

The Effect of Advertising Attractiveness, Influencer Marketing, Online Customer Reviews on Brand Image and Purchase Decision

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ABSTRACT

Advances in digital technology have changed the way companies interact with consumers, including in marketing communication strategies. In the context of the highly competitive telecommunications industry, the use of digital media is one of the keys to building brand image and influencing consumer purchasing decisions. This study was conducted to specifically analyze purchase decisions as a key variable influenced by various digital marketing communication factors, namely advertising attractiveness, influencer marketing, and online customer reviews, which then shape brand image. The purpose of this study was to more specifically measure the influence of advertising attractiveness, influencer marketing, and online customer reviews on brand image, as well as their impact on purchase decisions among Telkomsel product consumers in Wonosobo Regency. This type of research is quantitative with a purposive sampling technique distributed through questionnaires to 125 respondents. Primary data analysis was conducted using the Structural Equation Modeling (SEM) method. The results show that the independent variables of advertising attractiveness, influencer marketing, and online customer reviews significantly influence brand image, which in turn has a positive impact on purchase decisions. These findings provide important managerial implications for Telkomsel to continue optimizing digital-based marketing communication strategies, maintaining brand image consistency, and fostering customer engagement through social media. However, this study has limitations in terms of geographic coverage, focusing only on the Wonosobo region and being cross-sectional, thus not reflecting the dynamics of consumer perceptions over time. Further research is recommended to expand the study area and use a longitudinal approach to gain a deeper understanding and broader generalization of the results.

Keywords: Advertising Attractiveness, Influencer Marketing, Online Customer Reviews, Brand Image, Purchase Decision.

INTRODUCTION

As one of the largest telecommunications service providers in Indonesia, Telkomsel has also experienced the impact of advances in Internet technology that have driven changes in people's lifestyles, especially in consumption patterns and shopping behavior. In the past, most people relied on conventional approaches to the purchasing process (Abubakar et al., 2016). However, advertising has succeeded in attracting people's interest in online shopping. Advertising attractiveness is said to be a type of marketing that uses the Internet as its main tool, which indicates a rationalization of shifts in people's behavior in shopping activities (Gazley & Coombes, 2024). Advertising attractiveness is a key factor in building sustainable business relationships (Nuseir, 2019). Influencer marketing and brand image play a significant role in shaping brand image, which ultimately impacts purchase decisions (Arief et al., 2023).

This is particularly relevant for telecommunications service providers, such as Telkomsel, which currently compete in an increasingly competitive digital market. As the brand with the largest customer base in Indonesia, Telkomsels needs to continuously develop effective and adaptive digital marketing strategies to address changing consumer behavior. Strong advertising attractiveness, the use of appropriate influencers, and positive customer reviews can strengthen Telkomsel brand image in the public eye (Kilumile & Zuo, 2024). Therefore, this research is crucial to provide insight into telkomsel management

and other business actors in understanding the influence of advertising attractiveness, influencer marketing, and online customer reviews on brand image, as well as how This brand image effects consumers' purchasing decisions. This understanding is necessary for formulating more targeted marketing strategies, maintaining customer loyalty, and maintaining and expanding market share amid intense competition in the telecommunications industry (Brilliany, 2022).

Brand image is crucial for research because it is a vital element that reflects the extent to which a product meets or exceeds consumer expectations (Chen et al., 2022). In the telecommunications industry, brand image not only improves consumer purchasing decisions but also leads to positive recommendations for potential customers (Hartini & Setiawan, 2023). A strong and positive brand image can provide various benefits to consumers, influencing not only purchasing decisions, but also forming emotional connections and long-term loyalty (Abdullaeva, 2020).

Advertising attractiveness provides consumers with several significant benefits. Attractive advertising not only impacts perceptions and purchasing decisions, but also creates a more positive experience for consumers (Kim & Yang, 2024). Attractive advertising can make it easier for consumers to recall advertised brands or products (Mirje, 2020). This is important because consumers are more likely to consider brands they already know when making purchasing decisions (Boateng, 2021). Advertising attractiveness often presents information creatively and clearly, making it easier for consumers to understand the product's benefits and how they can meet their needs (Sesar et al., 2022).

Influencer marketing is important for research because it can increase product purchase intensity. This can occur when companies use endorsers to enhance their brand image (Gu & Duan, 2024). Influencer marketing is often used to introduce new products to a wider audience (Ao et al., 2023). Consumers can learn about products that they might not have previously known about, giving them more choices (Ali & Alqudah, 2022). When used appropriately, influencer marketing can help build, strengthen, and transform brand image in the eyes of consumers (Wasiat & Bertuah, 2022).

