value shows the difference in answers (Sekaran & Bougie, 2016). If the standard deviation value is close to zero then the respondent's response is less variable, but if it is far from zero then it varies greatly. Descriptive statistical calculations of variables are shown in the table below.

Table 2. Descriptive Statistics (n=320)

Escape	Mean	Std, Deviation
This YouTuber made me escape from my reality	3.94	0.962
This YouTuber made me forget my problems	3.93	0.974
This YouTuber is a good escape mechanism	3.88	0.982
Average	3.92	
Self-Improvement	Mean	Std, Deviation
This YouTuber offers helpful tips	3.88	0.926
This YouTuber helped me become more confident	3.96	0.957
This YouTuber helped me get better	3.80	0.928
I learned a lot from my favorite celebrities	3.93	0.980
This YouTuber gives a comfortable feeling	3.87	0.979
Average	3.89	
Fun	Mean	Std, Deviation
This YouTuber is a lot of fun in his content	3.98	0.919
This influencer is very funny in its content	3.95	0.940
This YouTuber has very interesting content	4.03	0.972
Average	3.99	
Glamorous	Mean	Std, Deviation
This YouTuber is very Sweet	3.90	0.997
This YouTuber is very Beautiful / Handsome	3.90	0.984
This YouTuber is good looking	4.02	0.967
This YouTuber is glamorous	3.81	0.983
This YouTuber is fashionable	3.90	0.981
Average	3.91	
Connectivity	Mean	Std, Deviation
This YouTuber is like one of us	3.89	0.937
This YouTuber is like me	3.89	0.979
This YouTuber speaks the same language as me	4.05	0.958
This YouTuber represents me	3.96	0.985
Average	3.95	
Overall Perceived Image	Mean	Std, Deviation
This YouTuber lives a fun life	3.93	0.905
YouTubers have a lot of really fun things	3.94	0.904
for me, this Youtuber is very fun to subscribe to	3.99	0.923

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This YouTuber adds joy to my life	4.01	0.993
This YouTuber is an inspiration for me	4.06	0.989
Average	3.99	
Viewers Engagement	Mean	Std, Deviation
I spend more time looking at the video content of this Youtuber	4.06	0.973
I consider this Youtuber as my first choice when I open social media	3.99	0.945
I tend to give content from this Youtuber to friends	4.07	0.963
Average	4.04	

Source: data processed from SPSS (attached)

Data Analysis

Analysis of the results and interpretation is carried out based on the results of testing against the hypothesis. The purpose of testing this hypothesis is to reject the null hypothesis (Ho) so that the alternative hypothesis (Ha) is acceptable. Hypothesis testing is performed using structural equation model analysis (SEM). The purpose of this method is to predict changes in dependent variables (dependent / criterion variables) associated with changes that occur in a number of independent variables (independent / predictor variable). The fault tolerance limit (α) used is 5% (0.05). Therefore, the hypothesis can be accepted if the P-Value value ≤ 0.05 (J. Hair et al., 2018). The results of the Hypothesis Test can be seen in the following tables:

Table 3. Direct Hypothesis Test Results

	Hypothesis	Estimates	p-value	Decision
H1	Escape's positive influence on Fun	0,339	0,000	Supported
H2	Escape's positive influence on Glamour	0,168	0,164	Not supported
H3	The positive influence of Escape on Connectivity	0,157	0,123	Not supported
H4	The positive influence of Self_Improvement on Fun	0,558	0,000	Supported
H5	The positive influence of Self_Improvement on Glamour	0,735	0,000	Supported
H6	The positive influence of Self_Improvement on Connectivity	0,682	0,000	Supported
H7	The positive influence of Fun on Overall_Perceived_Image	0,747	0,000	Supported
H8	The positive influence of Glamour on Overall_Perceived_Image	0,126	0,053	Supported
H9	The positive influence of Connectivity on Overall_Perceived_Image	0,201	0,000	Supported
H10	The positive influence of Overall_Perceived_Image on Viewers_Engagement	0,925	0,000	Supported

Source: AMOS data processing results (attached)

Hypothesis 1:

The first hypothesis examines the positive effect of Escape on Fun, where hypothesis 0 (Ho) and alternative hypothesis (Ha) are as follows:

Ho: Escape has no effect on Fun

Ha: Escape has a positive effect on Fun

From the results of hypothesis testing, it can be seen that the P-value of Escape's influence on Fun is $0.000 \leq 0.05$ which can be interpreted that there is an influence of

Escape on Fun with an estimate value of 0.339 and it can be concluded that there is a positive influence of Escape on Fun. Therefore, the first alternative hypothesis in this study is supported.

