

The Influence Of Social Media Influencer On Purchase Intention with Brand Awareness and Brand Image as Mediatin Variable

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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, Purchase Intention

INTRODUCTION

Communication involves the exchange of messages or information from the sender to the recipient. This communication is significantly influenced by technological developments. The development of this technology has made human work easier. Technological developments in the communication field have progressed rapidly. In the past, we could only send messages containing text; however, with the development of sophisticated technology, we can now send messages using text and video. In addition ordering, with advanced technological developments, we can now easily order food or shops online via websites or other applications.

The Covid-19 pandemic has changed people's way of life, especially in Indonesia. People are becoming more dependent on technology to carry out their activities, especially when shopping. Monthly consumption expenditure in 2021 will increase to 22% compared with 2017, where the average was still IDR 1.03 million per month. According to the BPS or the Central Statistics Agency, this indicates that there has been an increase in the cost of people's living needs during the Covid-19 pandemic. People have become more consumptive because of the lockdown, which means that they have to stay at home to carry out activities. The lockdown meant that people who previously shopped directly at the location had to shop online. According to Kompas.com, 74.5% of people prefer to shop online rather than offline. This requires business people and sellers to move deeper to be able to carry out their marketing strategies by marketing their products online. This behavior of people who like

to shop online has become a habit that cannot be lost because it has stuck even after the pandemic has ended. According to Ipsos Global Trends in 2021, as many as 83% of Indonesians feel they get better deals when shopping online, and 81% trust online recommendations from sites or social media. Online sales channels include marketplaces, websites, and social media.

Influencers are artists or celebrities who are idols with followers on social media (Abednego, 2021). The role of influencers in marketing products is very important because people cannot be separated from their gadgets, so they have a long screen time to interact in cyberspace and social media. Social media influencers help their followers identify the products or brands they are marketing. According to (Patmawati & Miswanto, 2022) social media influencers have a positive effect on brand awareness; therefore, the influence of social media influencers on purchase intention will be greater if it is mediated by brand awareness. According to Andreani et al. (2021), social media influencers have a positive effect on brand awareness, according to research results by (Andreani et al., 2021) which shows that social media influencers pay special attention to their audience by providing reviews or endorsements about restaurants and cafes in Surabaya so that their audience becomes aware of the restaurant or cafe brand being promoted. A large number of artists or influencers on social media have become trend setters, which makes people tend to follow their lifestyles. The desire to follow an influencer's lifestyle has increased people's purchase intention when shopping online. According to (Tamara et al., 2021) social media influencers have a positive and significant relationship with purchase intention for cosmetic products among Gen Z females.

Interesting and informative content, such as packaging, quality, and reputation of a product or brand, builds the image of a product or brand. According to (Nurhandayani, Syarief, Najib, et al., 2019) social media influencers have a significant and positive impact on the brand image of beauty and skincare products in Jakarta. In addition, good brand image influences consumers' purchase intentions. According to research (Agmeka et al., 2019) a shop with a high brand image can increase consumers' intention to buy these goods. In addition, influencers with good word of mouth skills will have an influence on society.

According to research conducted (Hermanda et al., 2019; Nurhandayani, Syarief, Syarief, et al., 2019; Setio Putri & Tiarawati, 2021) obtained the results, social media influencers did not have a positive and significant effect on purchase intention. Research results differ regarding the relationship between social media influencers and purchase intention. Some research results show that social media influencers have a positive and significant effect on purchase intention, whereas others do not. Meanwhile, several studies that have been mentioned show that there is a positive and significant influence on purchase intention when socialized with brand awareness and brand image, which tests how social media influencers influence purchase intention when mediated by brand awareness and brand image. In addition, this research was conducted with the aim of determining how big the role social media influencers play in having an impact or influence on brand awareness and brand image, so that people who are influenced can have purchase intention or intention to buy due to the influence of the influencer. This research is a replication and modification of the research conducted by (Nabila et al., 2023). The modification in this study is to replace the social media marketing variable as an independent variable with a social media influencer. In addition, brand awareness and brand image were mediating variables.

Literature Review

Marketing Management

Marketing creates value for customers by managing customer relationships to obtain value from customers in return (Kotler & Armstrong, 2018 : 26)

Marketing involves the management of profitable customer relationships. The goal of marketing is to attract new customers by providing excellence, and retaining and growing customers by providing value and satisfaction (Kotler & Armstrong, 2018 : 2).