Purchase decisions are the ultimate goal of any business strategy in the telecommunications industry (Liang et al., 2023). The purchase decision for a product is crucial for consumers, brands, and the market as a whole (Kittur & Chatterjee, 2021). The purchase decision is considered a crucial stage in the purchasing process, influencing various aspects of a product (Macias et al., 2023). In this context, consumers can strengthen their purchasing decisions through positive recommendations from satisfied customers (Hawkins & Saleem, 2024).

This research was adapted from a study by Arief et al. (2023) on the impact of advertising attractiveness, influencer marketing, and online customer reviews on consumer purchase decisions. The gap between this study and previous research is that the former focused on e-commerce platforms in Indonesia, whereas this study focuses on telecommunications providers in Indonesia. Furthermore, the researchers added a brand image variable to measure the impact of the independent variables on purchase decisions.

The purpose of this research was to conduct an in-depth study of purchase decisions in relation to advertising attractiveness, influencer marketing, online customer reviews, and brand image in the telecommunications industry. Furthermore, it identifies the variables that have the greatest influence on purchase decisions. It is hoped that this research will contribute to the theoretical and scientific realms of marketing management and improve consumer purchase decisions in the telecommunications industry.

LITERATURE REVIEW

Advertising Attractiveness

Keller and Kotler (2015) defined advertising attractiveness as the ability of an advertisement to attract the audience's attention and create a positive impression through well-packaged visual, audio, and message elements. According to Rehman and Elahi (2024), advertising attractiveness is the quality of an advertisement that makes it stand out among many competing advertising messages. According to Kim and Yang (2024), advertising attractiveness refers to the elements of and advertisements that can attract consumers' attention, such as the use of attractive models or public figures, captivating visuals, and advertising messages relevant to the audience's desires or needs. According to Morinaga et al. (2024), advertising attractiveness is the quality of an advertisement that makes it stand out among many competing messages. Advertising attractiveness can be achieved through the selection of the right media, use of famous figures, and creative designs that suit the characteristics of the audience you want to reach.

Influencer Marketing

Kotler and Keller (2016) define influencer marketing as a form of marketing that involves

individuals with significant and segmented audiences with the aim of promoting a brand or product through social media platforms. Lee (2024) defines influencer marketing as a marketing strategy in which a brand identifies individuals who have a broad impact on the target market and collaborates with them to increase brand awareness and drive purchasing decisions. According to Jiao et al. (2024), influencer marketing is part of a social media marketing strategy that relies on people with a high influence in online communities to influence the opinions or behavior of their followers. According to Hawkins and Saleem (2024), influencer marketing is a marketing strategy that involves individuals influencing social media or other platforms to promote products or services. These influencers can be celebrities, bloggers, or individuals with large followings on social media platforms.

Online Customer Review

Cheung and Thadani (2012) defined online customer reviews as content published by consumers on the Internet that provides information and assessments about a particular product or service. According to Noraini et al. (2016), online customer reviews are feedback provided by consumers regarding a product or service that can be found on online platforms. According to Syah et al. (2022), online customer reviews are collected from user experiences posted on the Internet by consumers who use a particular product or service. According to Behl et al. (2024), online customer reviews are recommendations or evaluations posted by consumers after purchasing or using a product or service. According to Khan et al. (2024), online customer reviews are reviews written by customers who have purchased and used a product or service. These reviews are posted on platforms such as e-commerce sites or online discussion forums, and help provide perspectives on product quality and user experience.

Brand Image

According to Kotler and Armstrong (2010), brand image is a picture or association that exists in consumers' minds regarding a brand. This association can be in the form of product attributes, quality, or emotional benefits associated with a brand. According to Nuseir (2019), brand image is a set of associations related to a brand in the minds of consumers that shapes their perception of the brand. According to Abdullaeva (2020), brand image is a collection of associations formed in the minds of consumers that describe how they view a brand. According to Hu et al. (2024), brand image is a perception or image formed in the minds of consumers about a brand that has a major influence on consumer loyalty. The importance of building a positive brand image affects brand value in consumers' eyes.

