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ROLES OF INFLUENCER ON CONSUMER PURCHASE INTENTION TOWARDS FASHION PRODUCTS IN BATAM

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ABSTRACT

In digital era nowadays, social media influencer holds an important role in influencing consumer's opinion towards certain products. In this study, the author will analyze the impacts of influencer credibility's on consumer purchase intention towards fashion products in Batam. The research data was obtained through distributing google form questionnaire with the condition that respondents follows at least one influencer on any social media platform. The total sample used in this study is 270 respondents who currently live in Batam.

Keywords : Influencer Credibility, Brand Image, Brand Awareness, Brand Loyalty, Purchase Intention

Introduction

Fashion is a term that is commonly being used by people from all over the world, it initially acts only as a tool to protect human's modesty. But as the world evolves, fashion became a way for people to express themselves. There are actually a lot of factors that influence people's intention in buying clothes or other fashion products to style themselves. People probably could get inspired by other people who is walking on the street, people on fashion stages, etc. But nowadays, most people would look for clothing style inspiration through social media instead, because it is easier and simpler for them to get various kind of fashion style preferences

Just like every other business, the fashion industry had been greatly influenced by the usage of social media especially through online advertising, considering that there is a lot of influencer on any kind of social media platform. Almost everyone from all over the world spent their daily life using digital technology such as smartphone, television, laptop, etc. Especially during these times, the world has been afflicted with a Corona Virus Pandemic since the end of year 2019 which caused a lot of daily activities have to be inevitably replaced with an online system instead. Like school, works, or even daily shopping activities. This of course had increased people's usage of social media. Based on Indonesia's digital report in 2021, the number of people who uses social media in Indonesia has increased by 10 million within the past 1 year (Kemp, 2021)

On the past few years, the implementation of e-commerce business through mobile device in Indonesia has increased quite significantly. Especially on fashion industry, People had begun to prefer buying clothing, shoes, accessories and others through online shopping instead of offline shopping. That also have increased the numbers of e-commerce business and influencers on social media platform. As people tend to like being up to date to all kind of fashion trends all over the world, they will try to search for inspirations from any social media platform, and thus influencers took a great part in spreading or setting out the new

fashion trends in each era by presenting some fashions brands online

Based on this current market condition, author concluded that rather than using offline advertisements like newspapers, billboards, etc., Online advertising is actually the best way preferable for fashion industries to promote their brands. And for one fashion brands to be noticed by people, usually they will need someone who have a large audience in social media platform to influence the consumer's purchase intention. Thus, this research was conducted to find out more about the impacts of influencers, brand image, brand loyalty, and brand awareness to consumer's purchase intention and behavior towards fashion products

Literature Review
Influencer Credibility

The credibility of an influencer is an important factor in its persuasion. It has a significant positive influence towards consumer's purchase intention. Considering that if one influencer has a great credibility, consumers will be more likely to buy product brands that they recommended rather than those with lower credibility (Jiménez-Castillo & Sánchez-Fernández, 2019). Alalwan (2018) also defined social media influencers as those "micro-influencers" which usually addressed to those kind of small celebrity influencers on social media platforms like Instagram, Tik Tok, Twitter, or any other types of social media platforms. They usually got endorsement from a smaller companies' brands compared to big artist. model, or celebrities who have bigger probabilities to get endorsement from big companies.

Brand Image

Brand image is a perception of a certain brand as reflected by the brand associations that exists in the mind of consumers (Ayu & Giantari, 2018). It is also interpreted as an impression towards brand according to one's knowledge or understanding about a certain product. Image itself is a view or perception as well as the accumulation process of the trust mandate given by individuals and later forming a broader and abstract public opinion. Past research by (Venessa & Arifin, 2017) stated that Brand image variable such as: corporate image, product image and consumer's perception has a direct positive influence towards the consumer's purchase intention.