Hypothesis 2:

The second hypothesis examines the positive influence of Escape on Glamorous, where hypothesis 0 (Ho) and alternative hypothesis (Ha) are as follows:

Ho: Escape has no effect on Glamorous

Ha: Escape positively affects Glamorous

From the results of hypothesis testing, it can be seen that the P-value of Escape's influence on Glamorous is $0.164 > 0.05$ which can be interpreted that there is no influence of Escape on Glamorous with an estimate value of 0.168 and it can be concluded that there is no positive influence of Escape on Glamorous. Therefore, the second alternative hypothesis in this study is not supported.

Hypothesis 3:

The third hypothesis examines the positive effect of Escape on Connectivity, where hypothesis 0 (Ho) and alternative hypothesis (Ha) are as follows:

Ho: Escape has no effect on Connectivity

Ha: Escape has a positive effect on Connectivity

From the results of hypothesis testing, it can be seen that the P-value of the influence of Escape on Fun is $0.123 > 0.05$ which can be interpreted that there is no influence of Escape on Connectivity with an estimate value of 0.157 and it can be concluded that there is a positive influence of Escape on Connectivity. Therefore, the third alternative hypothesis in this study is not supported.

Hypothesis 4:

The fourth hypothesis examines the positive effect of Self Improvement on Fun, where hypothesis 0 (Ho) and alternative hypothesis (Ha) are as follows:

Ho: Self-Improvement has no effect on Fun

Ha: Self-Improvement has a positive effect on Fun

From the results of hypothesis testing, it can be seen that the P-value of the influence of Self-Improvement on Fun is $0.000 \leq 0.05$ which can be interpreted that there is an influence of Self Improvement on Fun with an estimate value of 0.558 and it can be concluded that there is a positive influence of Self-Improvement on Fun. Therefore, the first alternative hypothesis in this study is supported.

Hypothesis 5:

The fifth hypothesis examines the positive effect of Self-Improvement on Glamour, where hypothesis 0 (Ho) and alternative hypothesis (Ha) are as follows:

Ho: Self-Improvement has no effect on Glamour

Ha: Self-Improvement has a positive effect on Glamour

From the results of hypothesis testing, it can be seen that the P-value of the influence of Self-Improvement on Glamour is $0.000 \leq 0.05$ which can be interpreted that there is an influence of Self-Improvement on Glamour with an estimate value of 0.735 and it can be concluded that there is a positive influence of Self-Improvement on Glamour. Therefore, the fifth alternative hypothesis in this study is supported.

Hypothesis 6:

The sixth hypothesis examines the positive effect of Self-Improvement on Connectivity, where hypothesis 0 (Ho) and alternative hypothesis (Ha) are as follows:

Ho: Self-Improvement has no effect on Connectivity

Ha: Self-Improvement has a positive effect on Connectivity

From the results of hypothesis testing, it can be seen that the P-value of the influence of Self-Improvement on Connectivity is $0.000 \leq 0.05$ which can be interpreted that there is an influence of Self-Improvement on Connectivity with an estimate value of 0.682 and it can be concluded that there is a positive influence of Self-Improvement on Connectivity. Therefore, the sixth alternative hypothesis in this study is supported.

Hypothesis 7:

The seventh hypothesis examines the positive effect of Fun on Overall Perceived Image, where hypothesis 0 (Ho) and alternative hypothesis (Ha) are as follows:

Ho: Fun has no effect on Overall Perceived Image

Ha: Fun has a positive effect on Overall Perceived Image.

From the results of hypothesis testing, it can be seen that the significance value of the Fun relationship to the Overall Perceived Image is $0.000 \leq 0.05$ which can be interpreted that there is an influence of Fun on the Image with an estimate value of 0.747 and it can be concluded that there is a positive influence of Fun on the Overall Perceived Image. Therefore, the seventh alternative hypothesis in this study is supported.

Hypothesis 8:

The eighth hypothesis examines the effect of Glamour on Overall Perceived Image, where hypothesis 0 (Ho) and alternative hypothesis (Ha) are as follows:

Ho: Glamour has no effect on Overall Perceived Image

Ha: Glamour positively affects Overall Perceived Image

From the results of the hypothesis test, it can be seen that the P-value of Glamour on Overall Perceived Image is $0.05/2 = 0.02 \leq 0.05$ and the Estimate Glamour value on Overall Perceived Image is 0.126, this can be interpreted that there is a positive influence of Glamour on Overall Perceived Image. Therefore the eighth alternative hypothesis in this study is supported.

Hypothesis 9:

The ninth hypothesis examines the effect of Connectivity on Overall Perceived Image, where hypothesis 0 (Ho) and alternative hypothesis (Ha) are as follows:

Ho: Connectivity has no effect on Overall Perceived Image

Ha: Connectivity positively affects Overall Perceived Image

The results of the Hypothesis test can be seen that the P-value of Connectivity to the Overall Perceived Image of $0.000 \leq 0.05$ can be interpreted that there is an influence of Connectivity on the Overall Perceived Image so that the ninth Alternative Hypothesis in this study is supported.

