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The Role of Purchase Intention in Mediating the Effect of Customer Review, Influencer Marketing, and Brand Awareness on Purchase Decisions

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Abstract: Social media marketing strategies, customer reviews, and influencer marketing have influenced consumer behavior in purchasing products, particularly in the case of MS Glow cosmetic products, which experienced a decline in sales due to issues regarding the safety of the products. The purpose of this study is to investigate the influence of customer reviews, influencer marketing, and brand awareness on increasing consumer purchase intention, which can then affect the purchase decision on MS Glow cosmetic products. This research employed a quantitative research technique based on positivist ideology using multiple linear regression methods, where the object of the research is the official Shopee MS Glow Indonesia online store, with a population comprising all customers who have purchased MS Glow items through the internet, and a sample size of 100 people calculated using the Lemeshow formula, with primary data sources collected through the distribution of Google Form questionnaires. The research results show that customer reviews, influencer marketing, and brand awareness have a significant influence on purchase decisions, both directly and through purchase intention as a mediating variable. Customer reviews show a positive influence on purchase intention and purchase decisions, although there are indications of an unusual relationship that requires further investigation. Influencer marketing has been proven to have a strong positive impact on purchase intention and purchase decisions, while brand awareness also shows a significant positive influence on purchase intention and purchase decisions. Analysis of indirect effects through purchase intention shows a positive and significant effect of customer reviews, influencer marketing, and brand awareness on purchase decisions, emphasizing the importance of an integrated marketing strategy that considers all these aspects to increase purchase intention and ultimately drive purchase decisions.

Keyword: Customer Reviews, Influencer Marketing, Brand Awareness, Purchase Interest, Purchase Decision.

1. INTRODUCTION

Online shopping is the process of buying and selling products and services without using any physical media. Online merchants do not require buyers and sellers to make anonymous transactions. Customers who shop online can make purchases by browsing the items accessible in online stores. Indonesia has a number of online stores, including Tokopedia, Shopee, Bukalapak, and Lazada. Each e-commerce website aims to reach customers within the Indonesian culture (Waluyo & Trishananto, 2022). Before making a decision to buy a product or service, of course, it will be based on things that have been done. Intention is estimated to take action in the future, intention involves planning, as well as purchasing, and intention is the tendency of consumers to buy certain products under certain conditions (Patmawati & Miswanto, 2022). On the other hand, consumers' best course of action is to buy the goods they find most attractive among the available alternatives. Since social media is a more successful company promotion tool than conventional media because it can be accessed by everyone and has the potential to gain market share, almost all companies today use digital marketing methods. Businesses can determine their own target market by using social media, just as we do when placing advertisements (Narayana & Rahanatha, 2020).

Consumers in buying something from an authorized online store, buyers will always check the feedback given by previous customers or online reviews. Online reviews from customers can be positive or negative with respect to their intention to buy. Online customer reviews are an effective tool for tracking consumer behavior in many online marketplaces. The importance of social media is currently increasing due to influencer marketing, which may have an adverse impact on the general public's impression of the serum. Influencer marketing is currently used as a business promotion tool (Amalia & Nurlinda, 2022). Influencer marketing is becoming increasingly popular as a recognized advertising tactic. Influencers who are successful in their marketing inspire customers to purchase goods on the spot. 49% of consumers disagree with influencers' advice on whether or not to purchase orders and Google searches. For influencer marketing increased 1500% over the previous three years. The term "influencer marketing" is increasingly used in the business community (Lengkawati & Saputra, 2021).

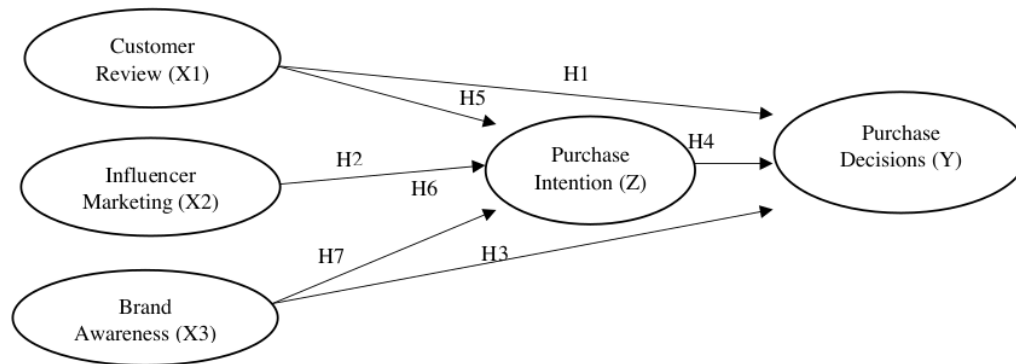
Influencer marketing is the process of identifying, connecting and supporting the people who speak to a brand's customer base is becoming an increasingly popular campaign tactic. In recent years, this strategy has changed and largely concentrated on social media, providing opportunities for businesses to market through social media influencers. Influencer marketing is a growing trend in societal interaction that involves searching and allowing people to engage with other consumers. People can now discuss how to utilize social media to their advantage because, in a few years, this method has become more prevalent in the social media realm (Lengkawati & Saputra, 2021). An effective brand will differentiate itself from competing products and become an attraction in its own right. Brand awareness is the capacity of potential consumers to understand or identify that a particular brand belongs to a particular product category. Positive brand awareness increases consumer purchasing decisions for all products, including jewelry and software (Ramadayanti, 2019; Nuraisah, 2021).

The current situation is that one of the influences that can increase purchases on a product can rely on customer reviews in the form of a review or response from buyers who first bought a product at an online store. Good and bad customer reviews can certainly have an impact on purchasing decisions where when the reviews are read, of course, they can have an emotional influence on consumers to buy products. Psychological factors are combined with awareness of needs and wants. Psychological factors generate thoughts and encourage consumer behavior to buy products (Finolda & Padmalia, 2019). Digital Marketing is basically brand promotion using all forms of digital advertising media available to reach target segments. In today's marketing media, popular media include Radio, cell phones, Internet, Television, social media marketing, and other less popular forms of digital media such as Digital Signage,

²⁴ Digital billboards, etc (Mandal, & Joshi, 2016). Digital marketing is a valuable marketing activity that uses social media platforms (Facebook, Instagram, Twitter, TikTok, and Websites) to attract customers to utilize services or purchase goods provided by the business (Lombok, & Samadi, 2022). Digital marketing refers to techniques used by companies to inform, promote, communicate, and market specific products or services using online media. Digital marketing is a method that can be applied by business owners to promote their products associated with the operation of promoting and selling goods via the internet (Az-Zahra & Sukmalengkawati, 2022).