There are five steps in the marketing process for creating and capturing value from customers.

In the first four steps, companies strive to understand consumers, create customer value, and build strong customer relationships. In the fifth step, the company obtains benefits by creating a customer value. By creating value for consumers, companies ultimately benefit from capturing value from consumers in the form of sales, profits, and long-term customer equity.(Kotler & Armstrong, 2018 : 30)

Marketing management is the art of selecting target markets and building profitable relationships with them. The goal of marketing management is to engage, retain, and grow target customers by creating, delivering, and communicating customer values (Kotler & Armstrong, 2018 : 34).

Recently, direct marketing has shifted to digital marketing. Digital marketing refers to marketing via the Internet using websites, online advertising and promotions, email marketing, online video, blogs, and social media that provide a sense of brand engagement and community to share brand information and experiences for customers(Kotler & Armstrong, 2018 : 516).

For sellers, direct and digital marketing are powerful tools for building personal and interactive customer engagement. In traditional marketing, sales and marketing are carried out directly; marketing is through catalogs, from TV and kiosks, so it is less effective in the digital era. In recent years, a series of digital technologies has had a major influence on online digital marketing, such as websites, online advertising and promotions, online videos, and blogs. Digital marketing online, mobile, and social media create new opportunities for sellers to target customers more deeply(Kotler & Armstrong, 2018 : 535).

Consumer Behavior Theory

Consumer attitudes and behaviors are a combination of beliefs, feelings, and intentions related to a particular thing. Consumer behavior studies how people or groups can make decisions about what they want and how they can obtain it(Kotler & Keller, 2016: 179)

All actions and psychological processes that stimulate consumers and lead to action before purchasing constitute consumer behavior(I Gusti Bagus Krisna Saputra & I Made Wardana, 2023).

An important stage in understanding consumer behavior is knowing the stimulus response obtained so that it can arouse feelings so that consumers will have the intention to buy or purchase before deciding on the next action, namely the purchase decision.

Psychological processes play an important role in consumer purchasing decisions, namely motivation, perception, learning or (understanding), and memory, which influence consumer responses before consumers decide to buy.(Kotler & Keller, 2016 : 282)

Social Media Influencer

Social media influencers are individuals who use their accounts to share their experiences or reviews with their followers (Hermenda et al., 2019).

Social media influencers are individuals who have the ability to influence other people's purchasing intentions and decisions through the social media they use (Nadia et al., 2023).

Social media influencers can influence other people to make purchasing decisions because they can help others determine product specifications and provide product information (Solis & Webber, 2012 : 8)

Many consumers consider social media influencers to be trustworthy sources of information. Social media influencers are viewed by social media users or their followers as role models. Communication carried out using social media influencers can quickly shape the image of a brand and can easily help consumers understand the function of the product(Nurhandayani, Syarief, Syarief, et al., 2019).

When a brand or company uses the services of a social media influencer to collaborate on its products, consumers tend to appreciate the content and do not consider it advertising. (Andreani et al., 2021). Someone who follows a particular social media influencer tends to look for and trust the opinions and testimonials of that influencer(Tamara et al., 2021), thus making *social media influencers* has a popular marketing strategy in the era of the widespread use of social media.

Brand Awareness

Brand awareness is the consumer's ability to recognize or remember a brand in sufficient detail so that the consumer will be moved to make a purchase (David A. Aaker, 1991: 56)

The existence of brand awareness shows that the brand is in the minds of consumers, both the name and logo, thus increasing the possibility that they will choose that brand compared to other brands (I Gusti Bagus Krisna Saputra & I Made Wardana, 2023).

Brand awareness is the ability of consumers to recognize and remember brands from names and logos that are familiar in consumers' minds, so that consumers will always choose that brand because it is already recognized.

The stigma that exists in consumers' minds regarding the quality of a product or service comes from the familiarity of the brand that they can think of, because consumers will be hesitant to buy a new product or service that they are not familiar with, and they will look for market research for that product or service. Therefore, the role of brand awareness or brand awareness of a product or service is very important (Khrisnanda & Dirgantara, 2021).

Before deciding to buy a product or service, consumers tend to choose brands that are well known or recognized because they consider quality, safety, and comfort to increase consumers' purchase intention towards that brand (Ngurah et al., 2021).

Brand Image

Brand image describes the extrinsic properties of a product or service and the brand's efforts to meet customers' psychological or social needs (Kotler & Keller, 2016 : 330). Brand image must have a strong image, such as a name, symbol, or sign, that can differentiate it from other brands.

