

The Effect of Social Media Influencers on Purchase Intention: The Role of Brand Awareness as a Mediator

Desi Patmawati¹, Miswanto Miswanto^{2*}

^{1,2}YKPN School of Business (STIE YKPN) Yogyakarta, Indonesia

*Corresponding author Email: miswanto.ykpn@gmail.com



DOI: <https://doi.org/10.54099/ijebm.v1i2.374>

ARTICLE INFO

Research Paper

Article history:

Received: 23 September 2022

Revised: 11 November 2022

Accepted: 30 November 2022

Keywords: *Purchase intention; social media influencer; brand awareness; mediator*

e

ABSTRACT

This research focuses on the influence of social media influencers on purchase intention which is mediated by brand awareness. The use of an influencer has indeed been proven to be effective in creating consumer awareness and influencing their purchase intention toward a brand. The impact caused by using influencers to advertise on social media is to attract attention and create awareness among their fans which is expected to increase purchase intention for the advertised product. To prove this, the researchers used a research sample with respondents who are active social media users who often see influencers advertising a product on social media. The number of participants in this study was 210 people.

This study used software for data processing and data testing, namely IBM SPSS Statistics version 15 to test validity and reliability, IBM AMOS version 22 for hypothesis testing, and Sobel test for mediation tests. Data collection started in August 2021 and continued with data processing. Based on the results obtained, from the four proposed hypotheses, all hypotheses are accepted. Social media influencers have proven to have a positive and significant effect on purchase intention, and the effect will be even stronger when mediated by brand awareness. This proves the presence of an influencer who advertises a brand on social media has proven effective in attracting attention to creating awareness among social media users, especially among their followers. Further results, consumer awareness of a brand after being advertised by this influencer has proven effective in increasing the level of consumer purchase intention because the results have proven significant. That is, when a consumer is aware, he will most likely seek further information to enable him to have a purchase intention, either at that time or in the future.

This work is licensed under a Creative Commons Attribution-NonCommercial 4.0 International License.

INTRODUCTION

Brands is an identification symbol, sign, logo, name, word, or sentence that companies use to differentiate their products from others (Kotler & Armstrong, 2018). The combination of these elements can be used to create a brand identity, then the company will register it with legal protection which will later be a legal entity that will grant a patent on the trademark. A brand is an idea or image that is in people's minds when thinking about a particular product, service, or company activity both physically and emotionally. The importance of a



brand apart from being different from other products is also to create an image that can be easily recognized by the public, companies not only create brands with physical features but also create brands with feelings. In instilling a product image in the minds of consumers, branding is needed. Branding is the process of identifying, creating, and shaping brand perceptions in the minds of consumers (Kotler & Armstrong, 2018). Branding is important for companies because it will have an impact on the success of a business. This is because branding can change the way other people see the brand so that it can drive business progress and increase brand value. Therefore, companies must build a brand image as well as possible to be profitable in the long term.

In the online business industry, as with other industries, purchase intention is considered an important factor for companies. This is because purchase intention is important for companies to know about consumer behavior in the future. Before the decision to buy a product or service, of course, it will be based on prior intentions. The intention is thought to take action in the future and intention involves planning, while purchase intention is a consumer's tendency to purchase certain products and under certain conditions (Anisa, 2017). Therefore, companies are expected to be able to formulate and design strategies to ensure the possibility that their customers will purchase products or services within a certain time.

In today's modern era, social media influencers are an important factor in building a brand. Influencers are tasked with advertising a product by providing information and influencer experience on the product. The focus, influencers are instructed to be able to reach more consumers in digital media to promote the brand. In the 2000s in Indonesia, there were only social media such as Friendster and MySpace at that time, no influencers were advertising a brand. In previous studies, most researchers only chose one social media object as the object of research, while in this study the researchers combined several social media users such as Instagram, Facebook, Twitter, and TikTok users as research objects. Social media influencers are an effective way to build consumer trust compared to other methods. While consumers usually try to avoid distracting advertisements, social media influencers are considered less intrusive and more attractive than traditional online advertisements such as pop-ups, banners, etc. With advances in technology, influencers are now considered to be reliable and trusted sources (Freberg, Graham, McGaughey, & Freberg, 2011). Influencers are used to create two-way communication across online platforms like Facebook, Youtube, Instagram, etc. to influence their audience towards a particular brand. Most marketers understand the importance of leveraging influencers to build effective relationships with consumers. According to a report by the Association of National Advertisers (ANA) in 2018, about 58 percent of brands have affiliations with around 25 influencers. The existence of influencers has an impact on increasing product brand awareness which will later raise consumer intentions to buy. Therefore social media influencers are an effective way of marketing at this time.

Effective social media influencers can grow brand awareness among consumers and can also build closeness and engagement with consumers. This makes consumers feel comfortable and aware of the advertised product. Brand awareness is awareness about the brand and products offered by the company (Ansari, Ansari, Ghor, & Kazi, 2019; Renchen, 2020). Through social media, brand awareness is considered to have a major role in increasing the company's market share. Brand awareness in consumers will influence buying behavior (Ansari et al., 2019). Therefore, companies need to build brand awareness through social media influencers to increase sales.

