The Influence of Social Media Influencers on Purchase Intention with Brand Awareness, Brand Image, and Brand Trust as Mediating Variables in Surabaya

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Abstract

Social media influencers are individuals who use their social media accounts to share their experiences or reviews with their followers. They have the ability to influence the purchase intentions and purchasing decisions of others through the social media used. Social media influencers also help businesses in building brand awareness. In addition to brand awareness, the profile and good reputation of social media influencers will also improve the brand image and brand trust of a brand so that it will increase purchase intention. This research can be used to help businesses about the importance of the role of social media influencers in the digital era as a strategy in marketing products or services sold to increase brand awareness, brand image and brand trust.This study explains the effect of brand awareness, brand image and brand trust in mediating social media influencers on purchase intention in Surabaya. This research was conducted in the city of Surabaya with a sample of 170 people selected using non-probability sampling techniques. The survey was distributed online through the Google Form platform. The findings in this study reveal that social media influencers have a significant effect on brand awareness, brand image and brand trust. Brand awareness, brand image and brand trust have a significant effect on purchase intention. In addition, brand awareness, brand image and brand trust have a significant effect on purchase intention.

Keywords: *Social Media Influencer, Brand Awareness, Brand Image, Brand Trust, Purchase Intention*

INTRODUCTION

Communication is an exchange of messages or information from a sender to a receiver. This communication is heavily influenced by technological advancements, which have significantly eased human tasks. Technological progress in communication has advanced rapidly. Previously, we could only send messages containing text, but with sophisticated technology, we can now send messages with

both text and video. Beyond messages, advanced technology now allows us to easily order food or shop online through websites or other applications.

The Covid-19 pandemic has transformed the way of life, especially in Indonesia. People have become more reliant on technology to carry out their activities, particularly in shopping. Monthly consumer spending in 2021 increased by 22% compared to 2017, where the average was Rp. 1.03 million per month. According to the Central Statistics Agency (BPS), this indicates an increase in the cost of living during the Covid-19 pandemic. People have become more consumptive due to lockdowns, which forced them to stay at home. This shift from in-person to online shopping was significant, with 74.5% of people preferring online shopping over offline, according to Kompas.com. This trend has pushed businesses and sellers to delve deeper into online marketing strategies. The habit of online shopping has become ingrained and is likely to persist even after the pandemic ends. Ipsos Global Trends in 2021 reported that 83% of Indonesians feel they get better offers when shopping online, and 81% trust online recommendations from websites or social media.

Influencers are celebrities or personalities who have a large following on social media (Abednego, 2021). Their role in product marketing is crucial due to society's dependence on gadgets, leading to extended screen time for online interactions and social media engagement. Social media influencers assist their followers in identifying products or brands they promote. According to Patmawati & Miswanto (2022), social media influencers positively impact brand awareness, which in turn influences purchase intentions. Influencers provide special attention to their audience by endorsing restaurants and cafes in Surabaya, raising awareness of these brands among their followers (Andreani et al., 2021). The plethora of influencers on social media sets trends that influence consumer behavior, thereby boosting online purchase intentions (Tamara et al., 2021).

In marketing products, influencers utilize their social media platforms to upload engaging and informative content, persuading consumers to purchase the products they endorse. Engaging and informative content about product packaging, quality, and reputation builds the image of the product or brand (Nurhandayani, Syarief, Najib, et al., 2019). A positive brand image significantly influences consumer purchase intentions (Agmeka et al., 2019), as does the influencer's ability to spread positive word-of-mouth. Influencers who build trust with their followers enhance the credibility and trustworthiness of the brands they endorse (Nadia et al., 2023).

However, research results on the impact of social media influencers on purchase intentions vary. Some studies, such as those by Hermanda et al. (2019), Nurhandayani, Syarief, Syarief, et al. (2019), and Setio Putri & Tiarawati (2021), indicate no significant positive influence on purchase intentions. Conversely, other studies, as mentioned, demonstrate a positive and significant influence when mediated by brand awareness, brand image, and brand trust.

