The Influence of Brand Awareness on Purchase Intention Among TikTok Users in Padang: The Mediating Role of Influencer Endorsement and Influencer Credibility

Deo Al Fajri[1], Whyosi Septrizola[1]

[1]Faculty of Economics and Business, Universitas Negeri Padang, Indonesia
Email: alfajrideo@gmail.com

Abstract. *The development of digital marketing through social media has encouraged many companies and businesses to utilize influencers as part of their brand communication strategy. This research aims to examine the effect of brand awareness on purchase intention with influencer endorsement and influencer credibility as mediating variables. The issue discussed is how brand awareness can shape consumer purchase intention directly or indirectly through influencer endorsement and influencer credibility. This study employs a quantitative research design utilizing a structured survey approach, with a sample of 200 participants selected through purposive sampling. The gathered data were analyzed using SmartPLS software. The results indicate that brand awareness significantly impacts in-fluencer credibility, influencer endorsement, and purchase intention. Additionally, both influencer endorsement and influencer credibility were shown to positively impact purchase intention. Other results indicate that the indirect influence of brand awareness on purchase intention through influencer credibility and influ-encer endorsement is significant, confirming that influencers have a strategic role in building consumer trust and purchase intention. This study concludes that enhancing brand awareness and engaging credible influencers through effective endorsement strategies are essential in fostering consumer purchase intention and guiding their purchasing decisions.*

Keywords: Brand Awareness, Influencer Endorsement, Influencer Credibility, Purchase Intention, TikTok

INTRODUCTION

The growth of internet usage in Indonesia has opened up huge opportunities for businesses to utilize various digital platforms as effective marketing tools. As reported by We Are Social in January 2024, Indonesia recorded approximately 139 million active social media users, accounting for 49.9% of the national population. This figure highlights the substantial role that social media plays in Indonesian society in various aspects, including information consumption and shopping activities.

Among digital marketing platforms, TikTok has gained prominence due to its rapid growth and high potential. According to Databoks in 2024, 46% of consumers who shop via social media choose TikTok as their primary platform. Furthermore, according to GoodStats, in 2024

TikTok successfully recorded a Gross Merchandise Value (GMV) of US$6.198 billion in Indonesia, making it the largest market in Southeast Asia for TikTok. This shows the significant potential of TikTok in driving promotional activities and enhancing brand awareness.

According to Ameliawaty & Halilah (2017), before purchasing a product, consumers often compare several product options based on their awareness of existing brands. Therefore, building brand awareness is a crucial aspect in influencing con-sumers' purchasing intentions. However, according to Utama et al. (2023), many businesses still struggle to build brand awareness due to a lack of understanding of the appropriate strategies.

The increasing number of TikTok users has encouraged more brands to collaborate with influencers. As noted by Salim & Putri (2024) although brand awareness has begun to form, it does not necessarily lead to an immediate increase in purchase intention. Consumers often require additional sources of information and recommendations, such as endorsements from influ-encers perceived as trustworthy. One of the main advantages of utilizing influencers is their ability to reach highly segmented and relevant audiences.

However, achieving successful influencer endorsements is not without challenges. The abundance of influencer choices presents difficulties for brands in selecting the most suitable collaborators, a phenomenon referred to as choice overload, in which too many options complicate the decision-making process. Moreover, growing consumer awareness of the paid nature of influencer marketing makes credibility even more essential. Zak & Hasprova (2020) observed that many consumers now question influencer credibility, as many of them only promote products for payment.

According to Breves et al. (2019) and Wang & Weng (2024), the credibility of an influencer is primarily shaped by how the audience perceives their expertise, authenticity, and trustworthiness, rather than merely by the size of their follower base. When an influencer demonstrates a high degree of trust and professional competence, their ability to affect consumers' purchase intentions becomes significantly stronger.

Considering the aforementioned issues and developments, this study seeks to examine the effect of brand awareness on consumers' purchase intention, with influencer endorsement and influencer credibility serving as mediating variables, particularly among TikTok users in Padang City. The findings of this research are anticipated to offer both theoretical and practical insights, enriching the understanding of consumer behavior in the context of the digital era and offering strategic recommendations for brands to optimize their marketing efforts via social media platforms (Theodorakopoulos & Theodoropoulou, 2024).