In previous studies, Fenetta and Keni (2020) examine brand awareness and its influence on purchase intentions. The results of his research prove that consumer preference for a brand does not have an impact on purchase intention. This happens due to low awareness of a brand which makes consumers have low purchasing power. The results of this study are in line with research conducted by Walangitan, Pangemanan, and Rumokoy (2015) that brand awareness has no significant effect on purchase intention. This is because consumers are not aware of the Etude House brand, which makes them have no purchase intention. The results of these studies were confirmed by research from Koliby and Rahman (2018) that brand awareness does not affect consumer intentions to buy because students at the University of Malaysia have low awareness of the advertised brand and the strategies undertaken by the company are considered not too important compared to product and product quality. However, this is inversely proportional to the results of research by Chi et al. (2009) that consumer awareness of a brand can affect purchase intentions. This can happen because a person's strong awareness of a brand will increase one's attention and purchase intention. This finding is supported by

research results from Pramudya, Sudiro, & Sunartillyo (2018) which state, consumer awareness of a brand can also potentially increase purchase intention. This research is in line with research conducted by Macdonald and Sharp (2000) who concluded that brand awareness has a positive role in purchase intention. The results of this study are in line with the research Hoeffler and Keller (2002) that when consumers have great awareness of a product, consumers will think of the brand every time they want to buy the product. From the description of the findings above, it can be concluded that the level of consumer awareness of a brand can influence purchase intentions.

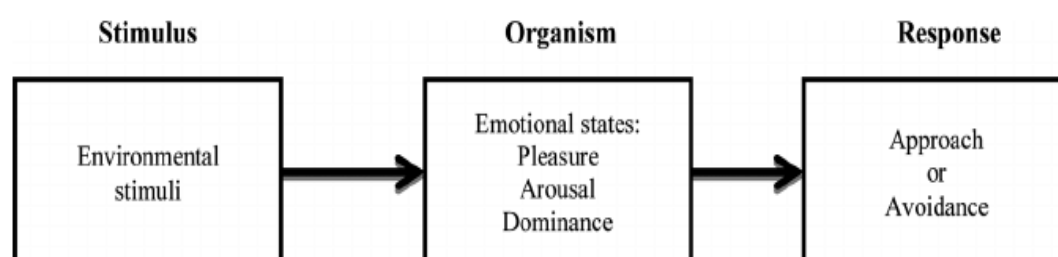
LITERATURE REVIEWS

Stimulus-Organism-Response (SOR) Theory

One theory that discusses intention is the Stimulus-Organism-Response (SOR theory) put forward by Mehrabian & Russell (1974). This theory discusses the occurrence of a person's response to stimuli from the environment and this theory is adopted from environmental psychological theory. SOR theory explains the relationship between the three components, namely stimulus (S), then organism (O), and response (R). This model explains that consumer emotions are an important part of responding to stimuli from the existing environment. This stimulus is a factor that can affect a person's self-condition. The stimulus in this case is the influencer. So that it can be illustrated that the stimulus can be accepted or rejected by the organism. When the stimulus is rejected, it means that the stimulus is not effective enough in influencing a person as an organism. However, when a stimulus is received, it means that the stimulus is effective in influencing the individual.

The second component of SOR theory is the organism. Organisms are mediators of the relationship between stimulus and individual response (Chang & Chen, 2008). Brand awareness in this study acts as an organism. When a stimulus is received by the consumer, the consumer will be aware of the stimulus. Awareness can be said as a form of effect from the stimulus provided by the influencer which then ends with an interpretation in the form of a response from the consumer (purchase intention). For a stimulus to be successful in influencing consumers, the stimulus must be as attractive as possible. Is the information provided by the influencer about a product effective and useful enough, is the self-presentation in advertising the product attractive, and so on. Interesting influencer stimuli will make consumers respond to these stimuli. Therefore marketers must pay attention to several stimulus factors such as selecting the right influencer, influencer display,

The response is the final result of the SOR theory. The response is characterized by the presence of consumer behavior as a reaction to the stimuli provided. This response can be a predictor of purchase intention, making a purchase, canceling a purchase, or avoiding a purchase. The SOR theory (model) is widely used by researchers to identify stimuli and consumer reactions. Therefore marketers must find the right influencers with the target market to attract consumers to have purchase intentions.



Picture 1- Stimulus Organism Response (SOR) Theory

Social Media Influencers

Influencer marketing is the actions of outsiders that influence consumer purchasing choices (Brown & Hayes, 2008). The focus of social media influencers is to reach their target followers on digital media (Insights, 2017). Social media influencer is a new type of marketing that can shape the attitude of its audience through blogs, tweets, and other social uses. Influencers regularly create and post photos, videos, and more related to the topics they will market on their social media pages or profiles. Social media influencers are becoming more popular nowadays because of the support of modern influencers and affordable rates (Hall, 2015). When a company hires social media influencers, the company has created its website on a certain domain, so that

when influencers sponsor brands related to their area of expertise, it is possible for consumers to easily trust and receive opinions or reviews from influencers. Today, social media is bustling with the presence of people who have experience in various fields, and thus using social media influencers for marketing communications is an efficient and valuable tool for companies (Wamuyu, 2021). This type of marketing has proven to be of great value in building long-term customer relationships for companies that want to continue to grow and turn their customers into loyal ones.

Influencers are divided into several types, namely micro, macro and mega.