This study aims to examine how social media influencers influence purchase intentions when mediated by brand awareness, brand image, and brand trust. It replicates and modifies research conducted by Nabila et al. (2023),

replacing the independent variable of social media marketing with social media influencers. The goal is to understand the role of influencers in impacting brand awareness, brand image, and brand trust to stimulate purchase intentions among influenced consumers.

METHOD

This type of research is causal quantitative research which will explain the relationship between the variables used. The sampling technique in this study is purposive sampling method, which is a sampling technique based on certain criteria that will be taken into consideration in selecting samples where the sample used is 170 respondents with the category of Instagram and TikTok social media users in Surabaya who follow one or more social media influencers. The software used to test each research variable uses Smart PLS 4.0.

RESULTS AND DISCUSSION

Validity Test

Table 1. Validity Test

Variable	Question Item	*corrected item total correlation*	Standar sig	Keterangan
Social Media Influencer	X1_1_1	0,437	0,30	Valid
	X1_1_2	0,610	0,30	Valid
	X1_1_3	0,254	0,30	Invalid
	X1_2_1	0,789	0,30	Valid
	X1_2_2	0,559	0,30	Valid
	X1_2_3	0,680	0,30	Valid
	X1_3_1	0,664	0,30	Valid
	X1_3_2	0,712	0,30	Valid
	X1_3_3	0,218	0,30	Invalid
Brand Awareness	Z1_1_1	0,701	0,30	Valid
	Z1_1_2	0,765	0,30	Valid
	Z1_2_1	0,659	0,30	Valid
	Z1_2_2	0,539	0,30	Valid
	Z1_3_1	0,607	0,30	Valid
	Z1_3_2	0,346	0,30	Valid
	Z1_4_1	0,459	0,30	Valid
	Z1_4_2	0,478	0,30	Valid
Brand Image	Z2_1_1	0,386	0,30	Valid
	Z2_1_2	-0,007	0,30	Invalid
	Z2_2_1	0,520	0,30	Valid
	Z2_2_2	-0,086	0,30	Invalid
	Z2_3_1	0,345	0,30	Valid
	Z2_3_2	0,046	0,30	Invalid
Brand Trust	Z3_1_1	0,951	0,30	Valid
	Z3_1_2	0,939	0,30	Valid

Variable	Question Item	*corrected item total correlation*	Standar sig	Keterangan
	Z3_2_1	0,909	0,30	Valid
	Z3_2_2	0,943	0,30	Valid
	Z3_3_1	0,939	0,30	Valid
	Z3_3_2	0,946	0,30	Valid
Purchase Intention	Y_1_1	0,404	0,30	Valid
	Y_1_2	0,012	0,30	Invalid
	Y_2_1	0,429	0,30	Valid
	Y_2_2	-0,155	0,30	Invalid
	Y_3_1	0,357	0,30	Valid
	Y_3_2	0,104	0,30	Invalid
	Y_4_1	0,651	0,30	Valid
	Y_4_2	0,064	0,30	Invalid

Source : Output SmartPLS 4.0, 2024

Based on the validity test results in table 1, it is known that several items on the social media influencer variable, brand image and purchase intention have a significance value that is less than <0.03. So that these items are not used. Meanwhile, items on variables that have a significance value of more than <0.03 that have met the instrument validity criteria will be used.

Reliability Test

Table 2. Reliability Test

No.	Variable	*Cronbach Alpha*	Standart Cronbach's Alpha	Information
1.	*Social Media Influencer*	0,888	0,70	Reliable
2.	*Brand Awareness*	0,838	0,70	Reliable
3.	*Brand Image*	0,788	0,70	Reliable
4.	*Brand Trust*	0,981	0,70	Reliable
5.	*Purchase Intention*	0,752	0,70	Reliable

Source : Output SmartPLS 4.0, 2024.

Cronbach alpha (CA) owned by each variable, it appears that Social Media Influencer is supported by CA of 0.888 (CA > 0.70), Brand Awareness is supported by CA of 0.838 (CA > 0.70), Brand Image is supported by CA of 0.788 (CA > 0.70), Brand trust is supported by CA of 0.981 (CA > 0.70), and Purchase Intention is supported by CA of 0.752 (CA > 0.70). These findings show that all latent variables used in this study have met the criteria for good instrument reliability.