Purchase Decision

Kotler and Keller (2021) defined a purchase decision as the final decision made by consumers to purchase a product or service after evaluating alternatives based on their needs, wants, and preferences. According to Chatterjee et al. (2022), a purchase decision is the final step in the consumer decision-making process in which individuals decide to purchase a particular product or service after considering all relevant information and available alternatives. Furthermore, According to Liao et al. (2023), a purchase decision is made by consumers regarding whether they will purchase a product, which product to choose, when, where, and how to purchase. According to Hawkins and Saleem (2024), a purchase decision is a step in the decision-making process after consumers identify their needs and evaluate product alternatives. These decisions can also be influenced by social, psychological, and other external factors.

THEORETICAL FRAMEWORK AND HYPOTHESES

Relationship Between Advertising Attractiveness and Brand Image

In general, engaging advertising plays a role in creating, strengthening, or even changing a brand's image in consumers (Gazley & Coombes, 2024). Brand image is formed through consumers' experiences and perceptions of the brand, which includes perceptions of brand communications such as advertising (Kilumile & Zuo, 2024). Engaging in advertising can form strong positive perceptions, which in turn builds brand equity (Morinaga et al., 2024). Sun et al. (2024) suggested that advertising appeal is crucial in building a brand image, especially when the advertisement is delivered in an emotionally and visually appealing manner. Engaging advertising will increase the brand's appeal in the eyes of consumers, strengthen the brand image by making the brand more recognizable, and build positive associations (Alalwan et al., 2017). Successful advertising not only creates interest but also builds a brand image that aligns with consumers' desires and values (Farzin & Fattahi, 2018). Rhazaoui et al. (2024) find that advertising attractiveness has a significant and positive influence on brand image. Based on this research,

the following hypotheses are proposed:

H₁: Advertising Attractiveness has a positive effect on Brand Image.

Relationship Between Influencer Marketing and Brand Image

Gu and Duan (2024) emphasized that social media influencers have the ability to shape brand image through their influence on followers. When influencers with high credibility and strong relationships with their audiences promote a brand, brand image tends to be reflected in the influencer's image (Amalia & Nurlinda, 2022). Influencer marketing plays a role in strengthens positive associations formed in consumers' minds, thus contributing to brand image formation (Kent et al., 2024). Mahendra and Edastama (2022) state that influencer marketing can shape brand image by creating emotional and personal connections between brands and audiences. Influencers with close relationships with their followers tend to convey authenticity, which helps increase brand credibility (Kilumile & Zuo, 2024). Influencers help shape brand image through more personal and direct communication with the audience (Jiao et al., 2024). Influencers can serve as a bridge between brands and consumers, creating a more human and emotional image, enabling brands to strengthen their image, and build stronger relationships with consumers (Atmaja & Rahayu, 2023; Khan et al., 2024). Hawkins and Saleem (2024) find that influencer marketing has a significant and positive impact on brand image. Based on these findings, the following hypothesis is formulated:

H₂: Influencer Marketing has a positive influence on Brand Image.

Relationship Between Online Customer Reviews and Brand Image

Online customer reviews can directly influence brand image, as consumers tend to seek others' opinions before making a purchasing decision (Mahendra & Edastama, 2022). Positive reviews enhance brand perception and create a better brand image, whereas negative reviews can degrade brand image (Hoang & Tung, 2023). Online customer reviews have a significant influence on shaping, strengthening, and changing brand images (Sethi & Kapoor, 2021). Uslu and Eren (2020) found that online customer reviews significantly influence consumer behavior, including perceptions of brand image. They explained that online reviews, especially those with high ratings, can improve brand image because consumers feel more confident in choosing a product or service (Tariq et al., 2017). Long and Lijia (2024) emphasized that online customer reviews are related to product or service quality. If consumers provide positive reviews of quality, service, and experience, this will improve the overall brand image. Khan et al. (2024) find that online customer reviews have a significant impact on brand image. Based on the above explanation, we propose the following hypothesis:

H₃: Online Customer Reviews have a positive impact on Brand Image.

Relationship Between Brand Image and Purchase Decision

Brand image refers to the associations and perceptions consumers have of a brand (Kim & Chao, 2019). Consumers more easily choose a brand with a positive image is more easily chosen by consumers (Abubakar et al., 2016). When the brand image is strong and aligns with consumer preferences, it encourages consumers to choose the product, which in turn influences their purchase decisions (Hoang & Tung, 2023). Brand image is shaped by consumers' experience with the brand and how they recognize the brand through elements such as perceived quality, brand associations, and past experiences (Fatmawati & Alikhwan, 2021). A good brand image increases consumer confidence in the quality of a product or service, which influences purchase decisions (Febrianti et al., 2021). Consumers are more likely to choose brands they trust and have a good image (Susanti & Samudro, 2024). A positive brand image enhances consumers' perceptions of product quality and credibility, making it easier for them to make purchase decisions (Kim & Chao, 2019). Consumers who recognize a brand and have positive associations with it feel more comfortable and confident in making purchase decisions (Koerber & Schiele, 2024). Therefore, a positive brand image can accelerate the purchase decision-making process and increase the likelihood of purchasing a product or service (Wiratama et al., 2022). Khalid (2024) finds that brand image has a significant impact on purchase decisions. Therefore, based on the results presented above, the following hypothesis is proposed.