1. **Micro-Influencers:** micro-influencers are influencers who have between 1,000 and 100,000 followers. Micro-influencers focus on a specific niche or area and are usually known as industry experts. Micro-influencers have a stronger interaction power with followers than any other type of influencer. Then micro-influencers also often have the same passion as their followers. Companies can advertise their brand by working with micro-influencers because these influencers can make followers interested in what they are advertising. Micro-influencers charge lower advertising rates than macro-influencers. Thus, companies can reach the same target or even more, but with a reduced budget. An example of a micro-influencer is Vanda Mutiara
2. **Macro-influencers:** macro-influencers are influencers with followers above 100,000 but below one million. Macro influencers are usually famous for their vlogs, blogs, or other types of content. Macro-influencers are suitable for a target audience that targets customers demographically because of macro-influencers charge below mega-influencers. Examples of these macro-influencers are Nabilah Ayu, Tantri Namirah
3. **Mega-influencer:** mega influencer is the highest category. They usually have followers over one million. This type of influencer has a very diverse following with many different characteristics. Their relationship with their followers tends to be very distant because there is very little interaction on social media. Examples of mega-influencers are Tasya Farasya, Atta Halilintar, and Amanda Manopo.

Brand awareness

Brand awareness is consumer awareness of a brand that refers to consumer memory and the ease of recognizing a particular brand (Loudon, Stevens, & Wrenn, 2005). Brand awareness is the ease with which a brand appears in the minds of consumers when thinking about a particular product category. Shahid, Hussain, and Zafar (2017) said that brand awareness is a fundamental and important reason in every search related to a brand. The ability of consumers to recognize and recall a brand in different situations can influence purchasing behavior toward a product. When consumers are going to buy something, they will consider the brand. If consumers recognize the brand to be purchased, it will provide more opportunities to buy.

Brand awareness is divided into two levels, namely brand recognition and ease of remembering the brand. Brand recognition reflects a relatively shallow level of awareness, whereas brand memory shows a deeper form. Aakers (2009) mentions that there is a pyramid that describes the level of brand awareness, namely:



Picture 2- Level of Brand Awareness (Aaker, 2009)

1. The unaware brand is at the lowest level of the pyramid, where consumers are not aware of a brand.
2. Brand recognition is the minimum level of brand awareness and this level becomes important when consumers choose a brand at the time of purchase.
3. Brand recalls are the convenience of consumers in remembering a particular brand.
4. Top of mind is the ease of mentioning a brand when consumers are asked about a brand spontaneously without any assistance.

The stronger the level of brand awareness the more will be increasingly remembered by consumers that the brand is more than the others. Then, brand awareness is not just a memory but a learning process for consumers related to a brand. Therefore, the marketer must move the consumer's mind from unawareness to recognition, to recall, and finally to top-of-mind awareness.

Purchase Intentions

Purchase intention is a form of decision-making in which consumers learn the reasons for the buying process of a brand (Shah & Pillai, 2012). Purchase intention is a situation where consumers tend to buy a product under certain conditions. Purchase intention is usually related to perceptions, attitudes, and consumer behavior. Purchase behavior is a key point for consumers to access and evaluate certain products. Purchase intention is the possibility, willingness, plan, and willingness of consumers to make purchases of a product or service in the future. The existence of a high intent to buy indicates the possibility of purchase will also increase (Dodds, Monroe, & Grewal, 1991). When consumers have the intention to buy, it can be said that this is a form of commitment to a brand. This can encourage purchases made by consumers (Ajzen & Fishbein, 1977).

Purchase intention according to Assael (1984) is the tendency of consumers to make purchases on a product or take actions related to purchases and can be measured by the level of possibility of consumers making purchases. According to Howard (1989), purchase intention is something related to the consumer's plan to buy a certain product, as well as how many units of goods are purchased in a certain period. Meanwhile, according to Ghosh et al. (1990) said that a purchase intention is an effective tool for predicting the buying process. In addition, purchase intention is also influenced by internal or external motivation during the buying process. Purchase intention can be identified through the following indicators:

1. Transactional intentions are a person's propensity to make a purchase.
2. Referential Intention is the tendency for someone to like a product from another person's reference
3. Preferential intention, there is an interest in buying if someone has a primary preference. These preferences can only be changed if there are alternative products.
4. The explorative intention is a person's interest in a product and often seeking information about the product.

Hypothesis Development

Social media influencers in the digital era now play an important role in improving marketing. The selection of the correct influencers by the target market can influence the audience in increasing purchase intentions. The increase is expected to bring the brand to be more recognized by the market. Marketing carried out by marketers through influencers will have an impact on the brand by increasing the recognition of products from the brand and the image built by influencers. According to Lim et al. (2017), the use of influencers that are right on target can increase consumer purchase intentions for products. The results of this study are in line with the results of research from Singh & Banerjee (2018) that influencers who can build good communication with their audience can attract consumers to have purchase intentions. That is, selecting influencers who are right on target and have good communication can attract consumers' attention so that they can generate an intention to buy.

Till, Stanley, and Priluck (2008) said that brand promotion using the support of social media influencers such as celebrities can influence purchase intentions and behavior. This is in line with the opinion of Kotler and Armstrong (2018) that marketers rely on influencers to recommend their products before making a purchase decision. Study Purwanto & Purwanto (2019) also found that social media influencers had a significant effect on purchase intention. Based on the explanation above, this hypothesis can be formulated:

H1: Social media influencers have a positive effect on purchase intention.