Brand Awareness

Brand awareness is a situation where a consumers were able to remember any advertisement or unique characteristics related to particular brand almost immediately after being stimulated by some keywords that is related to its brand, which show the ability of consumers or potential consumers to recognize a brand is a part of a certain product category (Muslim & Qur'anis, 2017). Brand awareness itself has several levels starting from the lowest to highest. The lowest starts from "Unaware of brand" which mean the consumers is totally not aware of a certain brand existence. The second lowest level is "Brand recognition" which is a situation where consumers would occasionally remember a certain brand when mentioned. The next one is "Brand recall" where the consumer would remember a certain product without being mentioned by other people. And the last one, also the highest one is "Top of mind" this usually occurs when consumers always thought of certain brand as their favorite brand.

Brand Loyalty

Brand Loyalty is defined as the measurement of consumer loyalty towards a certain brand. According to Kuang Chi et al., (2009), brand loyalty is seen as the extent to

which a consumers would show a positive attitude and feedback towards a brand, a commitment towards a particular brand, and also intention to kept buying certain products in the future. This usually occurs on consumer who felt very satisfied towards certain products or brands, which made them kept repeating purchase order.

Purchase Intention

Purchase Intention is defined as a situation where a consumer is likely to purchase a certain products that they took interest in the future (Martins et al., 2019). One's purchase intention could vary, whether it is under the influence of certain products price, perceived quality and also the product value. Consumers are also affected by internal or external influences and motivations during the decision-making process. For examples, usually consumers will think that those products with a low cost, bare minimal packaging and low brand awareness are not too trustable and thus they will hesitate to buy those kinds of products. On the contrary, if ones product has a high quality, interesting packaging, and also high brand awareness, consumers will likely to choose to buy those certain products, even if they usually got a higher price. (Mirabi et al., 2015)

Research Methods

This research will use a Quantitative research method. Quantitative research is usually used to test a speculation or theories, specify a certain topic statistically, generalize, and make a causal assumptions (Guetterman & Creswell, 2015). While Research design is a methods used in research for gathering, investigating, interpreting and summarizing data (Creswell & Clark, 2018). The independent variable for this research is Influencer Credibility and the dependent variable is Purchase Intention, while the mediating variable used is Brand Image, Brand Awareness and Brand Loyalty.

Data used in this research consists of primary and secondary data. The primary data will be collected from questionnaire respondents, while the secondary data will be collected from previous research, literature review, and other related sources. The questionnaire used for primary data was collected by using a distributed questionnaire with likert scale as the measurement method, which consist of five options as the following: (1) Strongly disagree, (2) Disagree, (3) Neutral, (4) Agree and lastly (5) Strongly agree. Total of 270 respondents were collected from the questionnaire that was distributed via online. The target was those people living in Batam who has followed at least one fashion influencer account in any social media platform.

Results and Discussion

For this research, a total of 270 respondents were collected from the questionnaire that was distributed via online. The target was those people living in Batam who has followed at least one fashion influencer account in any social media platform. The data analysis results show that the majority of the respondents were female with total of 150 respondents (55,6% from total respondents) while the other 44,4% are male. The gender ratio in this research is quite balanced, which mean that both female and male do looks up to social media influencer as their fashion-related inspirations. While for the respondents' age, majority of them which took up to 77,4% of the respondents is aged 20 to 29 years old, 15,2% of them is under 20 years old, while the 7,4% is aged 30 to 39 years old. For their last educational background, 59.6% of the respondents finished senior high school, 34.1% had bachelor degree, 2.2% had diploma degree, while the other 4.1% finished junior high school. As for their profession, 57.1% work as a private employee, 10.4% have their own business, 30.6% are still

going through study, while the 1.9% others are currently not working.