Outer Model

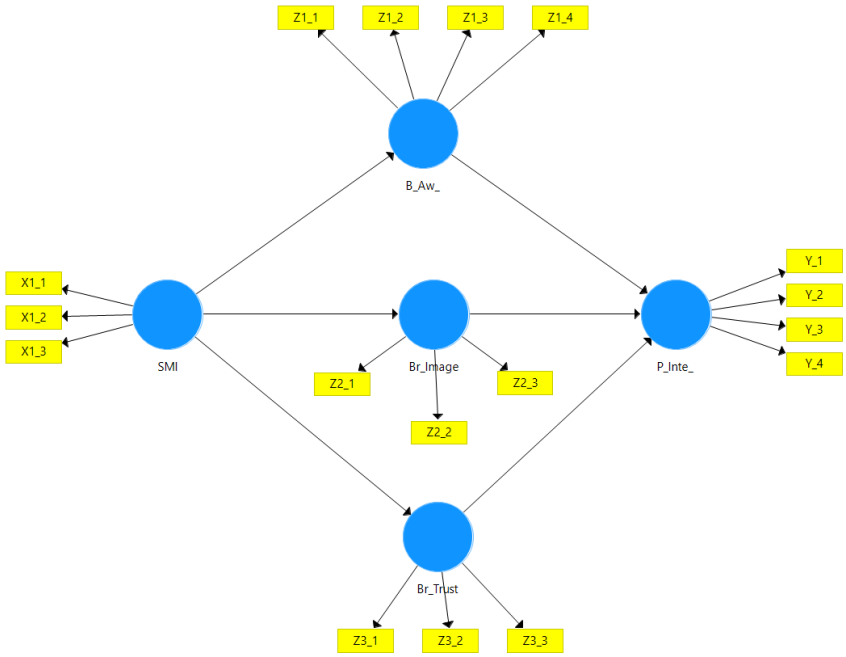

Figure 1. First Model Analysis

Outer Model

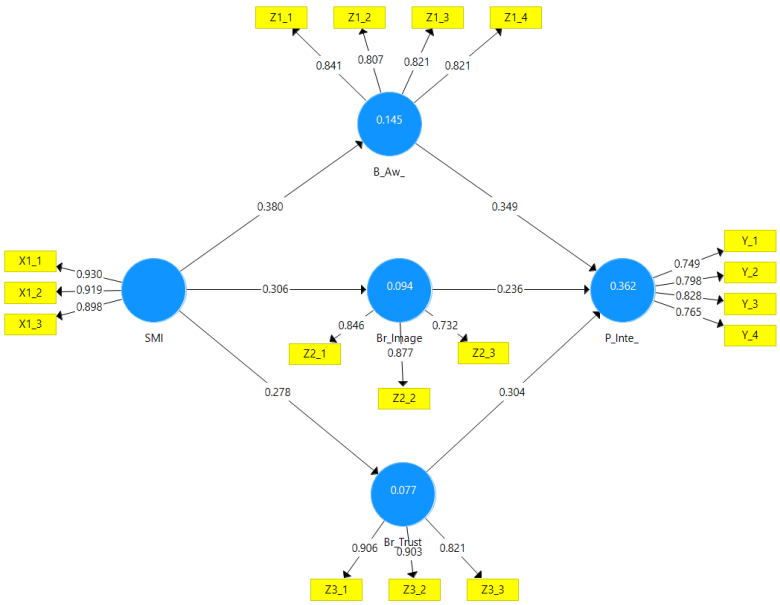

Figure 2. Outer Model

In Figure 2, the loading factor value for all indicators has reached a value> 0.7. The item values generated by Social Media Influencer, Brand Awareness, Brand Image, Brand Trust and Purchase Intention have met the Convergent Validity standard value because all factors have a value > 0.7. Thus it can be concluded that

all constructs are valid. The loading factor results after being dropped can be seen more clearly in table

Table 3. *Outer Loading*

	SMI	B_Aw_	Br_Image	Br_Trust	P_Inte_
X1_1	0,930				
X1_2	0,919				
X1_3	0,898				
Z1_1		0,841			
Z1_2		0,807			
Z1_3		0,821			
Z1_4		0,821			
Z2_1			0,846		
Z2_2			0,877		
Z2_3			0,732		
Z3_1				0,906	
Z3_2				0,903	
Z3_3				0,821	
Y_1					0,749
Y_2					0,798
Y_3					0,828
Y_4					0,765

Source : Output SmartPLS 4.0, 2024.