Hypothesis 10:

The tenth hypothesis examines the effect of Overall Perceived Image on Viewers Engagement, where hypothesis 0 (Ho) and alternative hypothesis (Ha) are as follows:

Ho: Overall Perceived Image has no effect on Viewers Engagement

Ha: Overall Perceived Image positively affects Viewers Engagement

From the results of the hypothesis test, it can be seen that the P-value of Overall Perceived Image on Viewers Engagement is $0.000 \leq 0.05$ and the value of Estimate Overall Perceived Image on Viewers Engagement is 0.925, this can be interpreted that there is a positive influence of Overall Perceived Image on Viewers Engagement. Therefore, the tenth alternative hypothesis in this study is supported.

Discussion of Research Results

Hypothesis 1

The first hypothesis tests positive influence Escape towards Fun, Based on the results of the hypothesis test, it can be seen that the P-value related to the effect of Escape

on Fun is $0.000 \leq 0.05$ with an estimated value of 0.339. This shows that when a YouTuber has the ability to effectively create viewers Escaping from everyday problems and escaping reality in their content significantly influences each viewer's perspective on YouTube channel content material as fun and engaging. Social media provides a means for people to facilitate repetitive emotional encounters (Mirowska & Arsenyan, 2023). The main impetus for using social media is to offer emotional solace and show empathy to individuals. The results of this study support previous research articles from Malik et al., (Malik et al., 2023) which states that many individuals make social media as a medium Escape from the pressures of daily life and tend to choose social media content that Fun.

Hypothesis 2

After analyzing the results of testing the second hypothesis, it was proved that Escape does not exert a noteworthy beneficial influence on attributes Glamour From Perspective Viewers. This indicates that the prevalence Escape in the minds of the public it is not always certain that they will have a favorable view of YouTubers based on their content, thus making it has no positive influence on Glamour Attribute. The findings of this study are in line with previous research conducted by Malik et.al., (Malik et al., 2023), which shows no substantial positive correlation between Escape and Glamour. Suspected impact Escape towards Glamorous Can be analyzed more deeply, by adding demographic aspects such as gender or occupation as moderation in order to see comparisons between layers of each individual (Mirowska & Arsenyan, 2023).

Hypothesis 3

Findings from hypothesis testing showed that there was no effect Escape towards Connectivity. Therefore, we can draw the conclusion that individuals who watch YouTube with needs Escape Or forget and distance yourself from the reality of daily life, not really looking at aspects of the similarity of a YouTuber's point of view, the content on his channel and the self-representation of the YouTuber. Content creators should improve aspects Escape in its content to strengthen user engagement, while refraining from integrating fantasy aspects due to its negligible adverse consequences. Add types of content in social media accounts to strengthen Behavioral Intention can improve emotional connectivity on perspective viewers (Abbasi et al., 2023). Meanwhile, when a person tries to break away from the monotony of life, the thing the individual wants to do is add activities refreshing Out of routine (Malik et al., 2023).

Hypothesis 4

The fifth hypothesis tests impact Self Improvement towards Fun. The findings of the fourth hypothesis test show that there is a correlation between Self-Improvement with Fun. When a YouTuber can provide useful tips to viewers, provide a level of comfort, and provide a large amount of new information in their content, it will have an impact on fun in the perspective of viewers who want to develop themselves in the form of the perception that the YouTuber's content is fun, funny, and interesting. This will have an impact on Fun In the perspective of an audience that has needs in Self Improvement. Meanwhile, levels of pleasure and life satisfaction were found to have a good correlation of levels of self-efficacy and Flow Experience, both of which are aspects of the experience Self Improvement that has been acquired by the individual (Lin et al., 2023). So this study supports the findings of Malik et al., (Malik et al., 2023), which found that there was a positive correlation between Self Improvement and increased levels Fun.

Hypothesis 5

The fifth hypothesis tests impact Self Improvement towards Glamorous. Based on the findings of the hypothesis testing, it can be concluded that the audience has needs

Self-Improvement has a good impact on Glamorous. YouTuber's content attributes are considered attractive, aesthetically pleasing, and stylish by the audience. Glamour which is an aspiration to improve one's appearance, strongly associated with Self-Improvement, beyond material possessions. The three most widely circulated fashion publications, specifically aimed at young girls, prioritize self-improvement through fashion, luxury, and physical enhancement, emphasizing the importance of imagination in achieving Self Improvement (Carvalho & Azevedo, 2018). The results of this study corroborate the findings of Malik et al. (Malik et al., 2023), which shows a good relationship between Self Improvement and increased level of perspective Glamorous Viewers against YouTubers.