When buying a product or service, consumers will look at the brand image of a product as an initial consideration before looking at other aspects such as quality, price, and benefits. (Nurhandayani, Syarief, Syarief, et al., 2019).

Brand image is the overall picture of a product, brand, and company that has its own personality and characteristics that show its reputation and credibility that can be used to meet customers' psychological or social needs.

This brand image must be unique and different so that consumers always remember the brand. A brand image is a picture of the company as a whole, which has its own personality. Brand image plays an important role in its development because it shows reputation and credibility, which can be used by consumers to try the products or services offered. Brand reputation is created from loyalty and trust in products or services associated with the brand (Abin et al., 2022).

Purchase Intention

Purchase intention is a form of consumer behavior in which consumers desires to buy or choose a product based on their experience and desires (Kotler & Keller, 2016 : 198).

Purchase intention or intention to buy is something that appears in consumers after receiving stimulation from a brand or product (I Gusti Bagus Krisna Saputra & I Made Wardana, 2023).

Purchase intention is a consumer's willingness and conscious planning to buy a product or service (Annisa & Yusran, 2022).

Consumers with high purchase intentions are more likely to make future purchases. Purchase intention may change when consumers are influenced by their perceptions of price, quality, and value (Tamara et al., 2021).

Purchase intention is consumer behavior, the willingness, and planning that arise in the minds of consumers to purchase intentions after receiving external stimulation to buy a product or brand.

Hypothesis Development

A conceptual framework is important for understanding the progress of research by determining the relationships between variables. Based on our literature review, the following conceptual framework was developed:

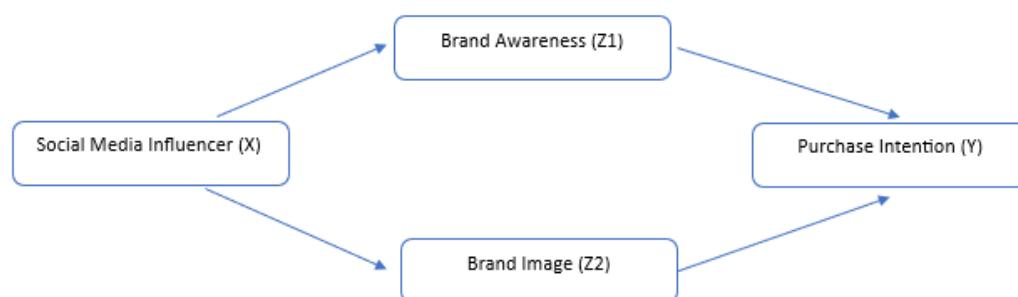


Figure 1 Conceptual Framework

An influencer is someone who has influence in society through their social media. Social media influencers can influence their followers or followers based on their opinions and behavior (Zhang et al., 2018). A social media influencer is someone who can influence other people to make purchasing decisions because they can help other people determine product specifications and provide product information. (Solis & Webber, 2012 : 8)

Social media influencers can provide significant benefits to at company's target market by having an emotional bond with their followers (Parayow & Magdalena, 2023).

Social media influencers who can influence their followers by having strong relationships and trust are highly sought after by business people to increase brand awareness of their brand. According to research (Marina Srichasanah Siagian & Kurnia, 2023) And (Patmawati & Miswanto, 2022a) social media influencers positively and significantly influence brand awareness.

H1: Social Media Influencers have a significant effect on brand awareness In Surabaya

Brand awareness is growing consumers' ability to recognize or remember brands in sufficient detail so that they will be moved to make a purchase (Kotler & Keller, 2016).

Consumers who already recognize and remember the brand will have the opportunity to make purchases. According to research (I Gusti Bagus Krisna Saputra & I Made Wardana, 2023), (Jeremy & Antonio, 2021) and (Machi et al., 2022) brand awareness is proven to have a positive and significant effect on purchase intention, but this is different from the research conducted (Nabila & Suhud, 2023) said that brand awareness does not have a positive effect on purchase intention.

H2: Brand awareness has a significant effect on purchase intention In Surabaya

The brand awareness generated by social media influencers influences consumers' purchase intentions. According to research (Patmawati & Miswanto, 2022b) And (I Gusti Bagus Krisna Saputra & I Made Wardana, 2023) brand awareness mediates social media influencers on purchase intention. Based on this research, the following hypotheses can be formulated:

H3: Brand awareness mediates social media influencers on purchase intention In Surabaya

Brand image describes the extrinsic properties of a product or service and the brand's efforts to meet customers' psychological or social needs. Brand image must have a strong image, such as a name, symbol, or sign, that can differentiate it from other brands (Kotler & Keller, 2016).