Based on the picture and table above, all loading factors have values above 0.7 so that the indicators for all these variables are not eliminated from the model. And all indicators meet the requirements for convergent validity.

Table 4. Average Variance Extracted (AVE)

	Brand Awareness	*Brand Image*	*Brand trust*	*Purchase Intention_*	SMI
Brand Awareness	0,823				
Brand Image	0,121	0,820			
Brand trust	0,173	0,250	0,877		
Purchase Intention	0,430	0,354	0,423	0,786	
SMI	0,380	0,306	0,278	0,379	0,916

Source : Output SmartPLS 4.0, 2024.

The results of the Fornell-Larcker Criterion test calculation show that the root of the AVE value in a variable has a higher value than the number in the same column and with the row to the left of that number. This means that the measurement model used in this study has good discriminant validity.

Discriminant Validity

Tabel 5. ***Cross Loading***

	SMI	B_Aw_	Br_Image	Br_Trust	P_Inte_
X1_1	0,930	0,416	0,262	0,287	0,358
X1_2	0,919	0,323	0,295	0,261	0,351
X1_3	0,898	0,293	0,287	0,207	0,331
Z1_1	0,414	0,841	0,137	0,154	0,342
Z1_2	0,309	0,807	0,025	0,186	0,319
Z1_3	0,293	0,821	0,124	0,147	0,320
Z1_4	0,221	0,821	0,105	0,083	0,432
Z2_1	0,310	0,094	0,846	0,221	0,294
Z2_2	0,246	0,120	0,877	0,182	0,333
Z2_3	0,182	0,081	0,732	0,219	0,235
Z3_1	0,238	0,109	0,208	0,906	0,364
Z3_2	0,256	0,167	0,172	0,903	0,389
Z3_3	0,236	0,177	0,281	0,821	0,359
Y_1	0,271	0,290	0,248	0,278	0,749
Y_2	0,262	0,344	0,287	0,334	0,798
Y_3	0,407	0,408	0,333	0,356	0,828
Y_4	0,231	0,291	0,231	0,356	0,765

Source : Output SmartPLS 4.0, 2024.

An indicator is declared valid if it has the highest loading factor for the intended construct compared to the loading factor for other constructs. The table above shows that the loading factor for the Social Media Influencer construct (X1_1 to X1_3) has a loading factor on the relevant construct, whose value is higher than the correlation with the value in other constructs. This indicates that the Social Media Influencer construct has a strong and consistent relationship only with its forming indicators, namely to form the Social Media Influencer variable only and not with other variables. The same also applies to the indicators that make up the next construct, where each indicator reflects the highest value on the variable concerned. Thus, the latent constructs predict indicators in their respective blocks that score better than indicators in other blocks.

Reliability Test

Table 6. ***Cronbach's Aplha dan Composite Reliability***

Variabel Laten	*Cronbach's Alpha*	*Composite Reliability*
Social Media Influencer	0,904	0,940
Brand Awareness	0,841	0,893
Brand Image	0,758	0,860
Brand trust	0,849	0,909

Purchase Intention	0,794	0,866

Source : Output SmartPLS 4.0, 2024.

The results of the smart-PLS calculation regarding the reliability test in the table above show that each variable used in the study has been supported by Cronbach's Alpha and Composite Reliability which exceeds 0.70 so that all variables have good reliability.