H₄: Brand Image has a positive influence on Purchase Decision.

Based on the relationship between the previous variables, the following research model was created:

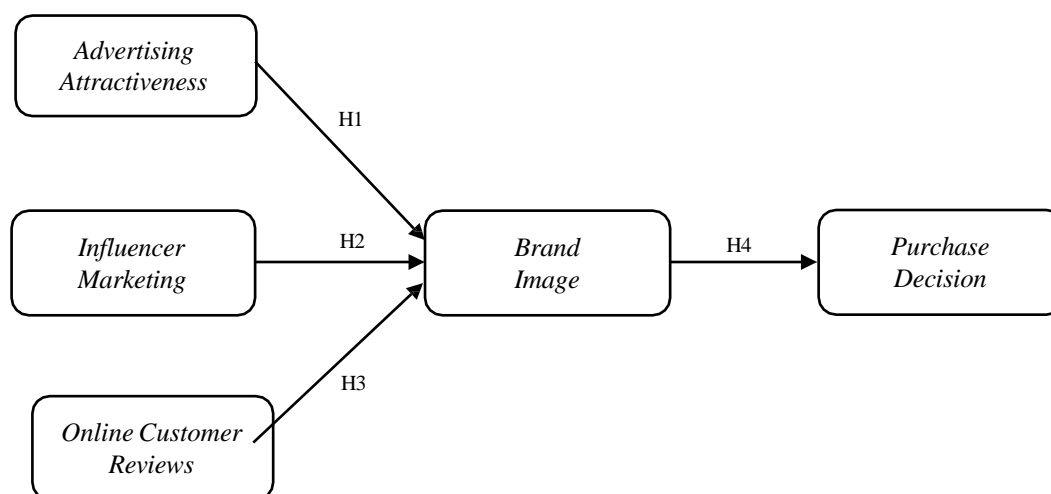


Figure 1. Conceptual framework

RESEARCH METHOD

This study was adapted from a previous journal, and there were 25 indicators in this research questionnaire. The measurement related to the Advertising Attractiveness variable consists of five statements adopted from Cvirka et al. (2022); the measurement of the Influencer Marketing variable consists of five statements adopted from Ainun and Tantra (2023); the measurement of the Online Customer Reviews variable consists of five statements adopted from Jalilvand and Samiei (2012); the measurement of the Brand Image variable consists of five statements adopted from Lien et al. (2015); and the measurement of The Purchase Decision variable consisted of five statements adopted from (De Shields et al., 1996).

The sampling technique used is non-probability, namely, a sampling technique that does not provide an equal opportunity or chance for each member of the population to be selected as a sample. The type of non-probability that will be used to collect data is purposive sampling, namely, determining the sample based on certain criteria that will be used and in accordance with the objectives of the study. The population in this study was Telkomsel telecommunication consumers in Indonesia. However, with the number of Telkomsel telecommunications users reaching more than 170 million customers, this number is difficult to reach. The possibility of bias is very large; therefore the sample cannot represent the actual number of Telkomsel telecommunications users. To anticipate this, we use the recommendation from Sugiyono (2018) using purposive sampling to determine the number of samples based on predetermined criteria by the researcher, namely prospective consumers who have seen Telkomsel advertisements and have read reviews from Telkomsel influencers, as well as customer reviews about Telkomsel products on social media, are over 17 years old and domiciled in Wonosobo.

The data collection technique used was to distribute online questionnaires via Google Forms. Data collection was performed twice: pre-test and primary data. The questionnaire used a Likert scale, with a rating scale of 1 to 4. A score of four means strongly agree (SS), a score of three agree (S), a score of two disagree (TS), and a score of one strongly disagree (STS). The type of research used was quantitative research with the Structural Equation Modeling (SEM) method. To determine the number of samples based on Hair et al. (2021), the sample size that can be used is a minimum of five times the number of questions and a maximum of ten questions. Therefore, the sample size used in this study was (25×5) , and a sample of 125 respondents was obtained.