MS Glow is a beauty product originating from Indonesia which until now has been successful in the market by providing the ultimate safety guarantee (Nurhasanah dkk., 2023). Shandy Purnamasari and Kadek Maharani created the MS Glow skincare brand which began selling in Malang since 2013. The MS Glow brand has successfully attracted the attention of the public and dominated the business, especially the skincare market. On August 23, 2021, MS Glow received a MURI (Indonesian Record Museum) award as Indonesia's best cosmetic company in terms of sales. However, MS Glow's sales have recently declined due to posts on Tiktok social media accounts that show a comparison before and after using MS Glow skincare products. Problems related to trust from consumers or customer reviews include cases or allegations on social media that say that MS Glow goods are dangerous, as well as trademarks that imitate other products, so that they can weaken consumer confidence and affect the purchase of MS Glow products. Consumer decisions to buy and use cosmetic products are influenced by various variables, including family encouragement, influencer marketing, and the evaluation results of others (Aprilia & Muzdalifah, 2023).

Celebrities, influencers, and artists often do promotions such as using influencer marketing on MS Glow skincare products. MS Glow is in the limelight because it claims to be the best-selling skincare brand with sales revenue of 600 billion every month. The company's viral success on social media is due to its brand ambassadors who aggressively promote it. Significant promotional efforts such as collaborations with brand ambassadors and social media influencers can boost sales of MS Glow products. In addition, innovative marketing strategies, such as omnichannel marketing, helped MS Glow's success. Due to its straightforward sales strategy, the product managed to attract many consumers from various locations. Based on the explanation of the background of the problem above, the authors conducted a study entitled "The Role of Purchase Intention in Mediating the Effect of Customer Reviews, Influencer Marketing, and Brand Awareness on Purchasing Decisions".



Source: Research Results
Figure 1. Conceptual Framework

¹¹ H1: Customer Review has a positive and significant effect on Purchasing Decisions

H2: Influencer Marketing has a positive and significant effect on Purchasing Decisions

H3: Brand Awareness has a positive and significant effect on Purchasing Decisions

H4: Customer Review has a positive and significant effect on Purchase Intention

H5: Influencer Marketing has a positive and significant effect on Purchase Intention

H6: Brand Awareness has a positive and significant effect on Purchase Intention

H7: Purchase Intention has a positive and significant effect on Purchasing Decisions

H8: Customer Review has a positive and significant effect on Purchase Intention and Purchase Decision

H9: Influencer Marketing has a positive and significant effect on Purchase Intention and Purchasing Decisions

H10: Brand Awareness has a positive and significant effect on Purchase Intention and Purchasing Decisions

2. METHOD

This research takes quantitative research techniques based on positivist ideology to explore a specific population or sample. In more detail, quantitative techniques focus on hypothesis testing that may be used to analyze research variables by generating numbers and analyzing data using multiple linear regression methods (Sugiyono, 2018). This method is used to detect influencing factors. This research will look at the relationship between components and how they affect each other. The object of this research was taken at the official MS Glow Indonesia shopee online store. Compared to other online stores on the shopee platform, it has the most followers, namely 2.1 million followers who have a very good rating of 4.9 which has a total number of consumers of 2.1 million ratings. This is a good thing where with a large number of followers and a good rating it provides positive testimonials.

Population is just an abstract idea that includes all the items examined. A population is a broad category that includes an item or problem with certain traits and characteristics determined through study, investigation, and forming conclusions. This survey includes all customers who purchase MS Glow items through the internet media (Dzulqarnain, 2019). Basically, a sample is a portion or representative of the broad population under study. The sample reflects a fraction of the size and characteristics of the population. The clients in this survey wanted to acquire goods or other necessities online. This research used non-random sampling, meaning that the sample was not taken randomly. This is because the research sample consists of internet shoppers. The number of samples used in this study was calculated using the Lemeshow formula. This formula is used when the population size is unknown or not estimated (Sugiyono, 2018):

$$n = \frac{Z^2 \cdot \frac{1}{1-\alpha/2} \cdot P(1-P)}{d^2}$$

n = number of samples

$Z^2 \cdot \frac{1}{1-\alpha/2}$ = degree of confidence (95%, $Z = 1,96$).

P = maximum estimation (50% = 0,5)

d = alpha/large tolerance class defeat (10% = 0,1) ⁹

Based on the formula above, a calculation can be made where the number of samples to be taken in this study is:

$$n = \frac{1,96^2 \times 0,5 (1 - 0,5)}{0,1^2}$$

$$n = \frac{3,8416 \times 0,25}{0,01}$$

$n = 96,04$, can be rounded to 100 people

This research is based on actual data from 100 respondents. More specifically, primary data sources are materials obtained directly from an investigation. Primary data sources are collected through conducting surveys to respondents using Google Forms. Primary data for this research comes from responses to the Google Form questionnaire.

In collecting the data used in this study, a questionnaire will be used which will be distributed to respondents via Google Forms. Distribution using google forms is used to obtain data that is more varied and can be filled in by anyone and anywhere so that later it will provide data maturity to measure the attachment between variables. Researchers will spread the google form link through the help of various kinds of social media in order to reach the predetermined number of respondents, namely 100 people who have shopped through online media.

Variable Indicators

Variables are basically everything that researchers choose to investigate so that future results can provide information about the problem. In this study, there are 9 types of variables, namely the independent variable (X) which affects or modifies the dependent variable (Y) that occurs and the mediating variable (Z) which mediates the independent variable (X) and the dependent variable (Y). In this study, the independent variables include Customer Review, Influencer Marketing, and Brand Awareness. Meanwhile, the dependent variable (Y) is the purchase decision and the mediating variable is Purchase Intention. So that with these variables it can produce a variable indicator as follows:

Table 1. Variable Indicator

Variabel	Indicator	Source
Customer Review (X1)	Perceived Usefulness, Source credibility, Argument quality, Valance, Volume of review	Smuda (2018)
Influencer Marketing (X2)	Trustworthiness, Expertise, Attractiveness	Dzulqarnain (2019)
Brand Awareness (X3)	Recall, Recognition, Purchase, Consumption	Smuda (2018)
Purchase Decisions (Y)	Confident in buying after checking product details. Choosing to buy based on the desired brand., Buy because it meets your goals and needs. Buy based on other people's suggestions.	Winadi (2017)
Purchase Intention (Z)	Transactional Interest, Referential Interest, Preferential Interest, Explorative Interest	Smuda (2018)

Source: Research Data

Data Analysis Technique

Basically, PLS is a Structural Equation Modeling (SEM) approach that is more comprehensive than previous methods (Ferdinand, 2016). SEM provides a deeper level of analysis in research by integrating theory and data, and can follow paths through latent variables, therefore SEM is commonly used in social science research.

Instrument Feasibility Test (Outer Model)

The purpose of SmartPLS measurement is to determine the relationship between latent variables and various indicators. This measurement model is of course divided into two tests, namely the validity test and the reliability test, which are as follows:

1. Validity Test

This test verifies the correctness of the questionnaire statements. Testers conduct validity tests that include convergent validity and AVE scores. Convergent validity tests can be carried out by examining the outer loading value and requiring it to exceed the critical value of 0.7. While the AVE value must show that the variable is able to explain the variation caused by the indicators in a state that is above the threshold value of 0.5. Meanwhile, the discriminant validity test requires the FL value to be higher than the AVE value (Hair et al., 2018).