The Social Media Influencer variable is supported by Cronbach Alpha (CA) of 0.904 (CA> 0.70) and further supported by Composite Reliability (CR) of 0.940 (CR> 0.70). The Brand Awareness variable is supported by CA of 0.841 (CA>0.70) and further supported by CR of 0.893 (CR>0.70). The Brand Image variable is supported by CA of 0.758 (CA>0.70) and further supported by CR of 0.860 (CR> 0.70). The Brand trust variable is supported by CA of 0.849 (CA>0.70) and further supported by CR of 0.909 (CR>0.70). Finally, the Purchase Intention variable is supported by CA of 0.794 (CA>0.70) and further supported by CR of 0.866 (CR> 0.70).

Inner Model

Tabel 7. *R-Square*

Variabel	*R- Square*	Keterangan
Brand Awareness	0,145	$R^2 < 0,15$, Small
Brand Image	0,094	$R^2 < 0,15$, Small
Brand trust	0,077	$R^2 < 0,15$, Small
Purchase Intention	0,362	$R^2 < 0,50$, moderate

Source : Output SmartPLS 4.0, 2024.

As attached in table 7 which shows the Brand Awareness variable has an R2 of 0.145 which means that the Social Media Influencer variable has a small effect because it is only able to explain 14.5% of changes in Brand Awareness.

The Brand Image variable has an R2 of 0.094, which means that Social Media Influencers have a small influence because they are only able to explain 9.4% of changes in Brand Image. The Brand trust variable has an R2 of 0.077, which means that the Social Media Influencer variable has a small effect because it is only able to explain 7.7% of changes in Brand trust. The Purchase Intention variable has an R2 of 0.362, which means that Social Media Influencers, Brand Awareness, and Brand Image and Brand trust have a relatively moderate effect because they are able to explain 36.2% of changes in Purchase Intention.

Hypotesis Results

Tabel 8. Hypotesis Results Direct Influence between Research Variables

Influence between Variables	Original Sample	*T Statistics*	*P Values*	Information
SMI -> Brand Awareness	0,349	5,742	0,000	H1 Terbukti
SMI -> Brand Image	0,236	3,741	0,000	H2 Terbukti
SMI -> Brand trust	0,304	4,854	0,000	H3Terbukti
Brand Awareness -> Purchase Intention	0,380	5,974	0,000	H4 Terbukti
Brand Image -> Purchase Intention	0,306	4,290	0,000	H5 Terbukti
Brand trust -> Purchase Intention	0,278	3,927	0,000	H6 terbukti

Source : Output SmartPLS 4.0, 2024.

Based on the table above, the results of hypothesis testing can be described as follows :

1. **Social media influencers on brand awareness**

   Data analysis calculations show that Social Media Influencers have an effect of 0.349 on Brand Awareness. This effect is positive and accompanied by a t statistic of 5.742 ($t \geq 1,96$) with a p value support of 0.000 ($p < 0.05$) which means that the 1st hypothesis in this study is confirmed. In other words, Social Media Influencers have a significant influence on Brand Awareness.

2. **Social media influencers on Brand image**

   Data analysis calculations show that Social Media Influencers have an effect of 0.236 on Brand Image. This effect is positive and accompanied by a t statistic of 3.741 ($t \geq 1,96$) with a p value support of 0.000 ($p < 0.05$) which means that the 2nd hypothesis in this study is confirmed. In other words, Social Media Influencers have a significant influence on Brand Image.

3. **Social media influencers on Brand trust**

   Data analysis calculations show that Social Media Influencers have an effect of 0.304 on Brand trust. This influence is positive and accompanied by a t statistic of 4,854 ($t \geq 1,96$) with a p value support of 0.000 ($p < 0.05$) which means that the 3rd hypothesis in this study is confirmed. In other words, Social Media Influencers have a significant influence on Brand trust.

4. **Brand awareness on Purchase intention**

   Calculation of data analysis shows that Brand Awareness has an effect of 0.380 on Purchase Intention. This effect is positive and accompanied by a t statistic of 5.974 ($t \geq 1,96$) with a p value support of 0.000 ($p < 0.05$) which means that the 4th hypothesis in this study is confirmed. In other words, Brand Awareness has a significant influence on Purchase Intention.