Social media influencers refer to the effect that contributes to creating awareness of a product on social media, in this way creating a trend for the consumption of a product (Biaudet, 2017). Research conducted by Mulyono, Syamsun, and Najib (2016) finding social media influencers has a big influence on brand awareness because social media can help spread content very quickly. Research conducted by Ferina, Sri, and Putu (2021) found that influencers can strengthen brand awareness and increase the number of sales and increase engagement. Especially in digital as it is today, social media influencers are an option for start-ups so they can do marketing according to their respective company budgets. Influencers are considered

trusted reviewers for the audience because the audience can see the content they create directly and the audience feels not monotonous in viewing their content. Research conducted by Bylock and Lidberg (2018) found that influencers have a positive influence on brand awareness. Brand awareness created by influencers can increase product recognition to consumers. Influencers create interesting and unique content on social media that can indirectly influence consumers when they see it. Based on the description above, this hypothesis can be formulated as follows:

H2: Social Media influencers have a positive effect on brand awareness.

Brand awareness is the consumer's experience of the brand. Consumer interaction with the brand can provide higher brand awareness. Various brand information on social media, advertisements, and WoM, can provide consumers with higher awareness about the brand so that purchase intention will also be high (Hutter, Hautz, Dennhardt, & Füller, 2013). This research is in line with research conducted by Jamali and Khan (2018) that brand awareness has a significant effect on purchase intention.

Research conducted by a Taiwanese cell phone company shows that brand awareness has a positive effect on purchase intention. The results of this study describe marketers trying to build brand awareness through sales promotions, advertisements, and other marketing tools. When brand awareness is increased, brand loyalty will also increase which in turn increases purchase preference and purchase intention of a brand (Chi, 2009). The research is in line with the research of Shah et al. (2012) that brand awareness and purchase intention are positively related. Studies by Brown and Hayes (2008) show that the impact of brand awareness on choice, frequency, and brand sampling successfully shows that consumers have purchase intentions toward brands they are aware of because brand awareness has a positive impact on brand choice which leads to purchase intention. Based on the description above, the hypotheses that can be built are:

H3: Brand awareness has a positive effect on purchase intention.

The importance of brand awareness to consumers can be formed through social media influencers who can increase consumer buying interest in a product. If a company carries out influencer social media marketing effectively then consumers are aware of a product brand because of the influencer, which will generate consumer interest to buy. This statement is supported by previous research by Dewi & Sulistyawati (2018) which explains that brand awareness is a mediating variable between advertising and consumer buying interest. The results of these studies are in line with Priatni, Hutriana, & Hindarwati (2020) state that brand awareness as a mediating variable between social media marketing and purchase intention has a positive and significant effect. So from the results of previous studies, it can be concluded that brand awareness is an important factor in the use of influencers on social media to increase consumer buying interest. Therefore this hypothesis can be formed are:

H4: Brand awareness mediates the relationship between social media influencers and purchase intention.

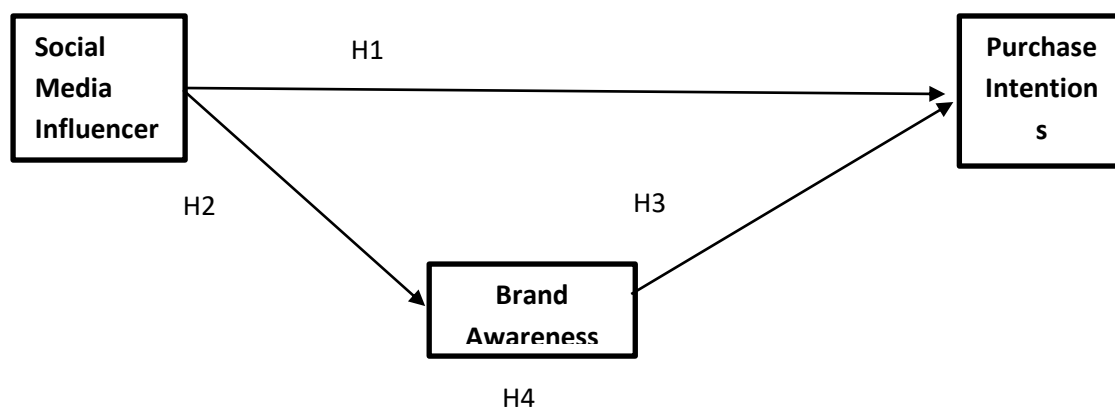


Figure 3 Research Model

RESEARCH METHODOLOGY

The sample used in this study was 210 respondents. Researchers used sampling techniques, namely purposive sampling and snowball. Purposive sampling is a technique used to determine the sample by setting criteria. The criteria used in this study are the first male and female respondents who are active internet users, the two respondents are people who have seen an influencer who supports a particular brand through social media and the third Respondent has at least one social media account.

Table 1. Respondent Demographics

| Gender | Number of Participants | Percentage |
|---------------|-------------------------------|-------------------|
| Man | 45 | 21.4% |
| Woman | 165 | 78.6% |
| Total | 210 | 100% |

| Hometown | Number of Participants | Percentage |
|--------------------|-------------------------------|-------------------|
| Yogyakarta | 137 | 65.2% |
| Outside Yogyakarta | 73 | 34.8% |
| Total | 210 | 100% |

| Age | Number of Participants | Percentage |
|--------------|-------------------------------|-------------------|
| <20 Years | 3 | 1.4% |
| 20-30Year | 200 | 95.2% |
| >30 More | 7 | 3.3% |
| Total | 210 | 100% |

| Last education | Number of Participants | Percentage |
|-----------------------|-------------------------------|-------------------|
| SMA/SMK | 27 | 12.9% |
| Diplomas (D1-D4) | 12 | 5.7% |
| S1 | 146 | 69.5% |
| S2 | 25 | 11.9% |
| Total | 210 | 100% |

| Intensity | Number of Respondents | Percentage |
|-------------------|------------------------------|-------------------|
| 1 time | 8 | 3.8% |
| 2-3 Times | 34 | 16.2% |
| More Than 3 Times | 168 | 80% |
| Total | 210 | 100% |

Variable Measurement

Social Media Influencers

One of the indicators for measuring social media influencers based on their credibility is attractiveness using statement items, one of which is "influencers look attractive". A Likert scale of 1 to 5 points will be used as a measurement of the statement item.