This brand image must be unique and different so that consumers always remember the brand. According to research (Nurhandayani, Syarief, Najib, et al., 2019) And (Hermenda & Sumarwan, 2019) There is a significant positive relationship between social media influencers and brand image.

H4: Social media influencers have a significant effect on brand image In Surabaya

A good brand image of a product will have a positive and significant effect on consumers' purchase intention, which is in line with research conducted (Annisa & Yusran, 2022), (Setio Putri & Tiarawati, 2021), and (Salhab et al., 2023) which states that brand image has a positive and significant effect on purchase intention, but this is different from the research conducted (Abin et al., 2022) And (Hadi & Keni, 2022) said that brand image has a positive and significant effect on purchase intention.

H5: Brand image has a significant effect on purchase intention In Surabaya

The brand image generated by social media influencers influences consumers' purchase intentions, which is in line with the research conducted (Tamara et al., 2021) which states that brand

image mediates social media influencers' purchase intentions.

H6: Brand image mediates social media influencers on purchase intention In Surabaya

According to (Cahyadiningrum & Rahardjo, 2023) social media influencers influence brand trust so that it will stick with consumers. According to research (YI Putri et al., 2022) There influencers have a positive influence on brand trust.

METHOD

Population And Sample

The population in this study was followers of social media influencers on Instagram and TikTok platforms in Surabaya. The population size is unknown because there are no data regarding Instagram and TikTok social media users who follow social media influencers in Surabaya. Samples were taken 10 times the number of indicators used in this study 170 people. Purposive sampling was used.

Research Instruments and Questionnaire Design

The research instrument was a questionnaire with a 5 point Likert scale (Strongly Agree to Strongly Disagree). Primary data were obtained from questionnaires distributed to social media users, Instagram, and TikTok in Surabaya. Data were collected through a questionnaire distributed on Google Forms. To make it easier to prepare the research instruments, the researcher describes them in Table 1.

Table 1 Operational Definition of Research Variables

Variable	Dimensions	Indicator	Reference
<i>Social Media Influencers(X)</i>	<i>Reach</i>	Popularity	(Solis & Webber, 2012 : 9)
		<i>Goodwill</i>	
	<i>Relevance</i>	<i>Trust</i>	
		<i>Authority</i>	
		<i>Affinity</i>	
	<i>Resonance</i>	Amplitude	
		Frequency	
<i>Brand Awareness(Z1)</i>		<i>Brand Unaware</i>	(David A. Aaker, 1991: 58)
		<i>Brand Recognition</i>	
		<i>Brand Recall</i>	
		<i>Top of Mind</i>	
<i>Brand Image(Z2)</i>		<i>Brand Identity</i>	(D. Eka Putri et al., 2021 : 131)
		<i>Brand Benefits</i>	
		<i>Reputation</i>	Aaker in(Ananda, 2011: 10)
<i>Purchase Intention(Y)</i>		<i>Exploratory intention</i>	Ferdinand in(Nurhandayani, Syarief, Syarief, et al., 2019)
		<i>Preference intentions</i>	
		<i>Preference intentions</i>	
		<i>Transactional intention</i>	

RESULT AND DISCUSSION

Characteristics Of Respondents

The results obtained by distributing questionnaires obtained responses from 30 people for instrument testing purposes and for hypothesis testing purposes. A minimum of 140 respondents were added so that the total sample was 170 people. The following is an explanation of the data describing respondents as a result of the data processing that has been carried out. The results obtained through distributing questionnaires obtained responses from 30 people for instrument testing purposes and for hypothesis testing purposes a minimum of 140 respondents were added so that the total sample was 170 people. The following is an explanation of the data describing respondents as a result of the data processing that was conducted.

In summary, based on the questionnaire data, the users of the social media Instagram and TikTok respondents are summarized in the table below:

Table 2 Respondents Based on Gender

Category	Amount	Percentage
Man	19	11.18%
Woman	151	88.82%
Total	170	100%

- **Woman:** Most commonly used, with 88.82% of respondents using social media

Characteristics of Respondents by Age Range as follows:

Table 3 Respondents Based on Age

Category	Amount	Percentage
17-20 Years	38	22.35%
21-30 Years	93	54.71%
31-40 Years	35	20.59%
>40 Years	4	2.35%
Total	170	100%

- **21-30 Years:** Most commonly used, with 54.71% of respondents by Age Range used social media

Respondents Based on Social Media Used below:

Table 4 Respondents Based on Social Media Used

Category	Amount	Percentage
Instagram	89	52.35%
TikTok	81	47.65%
Total	170	100%

- **Instagram:** Most commonly used, with 52.35% of respondents used this platform.