Hypothesis 6

The sixth hypothesis tests impact Self Improvement towards Connectivity. Based on the findings of the hypothesis testing, it can be concluded that Viewers who have needs Self-Improvement has a good impact on Connectivity. Individuals who have needs Self Improvement Tend to be looking for YouTuber according to taste Connectivity that exists. So that Viewers You can further develop yourself by watching content from relevant YouTuber channels. When experiencing problems, individuals look to social media influencers (SMIs) who have shown inspiring and motivating personalities during similar experiences they have had, to build a sense of Connectivity relevant. Alternatively, individuals may choose to imitate Social Media Influencers (SMI) who possess the knowledge and skills necessary to effectively manage and navigate challenging circumstances (Wols et al., 2021). Therefore, this study supports the results of research from Malik et al., (Malik et al., 2023) which states that Self Improvement has a positive impact on increasing Connectivity attributes perceived by Viewers.

Hypothesis 7

The seventh hypothesis tests impact Fun towards Overall Perceived Image. Based on the findings of the hypothesis testing, it can be seen that there is a positive influence Fun towards Overall Perceived Image. When viewers find these Youtubers very entertaining because their content is funny and interesting, significantly this will improve Overall perceived Image. This is in the form of the view that this content features Youtubers who live a fun lifestyle, which is filled with several entertaining activities. More satisfied individuals tend to have a preference for certain personality attributes in someone they admire, which can be influenced by progress in that individual (Harrison et al., 2023). It can be concluded that the results of this study are in line with previous research conducted by Malik et al., (Malik et al., 2023) which states that Fun has a very good impact on improvement Overall Perceived Image owned by YouTubers.

Hypothesis 8

The eighth hypothesis tests influence Glamorous towards Overall Perceived Image. When viewed from the results of hypothesis testing, there is a positive influence Glamour towards Overall Perceived Image. The glamour aspect can be that this YouTuber has a very beautiful charm, displays charming beauty/good looks, with an extraordinary appearance that is alluring and stylish. This attribute of youtuber will positively affect Overall perceived image From the point of view Viewers, which leads to confidence from the customer's point of view that this YouTuber lives an exciting life, offers lifestyle inspiration, and creates uplifting content. The perception of a glamorous celebrity or influencer will have an impact on Overall perceived image in the minds of the audience after watching the content on the YouTuber's channel (Shah et al., 2023). The aesthetic attributes and appeal of celebrity stars can enhance the emotional connection of loyal fans

to Brand that is inherent. Fostering a sense of optimism, producing strong and positive emotions towards Overall Perceived Image (Wong & Hung, 2023). The results of this study are in line with research from Malik et al., (Malik et al., 2023) which concludes that, the Glamorous attribute that exists in a YouTuber will have an impact on increasing Overall Perceived Image From the point of view Viewers and followers.

Hypothesis 9

The ninth hypothesis tests influence Connectivity towards Overall Perceived Image. The results of hypothesis testing found that there was a positive influence Connectivity towards Overall Perceived Image. Based on the test results, a plausible explanation is that when individuals watch videos from YouTube channels and experience a sense of resemblance or self-reflection with the YouTuber, this positively affects their perception of the YouTuber's image. Social media platforms often serve as a means to foster a sense of familiarity and connectedness among individuals (Ladhari et al., 2020). The findings of this study are in line with research conducted by Malik et al. (Malik et al., 2023), which specifies that level Connectivity what a YouTuber shows affects the extent to which viewers and followers perceive Overall Perceived Image well.

Hypothesis 10

The tenth hypothesis in this study examines the impact of Overall Perceived Image towards Viewers Engagement. Based on the results of testing the hypothesis above, it can be concluded that there is a positive influence Overall Perceived Image with Viewers Engagement. Thus, when viewers have a positive and comprehensive perception of a Youtuber, they believe that this Youtuber lives a pleasant life, which is characterized by various pleasant aspects. It is pleasing to look at, brings joy to life, and can provide motivation. The results of this study are an answer to the limitations of previous research conducted by Malik et al., (Malik et al., 2023), because this study only examines up to aspects Overall Perceived Image, and in this study tried to look at the impact after someone had Overall perceived image its good against Viewers Engagement (Tan et al., 2023; Wongkitrungrueng & Assarut, 2020)

Conclusion

Based on the results of the research obtained and analysis in the previous chapters, it can be concluded that there is a positive influence of Escape on Fun, there is a positive influence of Self Improvement on Fun, Glamorous and Connectivity, there is a positive influence of Fun, Glamorous and Connectivity on Overall Perceived Image, there is an influence positive Overall Perceived Image to Viewers Engagement. There is no positive influence of Escape on Glamorous and Connectivity.

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