5. **Brand image on Purchase intention**

   The data analysis calculation shows that Brand Image has an effect of 0.306 on Purchase Intention. This influence is positive and accompanied by a t statistic of 4.290 ($t \geq 1,96$) with a p value support of 0.000 ($p < 0.05$) which means that the 5th hypothesis in this study is confirmed. In other words, Brand Image has a significant influence on Purchase Intention.

6. **Brand trust on Purchase intention**

   Calculation of data analysis shows that Brand trust has an effect of 0.278 on Purchase Intention. This effect is positive and accompanied by a t statistic of 3.927 ($t \geq 1,96$) with a p value support of 0.000 ($p < 0.05$) which means that the 6th hypothesis in this study is confirmed. In other words, brand trust has a significant influence on Purchase Intention.

Tabel 9. Hypotesis Results Indirect Effect between Variables (Mediation Role)Variables

Pengaruh Tidak Langsung	**Besarnya pengaruh**	***T statistics***	***P Values***	**Hipotesis Penelitian**
SMI -> Brand Awareness_ -> Purchase Intention	0,133	4,226	0,000	H7 terbukti
SMI -> Brand Image -> Purchase Intention	0,072	2,758	0,006	H8 terbukti
SMI -> *Brand trust* -> Purcahse Intention	0,084	3,160	0,002	H9 terbukti

Source : Output SmartPLS 4.0, 2024.

1. **Brand awareness Mediates Social media influencers on Purchase intention**

   Data analysis calculations show that Social Media Influencers have an effect of 0.349 on Brand Awareness. This effect is positive and accompanied by a t statistic of 5.742 ($t \geq 1,96$) with a p value support of 0.000 ($p < 0.05$) which means that the 1st hypothesis in this study is confirmed. In other words, Social Media Influencers have a significant influence on Brand Awareness.

2. **Brand image mediates social media influencers on purchase intention**

   The Social Media Influencer variable has an effect of 0.072 on Purchase Intention through the Brand Image variable. This effect is positive and supported by t statistics of 2.758 ($t > 1.96$) and p values of 0.006 (p values <0.05) which means that the mediating role of the Brand Image variable is significant or in other words that Brand Image mediates the influence of Social Media Influencers on Purchase Intention

3. **Brand trust Mediates Social media influencers on Purchase intention**

   The Social Media Influencer variable has an effect of 0.084 on Purchase Intention through the Brand trust variable. This effect is positive and supported by t statistics of 3.160 ($t > 1.96$) and p values of 0.002 (p values <0.05) which means that the mediating role of the Brand trust

variable is significant or in other words that Brand trust mediates the influence of Social Media Influencers on Purchase Intention.

CONCLUSION

Based on the research results and discussion previously explained, the conclusions from the results of this research can be described as follows:

1) Social Media Influencers have a significant influence on Brand Awarenes. This shows that the role of social media influencers on brand awareness is quite large in the digital era where social media plays an important role in providing knowledge to its users.
2) Brand Awareness has a significant influence on Purchase Intention. This shows that the role of brand awareness encourages consumers to make a purchase intention of a brand.
3) Brand Awareness mediates the influence of Social Media Influencers on Purchase Intention. This shows that brand awareness is able to mediate the influence of social media influencers on purchase intention. Social media influencers will increase their influence on purchase intention through their role in conducting brand awareness.
4) Social Media Influencers have a significant influence on Brand Image. This shows that the role of social media influencers on a brand's brand image is quite significant.
5) Brand Image has a significant influence on Purchase Intention. This shows that the role of a good brand image encourages consumers to make purchase intentions.
6) Brand Image is able to mediate the influence of Social Media Influencers on Purchase Intention.
7) Social Media Influencers have a significant influence on Brand trust. This shows that the role of social media influencers on brand trust is quite large.
8) Brand Trust has a significant influence on Purchase Intention. This shows that the role of brand trust which has a good reputation encourages consumers to make purchase intentions.
9) Brand Trust mediates the influence of Social Media Influencers on Purchase Intention. This shows that brand trust that has a good reputation is able to mediate the role of social media influencers in increasing purchase intention.

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