Data collection began with the distribution of an initial questionnaire (pre-test) to the 30 respondents. Validity and reliability tests were conducted using Confirmatory Factor Analysis (CFA) to test and measure the hypothesized model. Furthermore, validity tests were conducted using the Kaiser Meyer Olkin (KMO) and Measures of Sampling Adequacy (MSA) anti-image matrix correlation measurements, with the condition that acceptable factor analysis values were $KMO \geq 0.5$ and $MSA \geq 0.5$. Furthermore, reliability tests examined Cronbach's alpha value, with the condition that an acceptable value was ≥ 0.6 (Hair et al., 2021).

Then, the analysis of primary data, totaling 125 respondents, used the structural equation Modeling method to test the outer and inner models. The outer model testing consisted of convergent validity,

discriminant validity, reliability, collinearity, and adjusted R-squared. Meanwhile, the inner model testing uses the criteria of the p-value, t-statistic, and the original sample. Based on the theory (Hair et al., 2021), the value that meets convergent validity is > 0.7 for the loading factor, and for the AVE value is > 0.5 . Furthermore, according to Hair et al. (2021), if the T-statistic value is greater than the T table (1.650) with a P-value < 0.05 , this can be said to have a positive influence, while the direction of the relationship can be determined by looking at the original sample value.

RESULTS AND DISCUSSION

Validity testing at the pretest stage refers to the Kaiser Meyer Olkin (KMO) and Measures of Sampling Adequacy (MSA) anti-image matrix correlation values, with a requirement of ≥ 0.50 (Hair et al., 2021). Based on these test results, the KMO and MSA values were obtained ≥ 0.50 for each indicator, totaling 25 statements, so all indicators met the validity requirements and could be used in the next analysis stage. The reliability test refers to Cronbach's alpha with a requirement of ≥ 0.6 (Hair et al., 2021). Based on the reliability test, the results obtained were that all statement indicators obtained values ≥ 0.6 exceeding the predetermined value limit, indicating that all indicators in this study were reliable and could be used for further analysis.

Respondents in this study were consumers of Telkomsel products in Wonosobo. Based on the results of the distribution of online questionnaires via Google Form, 125 respondents were obtained. There were 60 men (75%) and 40 women (50%). In terms of age range, 84 (67.2%) patients were dominated by 18-30 years old, 30 people (24%) were aged 31-43 years old, and 11 people (8.8%) were aged 44-50 years old. Furthermore, education level was dominated by 75 high school/vocational high school (60%), 17 diploma 3 (13.6%), and 33 bachelor's degrees (26.4%).

Outer Model Testing

Table 1. Outer Model Results

Variable	Indicator	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
Advertising Attractiveness	AA1	0.764	0.801	0.863	0.557
	AA2	0.743			
	AA3	0.730			
	AA4	0.791			
	AA5	0.702			
Brand Image	BI1	0.744	0.800	0.862	0.555
	BI2	0.742			
	BI3	0.721			
	BI4	0.769			
	BI5	0.749			
Influencer Marketing	IM1	0.751	0.819	0.873	0.579
	IM2	0.753			
	IM3	0.765			
	IM4	0.751			
	IM5	0.785			
Online Customer Reviews	OCR1	0.730	0.855	0.897	0.638
	OCR2	0.780			
	OCR3	0.748			
	OCR4	0.841			
	OCR5	0.878			
Purchase Decision	PD1	0.747	0.812	0.868	0.569
	PD2	0.768			
	PD3	0.762			
	PD4	0.738			
	PD5	0.756			

Source: Researcher-processed data findings, 2025

Based on the test results, the convergent validity value can be determined by examining the loading factor value in the external loading table as well as the Average Variance Extracted (AVE) value. Hair et al. (2021) stated that the fixed value that must be met to measure convergent validity is > 0.7 , followed by factor loading and AVE with a value > 0.5 . In this study, the loading factor value obtained from 25

indicators was > 0.7 ; thus, it was stated that the 25 indicators were acceptable, and the AVE value > 0.5 ; thus, they met the requirements, and it can be concluded that the 25 indicators have met the requirements and are acceptable. In addition, the internal consistency reliability test was used to measure the indicator's ability to measure its latent construct based on composite reliability and acceptable Cronbach's Alpha values that are acceptable ranging from $> 0.6 - 0.7$ (Hair et al., 2021). The results of data processing showed that all latent variables (constructs) had Composite Reliability values > 0.7 . and a Cronbach's alpha value > 0.6 . Thus, both the composite reliability and Cronbach's alpha values met the established criteria and indicated that the instrument had good reliability.