2. Reliability Test

Reliability testing emphasizes the ability of a questionnaire to maintain the stability of the data that has been obtained. Basically, test reliability usually consists of a composite reliability which can be seen in the crucial value of 0.8 and Cronbach's Alpha with a critical number of 0.7, so a variable can be said to be reliable and has passed the test (Hair et al., 2018).

Structural Model

The structural model in SmartPLS analysis has a function that determines how latent variables interact with each other. Of course, the structural model consists of three measurements: the beta coefficient value, which determines the direction of the relationship; the t-test, which determines the significance of the relationship; and the coefficient of determination R^2 . To evaluate the overall structural model, use Goodness of Fit, where the index is a single measurement, to analyze the effectiveness of the measurement model paired with the structural model. The GoF value is of course calculated as the actor square of the average communality index. The index is multiplied by the average R^2 value. GoF values range from 0 to 1, with values of 0.1, 2.5, and 0.36 (Hair dkk., 2019).

Hypothesis Testing

Hypothesis testing requires a comprehensive structural equation model analysis using SmartPLS. Of course, structural equation models can mutually validate a theory that explains whether or not latent variables are connected. When testing hypotheses using this medium, take into account the value of the Path Coefficient calculation in testing the inner model. A p value of less than 0.05 indicates that the hypothesis is accepted or verified (Sugiyono, 2018). In other cases, when the p value is less than 0.05, it can be said that H_0 is rejected and H_a is accepted. To determine the type of mediation, use the Variance Accounted For value. A VAF score <20% means that the variable has no mediating role. If the VAF value is between 20% and 80%, the mediating variable can be mediated with partial mediation characteristics. If the VAF value is more than 80%, then the mediating variable can be shown to mediate using full mediation quality.

3. RESULTS AND DISCUSSION

A. Description of Research Subjects

The description of the research subjects in this study consists of gender, age, and length of work. Below presents the characteristics of the research sample.

Table 2. Characteristics of Research Subjects

Characteristics	Number
Gender	
Female	55
Male	45
Total	100
Age	
16 - 21 years	16
21 - 26 years	45
> 26 years	39
Total	100

Source: Data Processed, 2024

Based on Table 2, it reveals that the study involved a total of 100 subjects consisting of two main groups based on gender. The first group was 55 females, representing the majority of the overall sample. Meanwhile, the second group was male, totaling 45 people, slightly less

than the number of female subjects. In terms of age, the research subjects were divided into three groups. The first group consisted of individuals aged 16 to 21, which was the smallest group with a total of 16 people. The second group, which is the largest group, consists of 45 people aged between 21 to 26 years old. The last group was those over 26 years old, totaling 39 people. This age distribution shows that the majority of the research subjects are within the young adult age range, with the largest concentration in the 21-26 years group. This is followed by the over 26 age group which also has a significant representation. The youngest age group, 16-21 years old, although the smallest in number, still provides an important perspective of the late adolescents and early adults in this study.

The professions of the research subjects varied greatly, covering a wide range of sectors. The largest group was students, followed by employees and clerks in various fields such as banking, shops and production. There were also a number of students still in secondary education. Other professions recorded include baristas, traders, cashiers, entrepreneurs, drivers, teachers, sales, and housewives. Some notable professions include live host, instructor, tutor, and laptop servicer, demonstrating the diversity of employment pursued by the research subjects. In addition, there are also freelancers and entrepreneurs representing the entrepreneurial sector. The composition of the research subjects provides a fairly representative picture of the productive-age population with various occupational backgrounds. This diversity allows for a comprehensive analysis related to the research objectives to be achieved.

B. Descriptive Analysis

Table 3. Descriptive Analysis

No.	Variable	Average
1	Customer Review	3,82
2	Influencer Marketing	3,95
3	Brand Awareness	3,91
4	Purchase Decision	3,92
5	Purchase Intention	3,89

Source: Data Processed, 2024

Descriptive analysis is needed to provide an overview of how respondents view customer review variables, influencer marketing, brand awareness, purchasing decisions, and purchase intention. Based on the results of descriptive statistics in the table regarding research variables, respondents' perceptions of the customer review variable obtained an average value of 3.82 (in general, respondents gave an agree/positive response). For the influencer marketing variable, an average of 3.95 was obtained (in general, respondents gave an agree/positive response). Meanwhile, respondents' perceptions of brand awareness variables obtained an average of 3.91 (generally respondents gave an agree/positive response). For the purchasing decision variable, an average of 3.92 was obtained (in general, respondents gave an agree/positive response). Finally, respondents' perceptions of the purchase intention variable obtained an average of 3.89 (in general, respondents gave an agree / positive response). From the results of descriptive analysis, it can be concluded that customer reviews, influencer marketing, brand awareness, purchasing decisions, and purchase intention have been perceived well by respondents.

C. Measurement Model Analysis

The data analysis approach of this study capitalizes on Partial Least Squares (PLS) based on Smart PLS version 4. Basically PLS is a Structural Equation Modeling (SEM) approach that is more comprehensive than previous methods (Winadi, 2017). SEM provides a deeper level of analysis in research by integrating theory and data, and can follow paths through latent variables, therefore SEM is commonly used in social science research.

Instrument Feasibility Test (Outer Model)

The purpose of SmartPLS measurement is to determine the relationship between latent variables and various indicators. This measurement model is of course divided into two tests, namely the validity test and the reliability test, which are as follows:

1. Validity Test

This time the Validity Test includes several aspects of data testing using the Smart-PLS 4 application to carry out detailed data processing referring to the references and limitations as requirements that each test has, the data processing results obtained are as follows:

a. Convergent Validity Test

The Convergent Validity Test carries out the process of verifying the correctness of the questionnaire statement. This stage carries out a validity test process which includes convergent validity tests and AVE (Average Variance Extracted) scores. The Convergent Validity Test checks the Outer Loading section, while checking the AVE score through Construct Reliability and Validity.