Validity & Reliability Test:

All variables had loading factors exceeding the recommended value of 0.70. This proves that all the indicators used in this study are valid or have met convergent validity. This is illustrated in Fig. 3.

Based on the results shown in Table, it can be concluded that the entire construct has

composite reliability and Cronbach's alpha value above 0.7, so it can be said that all statement items in each construct are reliable.

Table 5 Reliability Test

	Cronbach's Alpha	Composite Reliability	Critical Value
<i>Social Media Influencers</i>	0.904	0.940	0.70
<i>Brand Awareness</i>	0.841	0.893	0.70
<i>Brand Image</i>	0.758	0.860	0.70
<i>Purchase Intention</i>	0.794	0.866	0.70

Structural Model Testing (Inner Model)

After carrying out and passing the outer model evaluation, the next step is to test the structural equation model in the structural model section (inner model) using the R-Square, f-Square, and Q-Square coefficient tests.

1. R Squares Testing:

Table 6 R Squares Test

<i>Variable</i>	<i>R- Square</i>	Information
<i>Brand Awareness</i>	0.145	R2 < 0.15, Small
<i>Brand Image</i>	0.094	R2 < 0.15, Small
<i>Purchase Intention</i>	0.362	R2 < 0.50, moderate

As shown in Table 6, the Brand Awareness variable has an *R- Square* of 0.145, which means that the Social Media Influencer variable has a small influence because it is only able to explain 14.5% of the changes in Brand Awareness.

2. F Squares Testing:

The f-squared value from the smart-PLS calculation was used to determine the predicted size of the independent variable against other variables. The results of the f-Squares calculation are summarized as follows:

Table 7 F Squares Test

	<i>Brand Awareness</i>	<i>Brand Image</i>	<i>Purchase Intention</i>
SMI	0.169	0.103	
<i>Brand Awareness</i>			0.184
<i>Brand Image</i>			0.081

The results of Smart-PLS calculations on f-Squares in the table above show that Social Media Influencers have f-squares of 0.169 (f-squares < 0.15) on Brand Awareness, which means that Social Media Influencers have a relatively moderate impact on Brand Awareness. Social Media Influencers have f-squares of 0.103 (f-squares < 0.15) on Brand Image, which means that Social Media Influencers have a relatively small impact on Brand Image.

Brand Awareness has an f square of 0.184 (f squares < 0.35) on Purchase Intention, which means that Brand Awareness has a relatively moderate impact on Purchase Intention. Brand Image

has f squares of 0.081 ($f\text{ squares} < 0.15$) on Purchase Intention, which means that Brand Awareness has a relatively small impact on Purchase Intention.

Hypothesis Testing

Direct Hypothesis Testing:

Table 8 Direct Hypothesis Test

Influence between variables	Magnitude of Influence Path value	<i>Q</i> Statistics	<i>P</i> Values	Information
<i>SMI -> Brand Awareness</i>	0.349	5,742	0,000	H1 Proven
<i>SMI -> Brand Image</i>	0.236	3,741	0,000	H4 Proven
<i>Brand Awareness -> Purchase Intention</i>	0.380	5,974	0,000	H2 Proven
<i>Brand Image -> Purchase Intention</i>	0.306	4,290	0,000	H5 Proven

H1,H2,H4, and H5 are accepted: Social media influencers have a positive and significant influence on Brand Awareness and Brand Image. Brand Awareness and Brand Image have a positive and significant have a positive and significant influence on purchase intention

Indirect Hypothesis Testing:

Table 9 Indirect Hypothesis Test

Indirect Influence	The magnitude of the influence	<i>T</i> statistics	<i>P</i> Values	Research Hypothesis
<i>SMI -> Brand Awareness -> Purchase Intention</i>	0.133	4,226	0,000	H3 is proven
<i>SMI -> Brand Image -> Purchase Intention</i>	0.072	2,758	0.006	H6 is proven

Significant indirect influence, H3 and H6 are proven as seems at table 9.