Brand Awareness

Indicators for the emergence of brand awareness are measured using statement items, one of which is "Seeing influencers on social media makes me recognize a certain [brand]". A Likert scale of 1 to 5 points is used as a measurement of the statement item.

Purchase Intentions

Indicators of purchase intention can be measured using statement items, one of which is "I will probably buy this product". A Likert scale of 1 to 5 points will be used as a measurement of the statement item.

Test Method

This study uses the help of IBM SPSS Statistics version 15 software to test the validity and reliability. Furthermore, the hypothesis testing in this study was carried out with the help of IBM AMOS version 22 software.

RESULTS AND DISCUSSION

Validity test

Before testing the hypothesis, the researcher first tested the validity which was initially carried out by exploratory factor analysis to find out whether the questionnaire items could converge on each of the respective variables. However, after being tested, it turned out that the results were not appropriate because the data distribution was not grouped in each of the variables, so the researchers used another way to test the validity, namely by factor analysis using IBM SPSS Statistics software.

Table 2 Validity Test Results

| Code | <i>Social Media Influencers</i> Items | <i>Factor Loading</i> | Status |
|------|--|-----------------------|--------|
| SMI1 | Influencers who advertise these products are reliable | 0.737 | Valid |
| SMI2 | Influencers who advertise these products can be trusted | 0.817 | Valid |
| SMI3 | Influencers who advertise these products look honest | 0.754 | Valid |
| SMI4 | The influencer advertising the product looks experienced | 0.765 | Valid |
| SMI5 | The influencer advertising the product looks like the expert | 0.758 | Valid |

| Code | <i>Brand Awareness</i> Items | <i>Factor Loading</i> | Status |
|------|--|-----------------------|--------|
| BAW1 | The product characteristics of the brand came to my mind quickly | 0.628 | Valid |
| BAW2 | I can recognize the products of the brand quickly among competing brands | 0.770 | Valid |
| BAW3 | I am familiar with the products of this brand | 0.732 | Valid |

| Code | <i>Purchase Intentions</i> Items | <i>Factor Loading</i> | Status |
|------|--|-----------------------|--------|
| PI1 | I am considering buying products from this brand | 0.914 | Valid |
| PI2 | I'm really considering buying products from this brand | 0.871 | Valid |
| PI3 | I will probably buy products from this brand | 0.680 | Valid |

Source: Primary data processed (2021)

Reliability Test

The results of testing the reliability of the questionnaire with Cronbach's alpha as a reliability assessment are > 0.6 in each variable item.

Table 4 Reliability Test Results

| Code | Variable | Cronbach's alpha | Category |
|------|--------------------------|------------------|---------------|
| SMI | Social Media Influencers | 0.823 | Very Reliable |
| BAW | Brand Awareness | 0.792 | Reliable |
| PI | Purchase Intentions | 0.765 | Reliable |

Descriptive Statistics**Table 5 Descriptive Analysis Results**

| Code | Variable | Average | Standard Deviation |
|------|--------------------------|---------|--------------------|
| SMI | Social Media Influencers | 3.73 | 0.642 |
| BAW | Brand Awareness | 3.96 | 0.617 |
| PI | Purchase Intentions | 3.87 | 0.699 |

From descriptive table 5 above it can be seen that the social media influencer variable has an average value of 3.73, while brand awareness has an average value of 3.96. Then purchase intention has an average value of 3.87. The average value for each of the variables above is good and evenly distributed, which is at a rate of more than 3.5, which means that these variables are feasible to use.

Model Fit Test

The model accuracy test in this study was evaluated using the goodness of fit criteria. This assumption must be met first in the SEM analysis. If this assumption is met, then it can continue to test the model. Evaluation of the goodness of fit criteria in this study was adopted from the study (Treiblmaier, 2006).

Table 6 Results of the Fit Model Test

| Index | Cut-off Value | Value of the Research Model | Results |
|------------|------------------------|-----------------------------|---------|
| Chi-square | The smaller the better | 265,200 | Unwell |
| GFI | >0.90 | 0.885 | fit |
| NFI | >0.90 | 0.926 | fit |
| TLI | >0.90 | 0.937 | fit |
| CFI | >0.90 | 0.955 | fit |
| RMSEA | ≤ 0.08 | 0.08 | fit |

Table 6 above shows the results of the analysis of each category of the index model used by the researcher. From the table above it can be seen that even though the chi-square value is in the "not fit" category, the other index values appear to meet the requirements based on the opinion of Treiblmaier (2006). This can be seen from the comparison with the Cut-off Value or the recommended value, the NFI value is 0.926 which is greater than 0.90. Furthermore, the RMSEA value is 0.08 which is the same as 0.08, which means that this model can be said to be good. Then the CFI and TLI values are 0.955 and 0.937, this value is also greater than 0.90 meaning that this research model can be said to be a good model.