Discriminant validity describes the differences between one latent variable and another (Hair et al., 2021). Three methods can explain the discriminant validity test: the Heterotrait-Monotrait Ratio (HTMT), the Fornell-Larckel Criterion, and Cross-Loading. The Heterotrait-Monotrait Ratio (HTMT) is a measure used to assess discriminant validity by comparing the average correlation between indicators of different constructs to the average correlation of indicators within the same construct. According to Henseler et al. (2015), an HTMT value below 0.90 indicates that the construct has adequate discriminant validity. Based on the results of this study, all relationships between variables showed HTMT values below 0.90; thus, it can be concluded that discriminant validity was met properly.

The Fornell-Larckel Criterion states that a latent construct should explain the variance of its own indicators better than the variance of other latent constructs (Hair et al., 2021). All variables measured in this study met the criteria; thus, the Fornell-Larckel criterion had good discriminant validity. The cross-loading value indicates the correlation between an indicator, its construct, and other constructs. The correlation value of an indicator with its latent variable should be greater than that with other latent variables (Hair et al., 2021). Based on the calculation results, the overall cross-loading value for the measurement items for advertising attractiveness, influencer marketing, online customer reviews, brand image, and purchase decision has a higher value and is strongly correlated with the main variable being measured compared to the other variables, indicating that the variable has good discriminant validity.

Collinearity between indicators was measured using the Collinearity Statistics (VIF) value. In the outer VIF Value table, the VIF value is < 5 , indicating that the indicators do not have collinearity issues (Hair et al., 2021). The calculations show that all indicators have VIF values < 5 , indicating that they do not experience multicollinearity issues.

Table 2. R Square Adjusted

	<i>R Square</i>	<i>R Square Adjusted</i>
Brand Image	0.755	0.747
Purchase Decision	0.496	0.491

Source: Researcher-processed data findings, 2025

The coefficient of determination explains the extent to which the independent variable explains the dependent variable (Hair et al., 2021). Based on calculations, the variables Advertising Attractiveness, Influencer Marketing, and Online Customer Reviews can impact the Brand Image variable by 74.7%, while the remaining 25.3% is explained by other variables not examined in this study. The variables Advertising Attractiveness, Influencer Marketing, Online Customer Reviews, and Brand Image can impact the Purchase Decision variable by 49.1%, while the remaining 50.9% is explained by other variables not examined in this study.

Inner Model Testing (Hypothesis Testing)

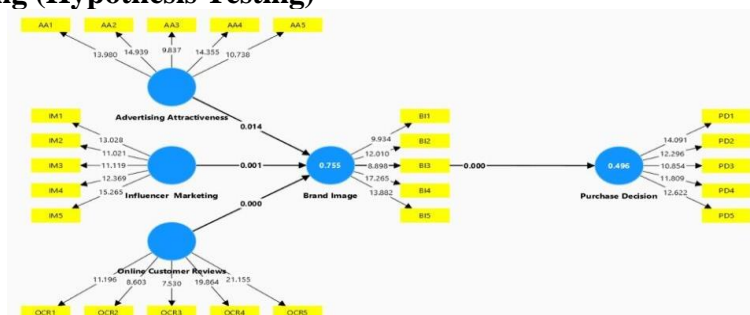


Figure 2. Hypothesis Test Results

The inner model (hypothesis test) of this study was developed by examining the significance of the path coefficients. According to Hair et al. (2021), if the statistical T-value is greater than the T-table (1.650) at the 5% level, with a p-value < 0.05, a significant effect can be observed, while the direction of the relationship can be determined by examining the original sample values.

The results of the calculations using the bootstrapping method are shown in the table below.

Table 3. Hypothesis Test Results

	<i>Hypothesis</i>	<i>Original Sample (O)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>	<i>Information</i>
AA → BI	H ₁	0.187	2.196	0.014	The data support the hypothesis
IM → BI	H ₂	0.217	3.061	0.001	The data support the hypothesis
OCR → BI	H ₃	0.556	6.883	0.000	The data support the hypothesis
BI → PI	H ₄	0.704	10.742	0.000	The data support the hypothesis

Source: Researcher-processed data findings, 2025

Inner model testing (hypothesis testing) was performed by examining the results of path coefficient significance. If the T-statistic value is greater than the T-table (1.650) at the 5% level, with a p-value of < 0.050, it can be said that there is a positive influence. Testing hypothesis one of the influence of Advertising Attractiveness (AA) on Brand Image (BI) obtained T Statistics 2.196 > 1.650 with a p-value of 0.014 < 0.050, indicating that there is a significant and positive influence of Advertising Attractiveness on Brand Image; thus, H₁ can be accepted.