Table 4. Convergent Validity Test Results (Outer Loading)

	Customer Reviews	Influencer Marketing	Brand Awareness	Purchase Decision	Purchase Intention
CR1	0,797				
CR2	0,740				
CR3	0,803				
CR4	0,718				
CR5	0,715				
IM1		0,791			
IM2		0,795			
IM3		0,791			
BA1			0,730		
BA2			0,796		
BA3			0,760		
BA4			0,725		
KP1				0,787	
KP2				0,808	
KP3				0,808	
KP4				0,822	
MB1					0,776
MB2					0,813
MB3					0,800
MB4					0,837

Source: Data Processed, 2024

Table 5. Validity Test Results Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)	Description
Customer Reviews (X1)	0,568	Valid
Influencer Marketing (X2)	0,571	Valid
Brand Awareness (X3)	0,628	Valid

Purchase Decision (Y)	0,650	Valid
Purchase Interest (Z)	0,651	Valid

Source: Data Processed, 2024

Based on Table 4 and Table 5, the Convergent Validity Test as explained in the Data Analysis Technique has a requirement that the Outer Loading value must exceed the predetermined critical value of > 0.7 . Looking at Table 4 Outer Loading contains the value of each loading factor, all of which are colored "Green" which indicates that the value has exceeded the specified requirements (> 0.7). Then, in table 2 the Average Variance Extracted (AVE) value of each Latent Variable indicates that it exceeds the specified threshold (> 0.5). So, it can be concluded that all statement items are declared "Convergent Valid". Also, these variables have good convergent validity because the AVE value exceeds 50% of the variance generated by these indicators can be explained by latent variables.

B. Discriminant Validity Test

Table 6. Discriminant Validity – Fornell-Larcker Criterion

	Brand Awareness (X3)	Customer Reviews (X1)	Influencer Marketing (X2)	Purchase Decision (Y)	Purchase Interest (Z)
Brand Awareness (X3)	0,753				
Customer Reviews (X1)	0,449	0,756			
Influencer Marketing (X2)	0,582	0,527	0,792		
Purchase Decision (Y)	0,719	0,399	0,765	0,806	
Purchase Interest (Z)	0,706	0,598	0,699	0,759	0,807

Source: Data Processed, 2024

Based on Table 6 discriminant validity test uses the Fornell-Larcker parameters or criteria to carry out the data testing process. The Discriminant Validity Test requires the Fornell-Larcker value to be higher than the AVE value. If seen from Table 6, the FL values of each variable are $>$ AVE value. So, it can be concluded that all variables are considered "Valid Discriminant".

2. Reliability Test

Table 7. Construct Reliability and Validity

	Cronbach's Alpha	Composite reliability (rho_c)
Brand Awareness (X3)	0,748	0,840
Customer Reviews (X1)	0,812	0,869
Influencer Marketing (X2)	0,704	0,835
Purchase Decision (Y)	0,821	0,881
Purchase Interest (Z)	0,821	0,882

Source: Data Processed, 2024

Reliability Testing has a test that usually consists of 2 (two) important aspects with each equipped with crucial value requirements that must be met, namely: Cronbach's Alpha (> 0.7), and Composite's Reliability (> 0.8). In the following table, it can be ascertained that each value

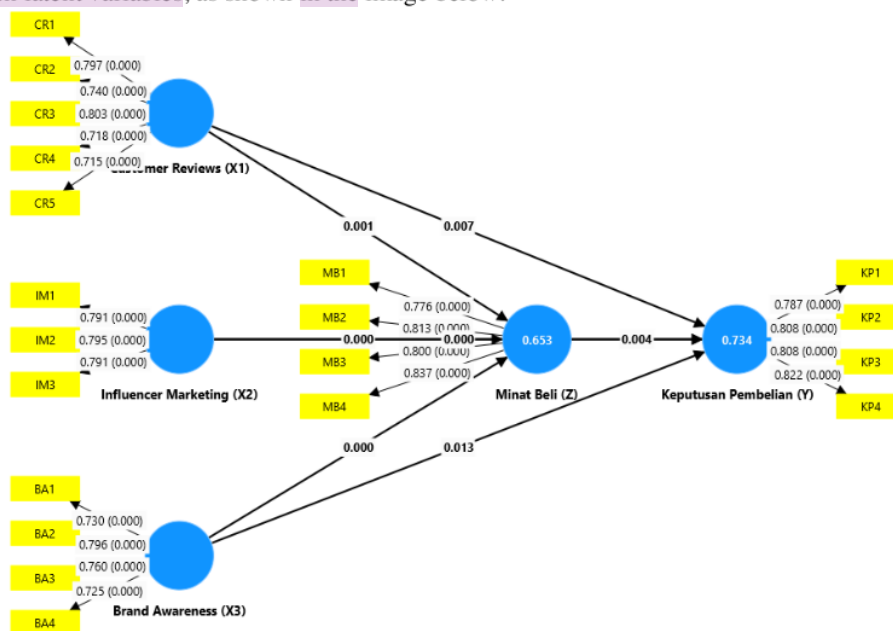
of the variable has exceeded the crucial value requirements set, therefore it can be stated that all data is reliable and has passed the reliability test.

9

Structural Model (Inner Model)

After conducting the Instrument Feasibility Test (Outer Model) and seeing the results of the feasibility test above, it can be ascertained that all variables have passed the first stage of the test. Next, the researcher will conduct the second stage, namely the Structural Model Test (Inner Model) where this second stage carries out the testing process to see the relationship between latent variables, as shown in the image below:

10



Source: Data Processing (2024)

Figure 2. Structural Model Analysis (Inner Model)

Beta Coefficient Value

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Beta Coefficient (β) is a parameter that shows how much influence the independent variable has on the dependent variable. This value shows the strength and direction of the relationship between two (2) variables. The Beta Coefficient value can be seen in the table below:

Table 8. Beta Coefficient Test Results (β)

	Original Sample (O)	Relations
Brand Awareness (X3) -> Purchase Decision (Y)	0,296	Positive
Brand Awareness (X3) -> Purchase Interest (Z)	0,401	Positive
Customer Reviews (X1) -> Purchase Decision (Y)	0,174	Positive
Customer Reviews (X1) -> Purchase Interest (Z)	0,239	Positive
Influencer Marketing (X2) -> Purchase Decision (Y)	0,445	Positive
Influencer Marketing (X2) -> Purchase Interest (Z)	0,340	Positive
Purchase Interest (Z) -> Purchase Decision (Y)	0,344	Positive
Influencer Marketing (X2) -> Purchase Interest (Z) -> Purchase Decision (Y)	0,117	Positive

Brand Awareness (X3) -> Purchase Interest (Z) -> Purchase Decision (Y)	0,138	Positive
Customer Reviews (X1) -> Purchase Interest (Z) -> Purchase Decision (Y)	0,082	

Source: Data Processed, 2024

T-Test

T-Test is a data testing process to determine or test the significance of the Beta Coefficient statistically. The T-statistic value is the ratio between the Beta Coefficient and its Standard Error, the Critical Value of this T-Statistic is 1.96²⁶ with p-values (<0.05) after the value is met, the beta coefficient shows a significant effect. The results of the T-Test can be seen from the Table below:

Table 9. Result T-Test

	T statistics (O/STDEV)	P values	Significant (Sig)
Brand Awareness (X3) -> Purchase Decision (Y)	2,479	0,013	Significant
Brand Awareness (X3) -> Purchase Interest (Z)	3,975	0,000	Significant
Customer Reviews (X1) -> Purchase Decision (Y)	2,706	0,007	Significant
Customer Reviews (X1) -> Purchase Interest (Z)	3,321	0,001	Significant
Influencer Marketing (X2) -> Purchase Decision (Y)	4,668	0,000	Significant
Influencer Marketing (X2) -> Purchase Interest (Z)	4,039	0,000	Significant
Purchase Interest (Z) -> Purchase Decision (Y)	2,855	0,004	Significant
Influencer Marketing (X2) -> Purchase Interest (Z) -> Purchase Decision (Y)	2,415	0,016	Significant
Brand Awareness (X3) -> Purchase Interest (Z) -> Purchase Decision (Y)	2,446	0,014	Significant
Customer Reviews (X1) -> Purchase Interest (Z) -> Purchase Decision (Y)	2,011	0,044	Significant

Source: Data Processed, 2024

Each Variable Relationship shows a T-statistic value that is higher than the crucial value of 1.96 and is followed by p-values that show <0.05. Therefore, it can be concluded that the Beta Coefficient value from the T-Test results is Significant (Sig).