Hypothesis Testing and Discussion

The hypothesis testing in this study was carried out using IBM AMOS version 22 software. The test results can be seen in the following table:

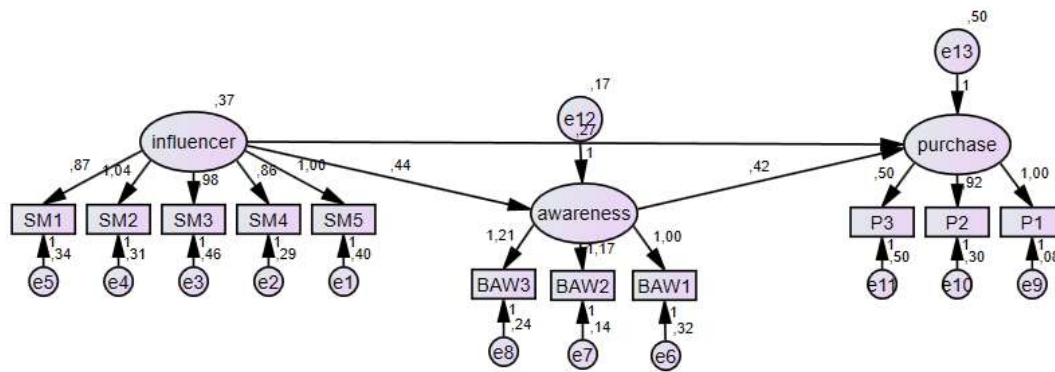


Figure 4 Hypothesis Testing Results

Table 7 Hypothesis Test Results

| | Hypothesis | Estimates | p-Values | Information |
|----|--|-----------|----------|-------------|
| H1 | <i>Social media influences a positive effect on purchase intention</i> | 0.273 | 0.026 | supported |
| H2 | <i>Social media influences a positive effect on brand awareness</i> | 0.436 | 0.000 | supported |
| H3 | <i>Brand awareness positive effect on purchase intention</i> | 0.422 | 0.007 | supported |

Table 8 Results of Hypothesis 4 Test with Sobel Test

| | Hypothesis | <i>T-statistical Sobel test</i> | <i>probability</i> | Information |
|----|---|---------------------------------|--------------------|-------------|
| H4 | <i>Brand awareness mediates the influence of social media influencers on purchase intention</i> | 2.435 | 0.007 | supported |

The Effect of Social Media Influencers on Purchase Intention

Table 7 in the table above seen that the influence of *social media influencers* to *purchase intention* has a p-value of 0.026 is smaller than 0.05 and has an estimated value or a positive coefficient value of 0.273. This shows that the first hypothesis is supported. The stated hypothesis *social media influences a positive effect on purchase intention* received. The use of influencers is proven to be able to help companies convey the messages they want to convey related to products in a brand. This is because a good influencer can represent a

certain brand so that it is easily accepted by the public. The attraction given by social media influencers will encourage someone's purchase intention for a particular brand. These results confirm research from Hariyanti and Wirapraja (2018) which states that there is a significant influence from social media influencers on consumer purchasing decisions.

The Effect of Social Media Influencers on Brand Awareness

Table 7 above can be seen that the effect of social media influencers to brand awareness has a p-value of 0.026 less than 0.05 and also has a positive estimate value of 0.273 which means the first hypothesis is supported. The hypothesis that social media influencers have a positive effect on brand awareness is accepted. The influence of an influencer on social media has proven to be effective in attracting the attention of social media users because whatever they do can become a trendsetter. This will also increase brand awareness in the minds of consumers. People previously did not know and were not aware of the existence of the brand but after being advertised by an influencer, people became aware of the presence of a product from a brand. These results confirm the findings of Mulyono et al. (2016) and Bylock and Lidberg (2018) who found, social media influencers have a big influence on brand awareness because social media can help spread content very quickly. Furthermore, this study is also by the results of Ferina et al. (2021) who found that influencers can strengthen brand awareness and increase the number of sales and increase engagement. This is because influencers can create interesting and unique content on social media that can indirectly affect consumers when they see it.

Effect of Brand awareness on Purchase Intention

Table 7 above can be seen that the influence of social media influencers on brand awareness has a p-value of 0.007 which is less than 0.05, and has an estimated value or a positive coefficient value of 0.422. This shows that the second hypothesis is supported. The hypothesis which states that brand awareness has a positive effect on purchase intention is accepted. This proves that, when someone is aware of a product from a certain brand, he is likely to seek further information related to that brand. In the end, this will make him have the intention to buy, especially if he needs the product. This purchase intention can be realized at that time or in the future, depending on each individual. These results confirm the findings of Jamali and Khan (2018) and Shah et al. (2012) that brand awareness has a significant influence on purchase intention. When brand awareness is increased, brand loyalty will also increase which in turn increases the purchase intention of a brand (Chi, 2009). These findings are also in line with the results of the study Brown and Hayes (2008) that the impact of brand awareness on choice, frequency, and brand sampling successfully shows that consumers have purchase intentions toward brands they are aware of because brand awareness has a positive impact on brand choice that leads to purchase intention. Therefore, a marketer must be able to make consumers aware of the presence of the brand in advance, because the results are positive and significant on purchase intention.