Hypothesis testing two of the influences of Influencer Marketing (IM) on Brand Image (BI) obtained T Statistic 3.061 > 1.650 with p-value 0.001 < 0.050, which indicates that there is a positive influence between Influencer Marketing on Brand Image. Thus H₂ is accepted. Hypothesis testing three of the influences of Online Customer Reviews (OCR) on Brand Image (BI) obtained T Statistic 6.883 > 1.650 with p-value 0.000 < 0.050, which indicates that there is a positive influence between Online Customer Reviews on Brand Image. Thus H₃ is accepted. Finally, hypothesis testing four of the influences of Brand Image (BI) on Purchase Decision (PD) obtained T Statistic 10.742 > 1.650 with p-value 0.000 < 0.050, indicating that there is a positive influence between Brand Image on Purchase Decision. Thus H₄ is accepted.

The initial findings of this study indicate that advertising attractiveness can impact brand image among telkomsel consumers in Wonosobo. Telkomsel advertisements are capable of attracting consumer attention by conveying clear, concise, and easy-to-understand information about the products and services offered. Furthermore, the advertising content presented is designed with an attractive visual quality, thus creating a deep positive impression in the minds of the audience. Consumers also perceive the information presented in advertisements as trustworthy and highly credible, ultimately fostering trust in the brand. Telkomsel advertisements not only present attractive visuals but also display a unique brand identity that differentiates it from other competitors in the telecommunications industry. This uniqueness is one of the key factors that strengthens the Telkomsel image as an innovative, modern, and trustworthy telecommunications service provider. Furthermore, the results also indicate that age and education level influence consumers' perceptions of advertising. The majority of respondents who responded positively to Telkomsel advertisements were in the 18–30 age range with high school education. This age group tends to be more active in seeking product information through various media, including digital advertising, to obtain the best network that suits communication needs. This suggests that advertising appeal not only shapes brand perception, but is also influenced by the demographic characteristics of consumers who are the primary target market in the region. Therefore, an appropriate communication approach through engaging, informative, and audience-relevant advertising is effective strategy for strengthening the Telkomsel brand image. Therefore, this finding aligns with previous research that suggests advertising attractiveness impacts brand image (Kilumile & Zuo, 2024; Sun et al., 2024).

Further research indicates that influencer marketing plays a crucial role in shaping and enhancing Telkomsel brand image among consumers in Wonosobo. Consumer trust in Telkomsel is also influenced by reviews provided by influencers, who are perceived as providing relevant, engaging, and convincing information. Many consumers acknowledged that they were motivated to purchase Telkomsel cards after reading or watching reviews from influencers they followed. The information gained from these reviews not only helps consumers understand the product's advantages but also strengthens their belief that Telkomsel is the right choice for their communication needs. Furthermore, reading influencer reviews is a

key part of the decision-making process before purchasing a product, particularly to ensure that the product receives positive feedback from others. Influencers are credible sources of information because they convey personal and relatable experiences, making them more readily accepted by their audience. Influencer-created content contributes to building positive perceptions of the Telkomsel brand and increasing consumer trust. Consumers perceive the Telkomsel brand as uniquely appealing and capable of providing assurance regarding the quality and benefits of its products. Therefore, the influencer marketing strategy has proven effective in strengthening Telkomsel brand image in the Wonosobo region. The results of this study are in line with the empirical results of (Kent et al., 2024; Kilumile & Zuo, 2024) who state that influencer marketing has an impact on brand image.

This study also successfully demonstrated that online customer reviews have an impact on Telkomsel brand image. The results show that consumers tend to rely on customer reviews as a primary source of information in their decision-making process. Many respondents stated that they frequently gathered information about Telkomsel cards through online reviews. Reading other customers' experiences and opinions provides a more realistic picture of the quality of Telkomsel's services and products. These reviews help consumers feel more confident in choosing and purchasing Telkomsel cards because the information provided is perceived as honest, relevant, and derived from the direct experiences of other users. Consumers were also admitted to actively seeking reviews as a form of comparison before deciding which product best suited their needs. Furthermore, this study revealed that age plays a significant role in the perceptions of brand image formed through customer reviews. The 31–43 age group is the most active in accessing, reading, and even contributing reviews related to their experiences using Telkomsel cards, especially through social media and other digital platforms. This activity indirectly shapes a positive brand image in the digital public space. Thus, online customer reviews are not only a decision-making tool but also an integral part of strengthening consumer perceptions of Telkomsel brand image, especially among the younger, tech-savvy, and digitally active generations. Therefore, this study echoes previous research, which found that online customer reviews have an impact on brand image (Sethi & Kapoor, 2021; Long & Lijia, 2024).