Value of Determination Coefficient (R^2)

The magnitude of determination coefficient (R-square) is used to measure the proportion of total variation in the dependent variable that can be explained by the independent variable, the R^2 value ranges between 0 and 1. Chin said the R^2 result of 0.67 and above for the dependent latent variable in the structural model indicates the influence of the independent variable (which influences) on the dependent variable (which is influenced) is included in the good category. Meanwhile, if the result is 0.33-0.67 then it is included in the moderate category, and if the result is 0.19-0.33 then it is included in the weak category.

Table 10. Hasil Uji R-square (R^2)

R-Square

Purchase Decision (Y)	0,745
Purchase Interest (Z)	0,663

Source: Data Processed, 2024

Based on the table 10 R-square (R^2) test results in the table above, it can be concluded that the two dependent variables, namely Purchase Decision and Purchase Interest, show an R^2 value <0 , so from here we can conclude that the dependent variable can be explained by the independent variable. The R^2 value on Purchase Decision is 0.745 or can be said to be 74.5%, which can be interpreted as the influence of the independent variables, namely Customer Reviews, Influencer Marketing, and Brand Awareness in explaining the Purchase Decision variable of 74.5% is included in the Good Category, and the remaining 25.5% of the influence is explained by other variables outside those being discussed by this study. Meanwhile, the R^2 value on Purchase Interest is 0.663 or can be said to be 66.3%, which can be interpreted as the influence of the independent variables, namely Customer Reviews, Influencer Marketing, and Brand Awareness in explaining the Purchase Interest variable of 66.3% is included in the Medium Category, and the remaining 33.7% of the influence is explained by other variables outside those being discussed by this study.

Goodness of Fit (GoF)

Goodness of Fit (GoF) is a measure that combines the quality of the structural model and the measurement model to assess the suitability of the overall model in PSL-SEM with values and model suitability ranging from 0 to 1, namely: 0.1 (low), 0.25 (moderate), 0.36 (good). In the process of testing Goodness of Fit (GoF), the average value of the Communality Index and the average value of R^2 (Coefficient of Determination) for the dependent variable in the model are required. The Communality Index in this context is AVE (Average Variance Extracted). To calculate the Communality Index or AVE for each construct, it is calculated as the average of the squared loading factor of each indicator in the construct. The formula for calculating the average Communality Index:

$$\text{Average AVE} = \frac{\sum \text{AVE}}{k}$$

Where :

- $\sum \text{AVE}$ is the sum of all AVE values of the construct.
- k is the number of constructs in the model

Next, to calculate the average R^2 for all dependent variables in the model. The formula for calculating the average R^2 value for all dependent variables in the model is as follows:

$$\text{Average } R^2 = \frac{\sum R^2}{m}$$

Where:

- $\sum R^2$ is the sum of all R^2 values for the dependent variable.
- m is the number of dependent variables in the model.

And, for the last step is to calculate the Goodness of Fit (GoF) value, GoF is the square root of the product of the average AVE and the average R^2 . The formula used to calculate the Goodness of Fit value is as follows:

$$\text{GoF} = \sqrt{\text{Average AVE} \times \text{Average } R^2}$$

After knowing all the formulas used in the Goodness of Fit testing process, the next step is to carry out the actual GoF test, as follows:

$$\begin{aligned}\text{Average AVE} &= \frac{3,068}{5} = 0,6136 \\ \text{Average R}^2 &= \frac{1,408}{2} = 0,704 \\ \text{Goodness Of Fit} &= \sqrt{(0,6136 \times 0,704)} = \sqrt{0,4319744} = 0,657\end{aligned}$$

From the results of the test and calculation of Goodness of Fit above, the calculation result is 0.657. With this, it can be concluded that the Goodness of Fit in this research model with the suitability of the model is considered Good.

Q² (Predictive Relevance)

Q² or Predict Relevance is a measure used to assess the predictive ability of a model in PLS-SEM. Q² measures how well the observed values can be reconstructed by the model and its estimated parameters. Variables or data are said to be able to predict the model well if the Q² value is > 0, but conversely, if the Variables or data are said to not be able to predict the model well if the Q² value is < 0.

Tabel 11. Test Result of Q² (Predictive Relevance)

	Q ² Predict
Purchase Decision (Y)	0,649
Purchase Interest (Z)	0,625

Source: Data Processing (2024)

Looking at the results of the Q² (Predictive Relevance) test above, the first is the Q² value of Purchase Decision is 0.649, this indicates that the Purchase Decision variable influenced by the Customer Reviews, Influencer Marketing, and Brand Awareness variables can predict the model well and according to the description of the research model in the field because it gets a Q² value > 0. Second, the Q² value of Purchase Interest is 0.625, this indicates that the Purchase Interest variable influenced by the Customer Reviews, Influencer Marketing, and Brand Awareness variables can predict the model well and according to the description of the research model in the field because it gets a Q² value > 0.