Average Variance Extracted (AVE)

AVE test aim to find out whether a construct is considered valid or invalid. Convergent validity based on AVE must be valued more than 0.5. As seen below, the test results on this research show that the value of Brand Image, Brand Awareness, Brand Loyalty, Influencer Credibility, and Purchase Intention is valued more than 0.5, which mean the data has met the convergent validity's minimal value criteria (Hair et al., 2013)

Table 1. Average Variance Extracted Test Results

Variable	Sample Mean	Status
Brand Image	0.617	Valid
Brand Awareness	0.608	Valid
Brand Loyalty	0.608	Valid
Influencer Credibility	0.569	Valid
Purchase Intention	0.664	Valid

Source: Processed Primary Data (2021)

R Square

R Square test results valued more than 0.5 indicates that it have better accuracy in determining the impacts of supporting variables towards the independent variable, while test value less than 0.25 indicates it have weak prediction accuracy (Hair et al., 2013). The test results show that the R Square test results for Brand Image is 69,8%. While the Brand Awareness test result is 71,7%, Brand Loyalty test result is 69,8%, and Purchase Intention test result is 78,9%. All of the variable test result had shown the value more than 50%, which indicates that all of the variable has a strong relationship with Influencer Credibility.

Table 2. R Square Test Results

Mediating and Dependent Variable	R^2 Value	Percentage
Brand Image	0.698	69,8%
Brand Awareness	0.717	71,7%
Brand Loyalty	0.698	68,8%
Purchase Intention	0.789	78,9%

Source: Processed Primary Data (2021)

Reliability Test

The acceptable level for this Cronbach's Alpha measurement is at least 0.6 or higher, any other than that is considered invalid (J. F. Hair et al., 2013) in this research, the results shows that

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all five variables got measurement value above 0.6 in Cronbach's Alpha and Composite Reliability test, which means that all five of them is considered reliable

Table 3. Cronbach's Alpha & Composite Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	Status
Brand Image	0.889	0.890	Valid
Brand Awareness	0.886	0.886	Valid
Brand Loyalty	0.904	0.903	Valid
Influencer Credibility	0.868	0.868	Valid
Purchase Intention	0.887	0.887	Valid

Source: Processed Primary Data (2021)

Direct Effect (Path Coefficients)

The direct effect test measures the effects of one variable to other while the mediator variable remains unaffected. The relationship between variables is considered significant if the T-statistic is valued more than 1.96, while the P-value is valued less than 0.05.

Table 4. Direct Effect Test Results

Path	T-Statistics	P-Value	Status
Brand Image -> Purchase Intention	1.825	0.068	H1: Not Significant
Brand Awareness -> Purchase Intention	2.514	0.012	H2: Not Significant
Brand Loyalty -> Purchase Intention	4.411	0.000	H3: Positively Significant
Influencer Credibility -> Brand Image	26.372	0.000	H4: Positively Significant
Influencer Credibility -> Brand Awareness	29.804	0.000	H5: Positively Significant
Influencer Credibility -> Brand Loyalty	28.834	0.000	H6: Positively Significant

Source: Processed Primary Data (2021)

Indirect Effect

The data analysis results show that the indirect effects of Influencer credibility towards purchase intention mediated through brand awareness has a value of 0.097, the one mediated

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by Brand image has a value of 0.17, while the one mediated by Brand loyalty has a value of 0.46 which the value is the highest and indicates a positive significant influence

Table 5. Indirect Effect Test Results

Path	T-Statistics	P-Value	Status
IC -> BI -> PI	1.824	0.068	H7: Not Significant
IC -> BA -> PI	2.481	0.013	H7: Positively Significant
IC -> BL -> PI	4.358	0.000	H8: Positively Significant

Source: Processed Primary Data (2021)

H1 Brand Image has a positive and significant influence on Purchase Intention

The T-value and P-value for this hypothesis is 1.825 and 0.068, with a path value of 0.185 which means that this hypothesis is not supported. This result also contradicts with the past research conducted by Vendrell-Herrero et al., (2018) who supports the relationship between Brand image and purchase intention positively

H2 Brand Awareness has a positive and significant influence on Purchase Intention

The result shows that Brand awareness has a positive but non-significant influence on Purchase intention. The T-statistic value is 2.514, and while the P-value is 0.012 with the Path value of 0.237. This result contradicts with the past research conducted by Tee et al., (2015) who supports that Brand awareness has a positive significant influence on Purchase intention.