No less important than previous findings, the latest results of this study also show that brand image can impact purchase decisions among Telkomsel consumers in Wonosobo. Brand image significantly contributes to shaping consumers' confidence and interest in telkomsel products. The Telkomsel brand is perceived as reliable, convincing, and unique, thus distinguishing it from its competitors. Furthermore, Telkomsel's visual appeal and established reputation strengthen its position in consumer minds. Many respondents stated that their decision to purchase a Telkomsel card was influenced by positive feelings toward the brand, which as formed through personal experiences and information received from various sources. Consumers admitted to carefully considering the product by gathering information and comparing Telkomsel with other brands before making decisions. They felt confident enough to assess product quality based on available information. Furthermore, emerging trends in the social environment, such as Telkomsel popularity among peers or communities, also serve as external factors that contribute to purchase decisions. This demonstrates that a strong brand image not only shapes a product's positive perceptions but also plays a direct role in influencing consumer behavior in making purchase decisions. These findings align with previous research that found that brand image impacts purchase decisions (Kim & Chao, 2019; Hoang & Tung, 2023).

CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

This study shows that increasing advertising attractiveness, influencer marketing, and online customer reviews have a significant impact on Telkomsel brand image in Wonosobo. Telkomsel's visually appealing, clear, and informative advertisements can create a positive perception of the brand, especially among the younger age group (18–30 years) with a high school education level. Furthermore, influencer marketing helps shape brand image through content that is considered credible and relatable, which has an impact on increasing consumer trust and interest in Telkomsel. Online customer reviews have also been shown to influence brand image, especially for the 31–43 year old age group who actively search for and provide reviews, thereby strengthening positive perceptions of the brand digitally. Furthermore, strong brand image has been shown to influence consumers' purchase decisions. Therefore, it is important for Telkomsel to continue managing its communication strategy in an integrated manner by maximizing its advertising potential, establishing strategic partnerships with influencers, and encouraging active customer participation in providing reviews. Through the right and consistent approach, the company can build and strengthen positive consumer perceptions of the brand while increasing the chances of purchasing decisions leading to Telkomsel products. This is in line with the finding that consumers tend to purchase

telkomsel products based on a positive brand image formed from various sources of information, in which trust, reputation, and brand popularity are the main factors that influence conscious purchasing decisions.

This study has several limitations that can be improved and developed. Although this study provides a clear picture of the influence of advertising attractiveness, influencer marketing, and online customer reviews on brand image and its impact on purchase decisions, several limitations need to be considered. This study only focused on one geographic area, Wonosobo Regency, so the results may not fully represent the behavior of Telkomsel consumers in other areas with different demographic and psychographic characteristics. Furthermore, the data obtained come from consumer perceptions over a specific time period, so it is cross-sectional and cannot describe the dynamics of changes in consumer perceptions over time. Therefore, further research is needed with a broader area coverage and a longitudinal approach so that the findings obtained can be compared more comprehensively and the results can be generalized more robustly.

This study provides important implications for telkomsel management in formulating a more effective and consumer-oriented marketing strategy. Based on the research findings, telkomsel management should implement an integrated communication strategy by optimizing advertising appeal, collaborating with relevant influencers, and encouraging positive customer reviews. Informative and engaging advertising needs to be tailored to key demographic characteristics, particularly for young consumers who are active on digital media. Furthermore, selecting credible influencers who can deliver personalized messages strengthens consumer trust in the brand. Actively managing customer reviews is crucial for maintaining reputation and building a positive image in the digital space. By building a strong brand image, Telkomsel can increase consumer confidence and drive more effective purchase decisions.

The importance of this study lies in its contribution to providing a strong empirical foundation for strategic marketing decision-making. The findings can serve as a reference for designing more targeted and impactful communication campaigns, particularly for understanding consumer preferences and behavior in the digital age. Furthermore, the results of this study can be used to evaluate the effectiveness of implemented marketing strategies and formulate communication innovations that can increase Telkomsel's competitiveness in an increasingly competitive market.

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