Hypothesis Testing

In Hypothesis testing, there are two influences, the first is Direct Influence Hypothesis Testing, and the second is Indirect Influence Hypothesis Testing. The Test Results will be explained below:

1. Direct Influence Hypothesis Testing

In accordance with the data processing that has been carried out using SmartPLS v4, the results have been obtained to answer the hypothesis that has been described in this study. The Hypothesis Test that will be carried out looks at the results of the Path Coefficient, T-statistics, and also the P-values obtained from the Calculate carried out by SmartPLS with the Bootstrapping technique. The Hypothesis Results can be declared accepted if the P-values < 0.05, the Direct Influence Hypothesis Test Results are as follows:

Table 12. Results of Direct Effect Hypothesis Test

	Hypothesis	Path Coefficient	T-values	P-values	Conclusion
H1	Customer Reviews -> Purchase Decisions	0,174	2,706	0,007	Accepted
H2	Influencer Marketing -> Purchase Decisions	0,445	4,668	0,000	Accepted

H3	Brand Awareness -> Purchase Decision	0,296	2,479	0,013	Accepted
H4	Customer Reviews -> Purchase Interest	0,239	3,321	0,001	Accepted
H5	Influencer Marketing -> Purchase Interest	0,340	4,039	0,000	Accepted
H6	Brand Awareness -> Purchase Interest	0,401	3,975	0,000	Accepted
H7	Purchase Interest -> Purchase Decision	0,344	2,855	0,004	Accepted

Source: Data Processing (2024)

a. Customer Reviews on Purchasing Decisions (H1)

The results of the Statistical Test can be seen in table 9 that the results obtained are the coefficient value of the Customer Reviews variable on Purchasing Decisions of 0.174 where the T-values are 2.706 > T-table (1.96) with the acquisition of P-values of 0.007 < Sig Level (<0.05), with these results indicating that Customer Reviews influence Purchasing Decisions. This shows that Customer Reviews have a positive impact on Purchasing Decisions, significant t-values and p-values indicate that the relationship does not just happen by chance. This means that there is a reliable relationship. In other words, H1 is accepted because it is Significant (Increased Customer Reviews are related to decreased Purchasing Decisions).

b. Influencer Marketing on Purchasing Decisions (H2)

The results of the Statistical Test can be seen in table 9 that the results obtained by the coefficient value of the Influencer Marketing Variable on Purchasing Decisions are 0.445 where the T-values are 4.668 > T-table (1.96) with P-values of 0.000 < Sig Level (<0.05), with these results indicating that Influencer Marketing influences Purchasing Decisions, which is stated by Influencer Marketing having a positive and significant effect on Purchasing Decisions.

c. Brand Awareness on Purchasing Decisions (H3)

The results of the statistical test can be seen in table 9 that the results obtained the coefficient value of the Brand Awareness Variable on Purchasing Decisions of 0.296 where the T-values of 2.479 > T-table (1.96) with the acquisition of P-values of 0.013 < Sig Level (<0.05), with these results indicating that Brand Awareness influences Purchasing Decisions, which is stated by Brand Awareness has a positive and significant effect on Purchasing Decisions.

d. Customer Reviews on Purchase Interest (H4)

The results of the statistical test can be seen in table 9 that the results obtained the coefficient value of the Customer Reviews Variable on Purchase Interest of 0.239 where the T-values of 3.321 > T-table (1.96) with the acquisition of P-values of 0.001 < Sig Level (<0.05), with these results indicating that Customer Reviews influence Purchase Interest, which is stated by Customer Reviews have a positive and significant effect on Purchase Interest.

e. Influencer Marketing on Purchase Interest (H5)

The results of the Statistical Test can be seen in table 9 that the results obtained are the coefficient value of the Influencer Marketing Variable on Purchase Interest of 0.340 where the T-values are 4.039 > T-table (1.96) with P-values of 0.000 < Sig Level (<0.05), with these results indicating that Influencer Marketing influences Purchase Interest, which is stated by Influencer Marketing having a positive and significant effect on Purchase Interest.

f. Brand Awareness on Purchase Interest (H6)

1 The results of the Statistical Test can be seen in table 9 that the results obtained the coefficient value of the Brand Awareness Variable on Purchase Interest is 0.401 where the T-values are $3.975 > T\text{-table (1.96)}$ with the acquisition of P-values of $0.000 < \text{Sig Level } (<0.05)$, with these results indicating that Brand Awareness affects Purchase Interest, which is stated by Brand Awareness has a positive and significant effect on Purchase Interest.

g. Purchase Interest on Purchase Decision (H7)

The results of the Statistical Test can be seen in table 9 that the results obtained for the coefficient value of the Purchase Interest Variable on Purchase Decision are 0.344 where the T-values are $2.855 > T\text{-table (1.96)}$ with P-values of $0.004 < \text{Sig Level } (<0.05)$, with these results indicating that Purchase Interest influences Purchase Decision, which is stated as Purchase Interest has a positive and significant effect on Purchase Decision.

2. Indirect Effect Hypothesis Testing

Indirect Effect Hypothesis Testing (mediation) is done using the SmartPLS v4 application through the Calculate Bootstrapping Technique, then looking at the results of the Indirect Effect Hypothesis Test in the Specific Indirect Effects section, the results are as follows:

Table 13. Results of Indirect Effect Hypothesis Test

	Hypothesis	Path Coefficient	T-values	P-values	Conclusion
H8	Customer Reviews -> Purchase Interest -> Purchase Decision	0,082	2,011	0,044	Accepted
H9	Influencer Marketing -> Purchase Interest -> Purchase Decision	0,117	2,415	0,016	Accepted
H10	Brand Awareness -> Purchase Interest -> Purchase Decision	0,138	2,446	0,014	Accepted

Source: Data Processing (2024)

- 13
- Customer Reviews on Purchasing Decisions through Purchase Interest (H8)
The results of the Statistical Test can be seen in table 9 that the results obtained the coefficient value of the Customer Reviews Variable on Purchasing Decisions through Purchase Interest is 0.082 where the T-values are $2.011 > T\text{-table (1.96)}$ with the acquisition of P-values of $0.044 < \text{Sig Level } (<0.05)$, with these results indicating that Customer Reviews influence Purchasing Decisions through Purchase Interest, which is stated by Customer Reviews having a positive and significant effect on Purchasing Decisions through Purchase Interest.
 - Influencer Marketing on Purchasing Decisions through Purchase Interest (H9)
The results of the Statistical Test can be seen in table 9 that the results obtained by the coefficient value of the Influencer Marketing Variable on Purchasing Decisions through Purchase Interest are 0.117 where the T-values are $2.415 > T\text{-table (1.96)}$ with the acquisition of P-values of $0.016 < \text{Sig Level } (<0.05)$, with these results indicating that Influencer Marketing influences Purchasing Decisions through Purchase Interest, which is stated by Influencer Marketing having a positive and significant effect on Purchasing Decisions through Purchase Interest.
 - Brand Awareness on Purchasing Decisions through Purchase Interest (H10)
The results of the Statistical Test can be seen in table 9 that the results obtained are the coefficient value of the Brand Awareness Variable on Purchasing Decisions through Purchase Interest of 0.138 where the T-values are $2.446 > T\text{-table (1.96)}$

with the acquisition of P-values of 0.014 <Sig Level (<0.05), with these results indicating that Brand Awareness influences Purchasing Decisions through Purchase Interest, which is stated by Brand Awareness having a positive and significant effect on Purchasing Decisions through Purchase Interest.