Brand awareness Mediate the Effect of Social Media Influencers on Purchase Intention

From the results of the mediation test using the Sobel-test in Table 8 above, it can be seen that the mediating role of brand awareness in social media influencer relationships with purchase intention has a probability value of 0.007 which is smaller than the specified value of 0.05, and also, the t-statistic Sobel value of 2.435 is more than the t-table which is 1.64. This shows that brand awareness is proven to mediate the relationship between social media influencers and purchase intention, which means that the third hypothesis in this study is supported. This result is to the findings made by Amitay et al. (2020) that brand awareness mediates celebgram endorsements with purchase intentions among social media users. That is, the influence of social media influencers on purchase intention will be greater when it is mediated by brand awareness, as evidenced by the smaller significance value than when it is related to the direct influence of social media influencers on purchase intention. When the level of brand awareness increases, the influence between celebrity endorsements and purchase intention will also increase. By the stimulus-organism-response theory (SOR) used in this study, a stimulus that appears will be organized first, followed by a response in the form of action. Likewise, with the presence of influencers as a stimulus, when someone is successfully influenced by advertising exposure, he will think first about what he sees, meaning that he is aware of the presence of the brand after seeing the influencer's advertisement. Furthermore, this awareness will create a response in the form of purchase intention.

CONCLUSIONS AND RECOMMENDATIONS

This research focuses on the influence of social media influencers on purchase intention which is mediated by brand awareness. The use of an influencer has indeed been proven to be effective in creating consumer awareness and influencing their purchase intention toward a brand. The impact caused by using influencers to advertise on social media is to attract attention and create awareness among their fans so it is expected to increase purchase intention for the advertised product. To prove this, the researchers used a research sample with respondents who are active social media users who often see influencers advertising a product on social media. The number of participants in this study was 210 people.

This study used several software for data processing and data testing, namely IBM SPSS Statistics version 15 to test validity and reliability, IBM AMOS version 22 for hypothesis testing, and Sobel test for mediation tests. Data collection started in August 2021 and continued with data processing. Based on the results obtained, from the four proposed hypotheses, all hypotheses are accepted. Social media influencers have proven to have a positive and significant effect on purchase intention, and the effect will be even stronger when mediated by brand awareness. This proves the presence of an influencer who advertises a brand on social media has proven effective in attracting attention to creating awareness among social media users, especially among their followers. Further results, consumer awareness of a brand after being advertised by this influencer has proven effective in increasing the level of consumer purchase intention because the results have proven significant. That is, when a consumer is aware, he will most likely seek further information to enable him to have a purchase intention, either at that time or in the future.

Limitations

The author has limitations in this study, while some of the limitations include an imbalance between the number of male and female participants in this study which was dominated by female participants. This is due to the examples of brands used in this study that are more dominant for women's beauty products. This research cannot fulfill the "Goodness of Fit" category, where one index is stated to be unfavorable. Filling out the questionnaire by respondents may be dishonest and sometimes tend to be in a hurry to fill it out, so this causes research results to tend to be inaccurate.

Suggestion

Based on the results of this study, the authors have several suggestions for future research. Some of these suggestions are as follows: Future research should use more references from previous research to further strengthen existing arguments. The use of survey methods has indeed been widely used in this type of research, so the authors propose to use other alternatives, namely using experimental or interview methods so that the results are more varied.

REFERENCE

- Aaker, D. A. (2009). *Managing brand equity*: Simon and Schuster.
- Ajzen, I., & Fishbein, M. (1977). Attitude-behavior relations: A theoretical analysis and review of empirical research. *Psychological bulletin*, 84(5), 888.
- Amitay, Y. et al. (2020). The Impact of Celebgram Endorsement on Purchase Intention: The Mediating Effects of Customer Attitude and Brand Awareness. *Proceedings of the 8th International Conference on Entrepreneurship and Business Management (ICEBM 2019) UNTAR*
- Anisah. (2017). Faktor-Faktor yang Mempengaruhi Niat Beli Konsumen terhadap Produk Ramah Lingkungan atau Green Product. *Working Paper*, STIE YKPN Yogyakarta,
- Ansari, S., Ansari, G., Ghorri, M. U., & Kazi, A. G. (2019). Impact of brand awareness and social media content marketing on the consumer purchase decision. *Journal of Public Value Administrative Insight*, 2(2), 5-10.
- Assael, H. (1984). *Consumer behavior and marketing action*: Kent Pub. Co.
- Biaudet, S. (2017). Influencer marketing as a marketing tool: The process of creating an Influencer Marketing Campaign on Instagram.
- Brown, D., & Hayes, N. (2008). *Influencer marketing*: Routledge.
- Bylock, C., & Lidberg, T. (2018). The importance of using influencer marketing in order to create brand awareness in international markets for e-commerce companies. In.