Discussion

The results of the data analysis show that hypothes 1 and H1 in this research, namely "Social media influencers have a significant influence on brand awareness in Surabaya" is confirmed to be true. Social media influencers have a significant effect on brand awareness; increasing the value of social media influencers will cause a significant increase in the value of brand awareness. Thus, the influence of social media influencers is important for increasing brand awareness in Surabaya. The results of the current study are supported by research(Patmawati & Miswanto, 2022)nor(Andreani et al., 2021)who stated that social media influencers have a significant influence on brand awareness.

The results of the data analysis show that Hypothesis 2 or H2 in this research, namely "Brand awareness has a significant effect on purchase intention," is confirmed to be true. Brand awareness has a significant effect on purchase intention, where an increase in the value of brand awareness causes a significant increase in the value of purchase intention. In this case, the influence of brand awareness is important for increasing the purchase intention in Surabaya. The results of the current study are supported by research(I Gusti Bagus Krisna Saputra & I Made Wardana, 2023),(Jeremy & Antonio, 2021)And(Machi et al., 2022)who said that brand awareness has a significant effect on purchase intention

The results of the data analysis show that hypothes 3 and H3 in this research, namely "Brand awareness mediates social media influencers on purchase intention" is confirmed to be true. Brand awareness mediates the role of social media influencers in increasing purchase intentions. In this case, the influence of brand awareness is important for mediating social media influencers in increasing purchase intentions in Surabaya. The results of the current study are supported by research(Patmawati & Miswanto, 2022)And(Andreani et al., 2021)who stated that brand awareness mediates social media

influencers on purchase intention.

The results of the data analysis show that hypothesis 4 and H4 in this research, namely "Social media influencers have a significant influence on brand image in Surabaya" is confirmed to be true. Social media influencers have a significant effect on brand image, where increasing the value of social media influencers causes a significant increase in the value of brand image. In this case, the influence of social media influencers is important for improving the brand image in Surabaya. The results of the current study are supported by research (Nurhandayani, Syarief, Syarief, et al., 2019) and (Tamara et al., 2021) who said that social media influencers have a significant influence on brand image.

The results of the data analysis show that hypothesis 5 or H5 in this research, namely "Brand image has a significant effect on purchase intention" is confirmed to be true. Brand image has a significant effect on purchase intention, where an increase in brand image value causes a significant increase in the value of purchase intention. In this case, the influence of brand image is important for increasing the purchase intention in Surabaya. The results of the current study are supported by research (Annisa & Yusran, 2022), (Khrisnanda & Dirgantara, 2021) and (Abin et al., 2022) who stated that brand image has a significant influence on purchase intention.

The results of the data analysis show that Hypothesis 6 or H6 in this research, namely "Brand image mediates social media influencers on purchase intention" is confirmed to be true. Brand image mediates the role of social media influencers in increasing purchase intentions. In this case, the influence of brand image is important for mediating social media influencers in increasing purchase intentions in Surabaya. The results of the current study are supported by previous research (Nurhandayani, Syarief, Syarief, et al., 2019) and (Tamara et al., 2021) which states that brand image mediates social media influencers on purchase intention.

Conclusion

Based on the results of the analysis that has been carried out, the following conclusions can be drawn:

1. Hypotheses 1 and H1 are confirmed in this study. In other words, Social Media Influencers significantly influence Brand Awareness. This shows that the role of social media influencers in brand awareness is quite large in the digital era, where social media plays a very important role in providing knowledge to its users.
2. Hypotheses 2 and H2 are confirmed in this study. In other words, Brand Awareness significantly influences Purchase Intention. This shows that brand awareness encourages consumers to have purchase intentions for a brand.
3. Hypotheses 3 or H3 of this study were thus confirmed. In other words, Brand Awareness mediates the influence of social media on purchase intention. This indicates that brand awareness mediates the influence of social media influencers on purchase intention. Social media influencers increase their influence on purchase intention through their role in creating brand awareness.
4. Hypotheses 4 or H4 of this study were thus confirmed. In other words, Social Media Influencers significantly influence Brand Image. This shows that the role of social media influencers on brand image is quite significant.
5. Hypotheses 5 or H5 of this study were confirmed. In other words, Brand Image has a significant influence on Purchase Intention. This shows that the role of a good brand image encourages consumers to make purchase.
6. Thus, Hypotheses 6 or H6 of this study were confirmed. In other words, Brand Image mediates the influence of Social Media Influencers on Purchase Intention.

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