Discussions

1. The Influence of Customer Reviews on Purchasing Decisions

The results of the Statistical Test show the coefficient value of the Customer Reviews Variable on Purchasing Decisions of 0.174. The T-values obtained are 2.706, greater than the T-table (1.96), with P-values of 0.007 which are smaller than the Significance Level (<0.05). These results indicate that Customer Reviews have a significant influence on Purchasing Decisions. This shows that Customer Reviews have a positive impact on Purchasing Decisions, with significant t-values and p-values proving that this relationship is not just a coincidence, but is reliable. Based on these results, it can be concluded that H1 is accepted because it is significant. This means that there is a demonstrable relationship between Customer Reviews and Purchasing Decisions. However, it should be noted that the interpretation of the results shows an unusual relationship, where an increase in Customer Reviews is related to a decrease in Purchasing Decisions. This may require further research to understand the dynamics underlying this relationship and other factors that may influence it.

The results of this study are in line with research conducted by Pratiwi (2023) which provides results that the online customer variable has a significant influence on consumer purchasing decisions at BimaPetshop Cirebon via Shopee. Online customer reviews play an important role in the consumer purchasing decision-making process. This shows that positive reviews from previous customers can increase confidence, attitudes, and behavior in making purchasing decisions. The influence of online customer reviews on purchasing decisions is due to reviews and ratings which are one of the determining factors in online purchasing decisions. With online customer reviews, consumers will consider shopping more in the online marketplace because these reviews can increase confidence, attitudes, behavior, and most importantly, purchase intentions or interests. The results of this study are in line with research conducted by (Pratiwi & Curatman, 2023).

2. The Influence of Influencer Marketing on Purchasing Decisions

The results of the Statistical Test show that the coefficient value of the Influencer Marketing Variable on Purchasing Decisions is 0.445. Further analysis revealed that the T-values obtained were 4.668, which is greater than the T-table (1.96). In addition, the P-value obtained were 0.000, which is smaller than the Significance Level (<0.05). Based on these results, it can be concluded that Influencer Marketing has an influence on Purchasing Decisions. More specifically, these results show that Influencer Marketing has a positive and significant effect on Purchasing Decisions. In other words, the use of the Influencer Marketing strategy has been proven to have a significant and positive impact on influencing consumer decisions to make purchases.

The results of this study are in line with research conducted by Lengkawati and Saputra (2021) which provided results that influencer marketing has a significant impact on purchasing decisions, with a t-count value of 7.727 greater than the t-table of 1.668, so H_0 is rejected and H_a is accepted. This means that influencer marketing (variable X) has a positive and significant influence on purchasing decisions (variable Y) at Elzatta Hijab Garut, with a correlation coefficient showing a "strong" influence of 0.689. Meanwhile, the determination coefficient shows that 48% of the variation in purchasing decisions is explained by influencer marketing, while the remaining 52% is influenced by other factors outside the variables studied (Lengkawati & Saputra, 2021).

3. The Influence of Brand Awareness on Purchasing Decisions

The results of the Statistical Test show the coefficient value of the Brand Awareness Variable on Purchasing Decisions of 0.296. Further analysis revealed that the T-values obtained were 2.479, which is greater than the T-table (1.96). In addition, the P-values obtained were 0.013, which is smaller than the Significance Level (<0.05). Based on these results, it can be concluded that Brand Awareness has an influence on Purchasing Decisions. More specifically, these results show that Brand Awareness has a positive and significant effect on Purchasing Decisions. In other words, the higher the level of Brand Awareness, the greater the likelihood of a Purchasing Decision by consumers.

The results of this study are in line with research conducted by Ramadayanti (2019) which provides results that Brand awareness has a significant influence on purchasing decisions because it creates awareness and positive perceptions of a brand. Consumers tend to pay more for branded products because of the guaranteed quality and value offered. Brand awareness is not formed instantly but through a long process such as brand recall and top of mind. Promotion, including advertising, plays an important role in building brand awareness. Advertising aims to provide information, persuade, and remind consumers, so that it can encourage increased sales that are profitable for the Company (Ramadayanti, 2019).

4. The Influence of Customer Reviews on Purchase Interest

The results of the Statistical Test show that the Customer Reviews Variable has an influence on Purchase Interest. This is indicated by the coefficient value of 0.239 and the T-values of 3.321 which are greater than the T-table (1.96). In addition, the P-values obtained are 0.001 which are smaller than the Significance Level (<0.05). Based on these results, it can be concluded that Customer Reviews have a positive and significant influence on Purchase Interest. This means that the better or the more positive reviews from customers, the higher the consumer's purchase interest in the products or services offered. This positive influence shows that Customer Reviews are an important factor in influencing consumer purchasing decisions.

The results of this study are in line with research conducted by Salsabilla and Handayani (2023) which provided results that online customer reviews have a positive and significant impact on purchase interest on TikTok social media. The results of the t-test show a significant value that supports this. Data shows that online customer reviews influence Cammille Beauty product purchase interest on TikTok by 62.1%, while the remaining 37.9% is influenced by other variables that were not tested. Further research is needed to determine the influence of online customer reviews on other social media (Handayani, 2023).

5. The Influence of Influencer Marketing on Purchase Interest

The results of the Statistical Test show the coefficient value of the Influencer Marketing Variable on Purchase Interest of 0.340. In this analysis, the T-values obtained were 4.039 which were greater than the T-table (1.96). In addition, the P-values obtained were 0.000, which were smaller than the Significance Level (<0.05). Based on these results, it can be concluded that Influencer Marketing has an influence on Purchase Interest. More specifically, these results show that Influencer Marketing has a positive and significant effect on Purchase Interest. Thus, it can be said that the use of the Influencer Marketing strategy has a significant impact on increasing consumer Purchase Interest.

The results of this study are in line with a study conducted by Sekar in 2023. In this study, it was found that at a significance level of 0.000, which is below the threshold of 0.050, the "Influencer Marketing" variable showed a T-count value of 6.768. This figure significantly exceeds the T-table value which is at 1.686. This finding provides strong support for the H1 hypothesis, which states that influencer marketing has an influence on consumer interest in purchasing Kimk Hijab Products through the Instagram social media platform. Thus, these results confirm the important role of influencer marketing strategies

in influencing consumer purchasing decisions, especially in the context of hijab fashion products on social media (Sekar, 2023).

6. The Influence of Brand Awareness on Purchase Interest

The results of the Statistical Test show a significant influence of Brand Awareness on Purchase Interest. This is evidenced by the coefficient value of the Brand Awareness variable on Purchase Interest of 0.401. Furthermore, the T-values obtained are 3.975, which is greater than the T-table (1.96). In addition, the P-values obtained are 0.000, which is smaller than the Significance Level (<0.05). Based on these results, it can be concluded that Brand Awareness has a positive and significant influence on Purchase Interest. In other words, the higher the brand awareness owned by consumers, the higher their purchase interest in the products or services offered. This finding has important implications for marketing strategies, where efforts to increase Brand Awareness can be an effective step in encouraging consumer purchase interest.