- Chang, H. H., & Chen, S. W. (2008). The impact of online store environment cues on purchase intention: Trust and perceived risk as a mediator. *Online information review*.
- Chi. (2009). The impact of brand awareness on consumer purchase intention: The mediating effect of perceived quality and brand loyalty. *Journal of International Management Studies*.
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. *Journal of marketing research*, 28(3), 307-319.
- Dewi, V. C. & Sulistyawati, E. (2018). Peran Brand Awareness Memediasi Pengaruh Iklan Terhadap Niat Beli (Studi Pada Produk Pasta Gigi Merek Sensodyne di Kota Denpasar). *E-Jurnal Manajemen Unud*, 7(4), 1742-1770
- Fenetta, A., & Keni, K. (2020). Pengaruh Brand Awareness dan Perceived Quality Terhadap Purchase Intention: Brand Loyalty Sebagai Variabel Mediasi. *Jurnal Manajemen Bisnis dan Kewirausahaan*, 4(6), 270-275.
- Ferina, N., Sri, G., & Putu, L. (2021). Does Influencer Marketing Really Improve Sustainable Brand Awareness and Sales? *Inovbiz: Jurnal Inovasi Bisnis*, 9(1), 167-174.
- Freberg, K., Graham, K., McGaughey, K., & Freberg, L. A. (2011). Who are the social media influencers? A study of public perceptions of personality. *Public relations review*, 37(1), 90-92.
- Ghosh, P., Dasgupta, D., & Ghosh, D. (1990). Retail management.
- Hall, J. (2015). Build authentic audience experiences through influencer marketing. *Forbes*. In.
- Hariyanti, N.T. & Wirapraja, A. (2018). Pengaruh Influencer Marketing Sebagai Strategi Pemasaran Digital Era Moder (Sebuah Studi Literatur). *Jurnal Ekeskutif*, 5(1), 133-146.
- Hoeffler, S., & Keller, K. L. (2002). Building brand equity through corporate societal marketing. *Journal of Public Policy Marketing*, 21(1), 78-89.
- Howard, J. A. (1989). *Consumer behavior in marketing strategy*: Prentice Hall.
- Hutter, K., Hautz, J., Dennhardt, S., & Fuller, J. (2013). The impact of user interactions in social media on brand awareness and purchase intention: the case of MINI on Facebook. *Journal of Product Brand Management*.
- Insights, S. (2017). The rise and rise of Influencer marketing. *Smart Insights*.
- Jamali, M., & Khan, R. (2018). The impact of consumer interaction on social media on brand awareness and purchase intention! Case study of Samsung. *Journal of Marketing*, 114.
- Koliby, I. S. A., & Rahman, M. A. (2018). Influence Dimensions of Brand Equity on Purchase Intention Toward Smartphone in Malaysia. *FAST Transactions on Education Social Sciences*, 6(1), 7-19.
- Kotler, P., & Armstrong, G. (2018). *Principle of Marketing*. 17th. In: Pearson. Harlow.
- Loudon, D., Stevens, R., & Wrenn, B. (2005). *Marketing management*: Best Business Books.
- Lim, X. J. et al. (2017). The Impact of Social Media Influencers on Purchase Intention and the Mediation Effect of Customer Attitude. *Asian Journal of Business Research*, 7(2), 19-36.
- Macdonald, E. K., & Sharp, B. M. (2000). Brand awareness effects on consumer decision making for a common, repeat purchase product: A replication. *Journal of Business Research*, 48(1), 5-15.
- Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*: the MIT Press.
- Mulyono, D., Syamsun, M., & Najib, M. (2016). The Influence of Social Media in Brand Awareness, Word of Mouth, Intention and Donation Decisionat Rumah Zakat. *Jurnal Aplikasi Manajemen*, 14(4), 619-628.
- Pramudya, A. K., Sudiro, A., & Sunaryo, S. (2018). The role of customer trust in mediating the influence of brand image and brand awareness of the purchase intention in airline tickets online. *Jurnal Aplikasi Manajemen*, 16(2), 224-233.
- Priatni, S. B., Hutriana, T., & Hindarwat, E.N. (2020). Pengaruh Social Media Marketing terhadap Purchase Intention dengan Brand Awareness sebagai Variable Intervening pada Martha Tilaar Salon Day Spa. *Jurnal Ekonomi, Manajemen dan Perbankan*, 5(3), 145-155.
- Purwanto, A.S.A.C. & Teguh Purwanto, T.(2019). Pengaruh Social Media Influencer Terhadap Purchase Intention yang Dimediasi oleh Trustworthiness (Studi pada Akun Instagram@Kulinersby). *Majalah Ekonomi*, 24(2), 219-231.
- Renchen, K. D. (2020). Influencer Impact on Brand Awareness: A Mixed Method Survey in the German Fashion Segment. *European Journal of Business Science Technology*, 138.
- Shah, R., & Pillai, P. (2012). Consumer's environmental concern & its influence on their purchase intention: SEM approach. *International Journal of Management*, 2(1).
- Shah, S. S. H., Aziz, J., Jaffari, A. R., Waris, S., Ejaz, W., Fatima, M., & Sherazi, S. K. (2012). The impact of brands on consumer purchase intentions. *Asian Journal of Business Management*, 4(2), 105-110.
- Shahid, Z., Hussain, T., & Zafar, F. (2017). The impact of brand awareness on the consumers' purchase intention. *Journal of Marketing Consumer Research*, 33(3), 34-38.
- Singh, R. P. & Banerjee, N. (2018). Exploring the Influence of Celebrity Credibility on Brand Attitude, Advertisement Attitude, and Purchase Intention. *Global Business Review*, 19(6).
- Till, B.D., Stanley, S.M., & Priluck, R. (2008). Classical conditioning and celebrity endorsers: An examination of belongingness and resistance to extinction. *Psychology & Marketing*, 25(2), 179-196
- Treiblmaier, A. F. H. (2006). What Keeps the E-Banking Customer Loyal? A Multigroup Analysis of the Moderating Role of Consumer Characteristics on E-Loyalty in the Financial Service Industry. *Journal of Electronic Commerce Research*, VOL 7, NO.2.



- Walangitan, A., Pangemanan, S. S., & Rumokoy, F. S. (2015). Analysing the Impact of Brand Equity on Consumer Purchase Intention of Etude House Cosmetic Product in Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 3(2).
- Wamuyu, P. K. (2021). Blogs as Pathways to Information and Influence Within the Kenyan Blogosphere. In *Analyzing Global Social Media Consumption* (pp. 238-260): IGI Global.