H3 Brand Loyalty has a positive and significant influence on Purchase Intention

The result showing T-value of 4.411, P-value of 0.000, and Path-value of 0.495, indicates that this hypothesis is supported. A similar past research conducted by Khan et al., (2019) also supports this hypothesis.

H4 Influencer Credibility has a positive and significant influence on Brand Image

Obtaining T-value of 26.372, P-value of 0.000 and Path value of 0.835 from the test means that this hypothesis is supported. Lim et al., (2017) also supports this hypothesis in their past research. Influencer credibility indeed has a positive significant influence on brand image.

H5 Influencer credibility has a positive and significant influence on Brand Awareness

With T-value of 29.804, P-value of 0.000, and Path value of 0.846, means that this

hypothesis is also supported. N. Khan et al., (2015) also supports this hypothesis in their past research. Which states that influencer credibility indeed has a positive significant influence on brand awareness.

H6 Influencer credibility has a positive and significant influence on Brand Loyalty

Having T-value of 28.834, P-value of 0.000 and Path value of 0.835, means that the hypotheses of "Influencer credibility has a positive and significant influence on brand loyalty" is supported. The past research conducted by Lim et al., also supports this theory

H7 Influencer Credibility, mediated through Brand Image has a positive influence on Purchase Intention

The result shows that Influencer credibility, mediated through brand image has a positive influence on purchase intention, but not significant. With T-value of 1.824, P-value of 0.068 and Path-value of 0.154. This result also contradicts from (Lim et al., 2017) who supports the theory that influencer credibility, mediated through brand image has a positive influence on purchase intention.

H8 Influencer Credibility, mediated through Brand Awareness has a positive influence on Purchase Intention

With T-value of 2.481, P-value of 0.013 and Path-value of 0.201. the result means that Influencer credibility, mediated through brand awareness has a positive influence on purchase intention but is not significant. This contradicts with Lim et al., research who supports the theory that influencer credibility, mediated through brand awareness has a positive influence on purchase intention.

H9 Influencer Credibility, mediated through Brand Loyalty has positive influence on Purchase Intention

Obtaining T-value of 4.358, P-value of 0.000 and Path value of 0.413 from this research,

indicates that this hypothesis is supported. This theory is the same as the one from (Chakraborty & Bhat, 2018) and (Lim et al., 2017) who supports the positive significant relationship of influencer credibility mediated through brand loyalty towards purchase intention.

Conclusions

This research aims to analyze the roles that influencers play in certain product's Brand Image, Brand Awareness and Brand Loyalty that eventually leads to consumer purchase intention towards fashion products in Batam. This could help fashion business to understand the market condition in Batam better and what they should do to improve their business positively. Few points that can be concluded by the author are:

1. With the total of 9 hypothesis in this research, 5 hypotheses which is H3, H4, H5, H6 and H9 were accepted, while the 4 other hypothesis (H1, H2, H7 and H8) were rejected.
2. Purchase Intention variable is directly influenced by Brand Image, Brand Awareness and Brand Loyalty. It's also influenced by Influencer Credibility mediated through the three later variables.
3. Influencer credibility shows a significant influence towards all three mediating variables, which is Brand Image, Brand Awareness and Brand Loyalty.
4. Brand Loyalty shows a significant positive influence towards Purchase Intention, while Brand Awareness and Brand Image doesn't really influence it directly.
5. In conclusion, Influencer Credibility plays a significant role in creating customer Brand Loyalty that eventually influenced their Purchase Intention significantly.

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