The results of this study are in line with research conducted by Mulyanto (2019) which provides results that brand awareness is an important asset because it influences consumer perception and behavior. Brand awareness is the initial awareness of consumers when hearing product information (Darayani et al., 2016). Based on field research, the average brand awareness variable is 3.08, which means neutral or sufficient, while the t-test results show that brand awareness affects purchase interest. Of the four brand awareness indicators, two indicators have an average value below the whole, namely Recall (2.83) and Consumption (2.99), which shows poor results. This happens because the Pokpiah Surabaya brand name is often associated with similar products, so that potential consumers only focus on the product without recognizing the brand. This proves that the first hypothesis is accepted and answers the first problem formulation in this study (Darayani & Saryadi, 2016).

7. The Influence of Purchase Interest on Purchase Decision

The results of the Statistical Test show a significant influence between Purchase Interest and Purchase Decisions. This is indicated by the coefficient value of the Purchase Interest variable on Purchase Decisions of 0.344. Furthermore, the T-values obtained of 2.855 are greater than the T-table (1.96), indicating a strong relationship between the two variables. The p-value obtained is 0.004, which is smaller than the Significance Level (<0.05), further strengthening the conclusion that Purchase Interest has a significant influence on Purchase Decisions. Based on these results, it can be stated that Purchase Interest has a positive and significant influence on Purchase Decisions. In other words, the higher the consumer Purchase Interest, the greater the likelihood of a Purchase Decision.

The results of this study indicate alignment with a study conducted by Novianti and Saputra in 2023. In their study, it was found that purchase interest (X2) has a significant influence on purchasing decisions. This is evidenced by the t-count value of 5.341 which is greater than the t-table of 1.967, indicating a strong influence between the two variables. Furthermore, the significance level of 0.00 which is less than 0.05 strengthens the conclusion that the influence of purchase interest on purchasing decisions is positive and statistically significant. In other words, Novianti and Saputra's research confirms that the higher the consumer's purchase interest, the more likely they are to make a purchase. This finding emphasizes the importance of understanding and enhancing consumer purchasing intentions as a key factor in driving purchasing decisions (Sari, 2020; Novianti & Saputra, 2023).

8. The Influence of Customer Reviews on Purchasing Decisions through Purchase Interest

The results of the statistical test show that the coefficient value of the Customer Reviews variable on purchasing decisions through purchase interest is 0.082. This shows that there is a positive relationship between customer reviews and consumer purchase

interest. This means that the better the customer reviews, the higher the consumer's purchase interest in the product. The T-values obtained from the statistical test are 2.011. This value is greater than the T-table (1.96), which means that the results of this test are significant. In other words, there is sufficient evidence to state that customer reviews have a real influence on purchasing decisions through consumer purchase interest.

In addition, the P-values obtained from the statistical test are 0.044. This value is smaller than the set significance level (<0.05). This further strengthens the evidence that the relationship between customer reviews and purchasing decisions through purchase interest is significant. With P-values that are smaller than the significance level, we can be more confident that these results are not due to chance. Overall, the results of this statistical test show that Customer Reviews have a positive and significant effect on purchasing decisions through purchase interest. This means that good customer reviews can increase consumer purchase intention, which ultimately impacts their purchase decision. Companies can use this information to improve their marketing strategies by focusing on increasing customer reviews to drive higher purchase intention and purchase decision.

9. The Influence of Influencer Marketing on Purchase Decision through Purchase Intention

The results of the statistical test show that the coefficient of the Influencer Marketing variable on purchase decision through purchase intention is 0.117. This value provides an indication of the strength and direction of the relationship between Influencer Marketing and purchase decision through purchase intention. In this context, a positive coefficient indicates that when Influencer Marketing increases, purchase intention also tends to increase. Furthermore, the T-value obtained is 2.415, which is greater than the T-table value of 1.96. This means that the results of this statistical test are statistically significant. This significance indicates that the relationship between Influencer Marketing and purchase decision through purchase intention does not occur by chance, but rather there is a strong basis for the relationship.

In addition, the P-value obtained is 0.016, which is smaller than the significance level set at 0.05. P-values that are smaller than 0.05 indicate that this result is significant and supports the hypothesis that Influencer Marketing has an influence on purchasing decisions through purchase interest. In other words, there is less than a 5% chance that this result occurs by chance. From these results, it can be concluded that Influencer Marketing has a positive and significant influence on purchasing decisions through purchase interest. This means that an increase in Influencer Marketing will increase purchase interest, which will ultimately have an impact on purchasing decisions. Therefore, marketing strategies involving influencers can be an effective tool to drive purchase interest and increase purchasing decisions.

10. The Influence of Brand Awareness on Purchasing Decisions through Purchase Interest

The results of the statistical test show that the coefficient of the Brand Awareness variable on purchasing decisions through purchase interest is 0.138. This value reflects the extent to which Brand Awareness can influence consumer purchasing interest which then has an impact on purchasing decisions. In this analysis, a positive coefficient value indicates a unidirectional relationship between Brand Awareness and consumer purchasing interest. Furthermore, the T-values obtained are 2.446. This value is greater than the T-table value of 1.96. T-values that exceed the T-table indicate that the results of this statistical test are statistically significant. In other words, we can conclude that the Brand Awareness variable has a real influence on consumer purchasing interest.

In addition, the results of the statistical test also show that the P-values obtained are 0.014. This value is smaller than the set significance level, which is 0.05. P-values that are smaller than the significance level indicate that the relationship between Brand Awareness

and purchasing decisions through purchase interest is significant. Overall, the results of this statistical test indicate that Brand Awareness has a positive and significant influence on purchasing decisions through purchase interest. In other words, the higher the Brand Awareness, the greater the consumer's purchase interest which ultimately increases the purchase decision. This underlines the importance of a marketing strategy that focuses on increasing Brand Awareness to drive consumer purchase interest and purchase decisions.

4. ¹⁵ CONCLUSION

Based on the results of the research presented, it can be concluded that customer reviews, influencer marketing, and brand awareness have a significant influence on purchasing decisions, both directly and through purchase intention as a mediating variable. Customer reviews show a positive influence on purchase intention and purchase decision, although there are indications of an unusual relationship where an increase in customer reviews is related to a decrease in purchase decision that requires further research. Influencer marketing is shown to have a strong positive impact on purchase intention and purchase decision, indicating the effectiveness of this strategy in influencing consumer behavior. Brand awareness also shows a significant positive influence on purchase intention and purchase decision. This confirms the importance of building brand awareness in marketing strategies to increase purchase intention and drive purchase decisions. Purchase intention itself is shown to have a significant positive influence on purchase decisions, strengthening its role as an important predictor in the consumer decision-making process. Analysis of the indirect influence through purchase intention as a mediating variable shows that customer reviews, influencer marketing, and brand awareness give a positive and significant effect on purchase decisions. These findings emphasize the importance of an integrated marketing strategy that considers all of these aspects to increase purchase intention and ultimately drive purchase decisions. The results of this study provide valuable insights for marketers in designing effective strategies to influence consumer behavior in the digital era.

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