LITERATURE REVIEW

Purchase Intention

Purchase intention refers to a consumer's tendency to acquire a specific product or service, which emerges through an evaluation process influenced by perceptions, attitudes, and external factors. According to Bakti & Perkasa (2020), purchase intention arises before the actual buying process as individuals consider whether a product or service is worth purchasing.

Research by Moslehpour et al. (2022), a consumer's purchase intention reflects both their happiness with a product or brand and their confidence in their decision to make a purchase. Purchase intention regarded as a key predictor of actual buying behavior, indicating a higher likelihood of consumers proceeding with a purchase. According to Hanjani & Widodo (2019) the indicators of Consumer Loyalty are as follows: (1) Transactional; (2) Referential; (3) Preferential, and (4) Explorative.

Brand Awareness

Brand awareness indicates how well consumers can associate a brand with a particular category of products, either through recognition or recall of the brand in various conditions.

According to Febriani & Dewi (2018), Brand awareness measures a brand's presence in the minds of the public, as it is imprinted in the public's mind, and is able to make the public identify various brand elements such as the brand name, logo, symbol, character, packaging, and slogan in various situations.

According to Wibowo & Farochi (2017), the extent to which consumers can identify or recall a product brand is influenced by the effectiveness of brand communication and their individual perceptions of the brand being promoted. According to Firmansyah (2019), brand awareness can be measured through the following indicators: (1) Recognition; (2) Recall; (3) Purchase, and (4) Consumption.

Influencer Endorsement

Influencer endorsement is a marketing strategy in which an influencer, who may be a public figure, celebrity, or individual with influence on social media, actively recommends or promotes a product or service to their audience. According to Azizah (2021), influencer endorsement is a form of promotion in which an influencer openly supports or recommends a product or brand. Endorsements aim to increase consumer trust in a product by leveraging the credibility and influence of the party providing the recommendation. According to Chen, et al. (2024), influencer endorsement can be evaluated using the following indicators: (1) Power; (2) Visibility; (3) Attractiveness; (4) Credibility.

Influencer Credibilty

An influencer is an individual whose opinions are highly regarded and capable of influencing the attitudes and behaviors of others. According to Octaviani (2023), credibility is a crucial attribute for influencers. A credible influencer is perceived as trustworthy, and this perceived trustworthiness enables them to shape consumer perceptions by presenting information that is regarded as factual and reliable. Consequently, influencer credibility holds significant power in shaping consumer decision-making processes.

According to Yuwono et al. (2024), influencer credibility refers to the perceived attitude of influencers who promote products or services in an honest, reliable manner, and consistent with the actual consumer experience. Currently, recommendations from credible influencers have become one of the most important variables impacting customer decision-making. According to Shimp (2014), the indicators of influencer credibility are as follows: (1) Trustworthiness; (2) Expertise; (3) Likability; (4) Respect, and (5) Similarity

Conceptual Framework

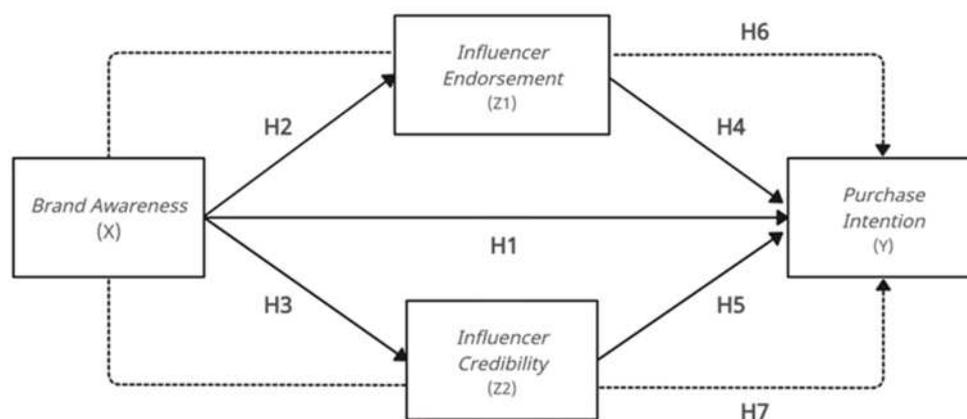The research is structured based on the following conceptual model:

Figure 1. Conceptual Framework

According the assigned concept model, this research formulates the following hypothesis: (1) Brand awareness has a positive effect on purchase intention; (2) Brand awareness has a positive effect on influencer endorsement; (3) Brand awareness has a positive effect on influencer credibility; (4) Influencer endorsement has a positive effect on purchase intention; (5) Influencer credibility has a positive effect on purchase intention; (6) Influencer endorsement acts as a mediator in the effect of brand awareness on purchase intention; (7) Influencer credibility acts as a mediator in the effect of brand awareness on purchase intention

METHODS

This research research was designed using a quantitative approach. As stated by Sugiyono (2019), quantitative research involves the investigation of a defined sample using research instruments, followed by statistical or numerical analysis to describe phenomena and evaluate hypotheses that have been formulated in advance. This study's target population comprises TikTok users residing in Padang City. Consequently, a non-probability sampling method was employed, specifically utilizing a purposive sampling technique. Data was collected through an online questionnaire aimed at TikTok users in Padang City who had seen endorsements by influencers. Purposive sampling was used to ensure the relevance of respondents to the research context. The criteria for inclusion in the sample are as follows: (1) Residing in the city of Padang; (2) Being an active user of the TikTok application; (3) Aged 17-40 years old, and (4) Having seen influencer endorsement content on TikTok. To reduce sampling bias, the survey link was distributed via WhatsApp and TikTok, targeting individuals residing in Padang and using the TikTok. To maintain the validity of the data, each participant was permitted to complete the questionnaire only once, and all responses were carefully reviewed to ensure completeness. The online distribution of the questionnaire took place from June to July 2025, aiming to obtain a more even distribution of respondents. This approach was intended to improve the representativeness of the data in relation to the TikTok user population in Padang City that aligns with the context of the study. The measurement indicators used in this study were adapted from previous research conducted by Tamsir et al. (2023), with several minor adjustments made to ensure contextual relevance to the characteristics of TikTok users. Data were collected through a structured questionnaire employing a 5-point Likert scale, ranging from 1 ("strongly disagree") to 5 ("strongly agree"), to assess respondents' perceptions and responses.

The survey was distributed online using Google Forms to facilitate accessibility and to reach the target respondents more effectively. Referring to Jiang et al. (2016), the minimum required sample size for this study was 170 respondents, based on the number of indicators included in the model. A total of 200 valid responses were obtained and used for further analysis. The data analysis process in this research comprised both descriptive and statistical approaches. Descriptive analysis entailed verifying the completeness and accuracy of the questionnaire responses, computing the response percentages for each item, and calculating the average score of each measured variable. Statistical analysis in this study was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM), a multivariate statistical method that allows for the simultaneous examination of empirical data and theoretical constructs to evaluate both direct and indirect relationships among variables. PLS-SEM is particularly suitable for studies with relatively small sample sizes compared to covariance-based SEM techniques. The analysis was performed using SmartPLS software, which supports a two-step evaluation process, the outer model (measurement model) and the inner model (structural model) to examine the relationships among latent variables. Hypothesis testing was carried out through the bootstrapping method to determine the significance of path coefficients and indirect effects within the structural model.

RESULTS AND DICUSSION

Description of Respondent Characteristics

The total number of respondents was 200. This analysis outlines the frequency of respondents across different demographic variables, including gender, age, and occupation.

Table 1. Respondent Characteristics

No.	Characteristics	Frequency	Distribution (%)
1	**Gender**		
	Man	94	47%
	Woman	106	53%
	Total	200	100%
2	**Age**		
	17-22	113	56,5%
	23-28	73	36,5%
	29-34	9	4,5%
	35-40	5	2,5%
	Total	200	100%
3	**Occupation**		
	Student	115	57,5%
	Civil Servant	5	2,5%
	Entrepreneur	23	11,5%
	Private Employee	30	15%
	Freelancer	23	11,5%
	Other	4	2%
	Total	200	100%

The data in table 1 show that 94 participants comprising 47% of the sample, were male. Meanwhile, there were 106 female respondents or 53%. The characteristics of respondents based on age in this study were dominated by respondents aged 17–22 years, totaling 113 people with a percentage of 56.5%.
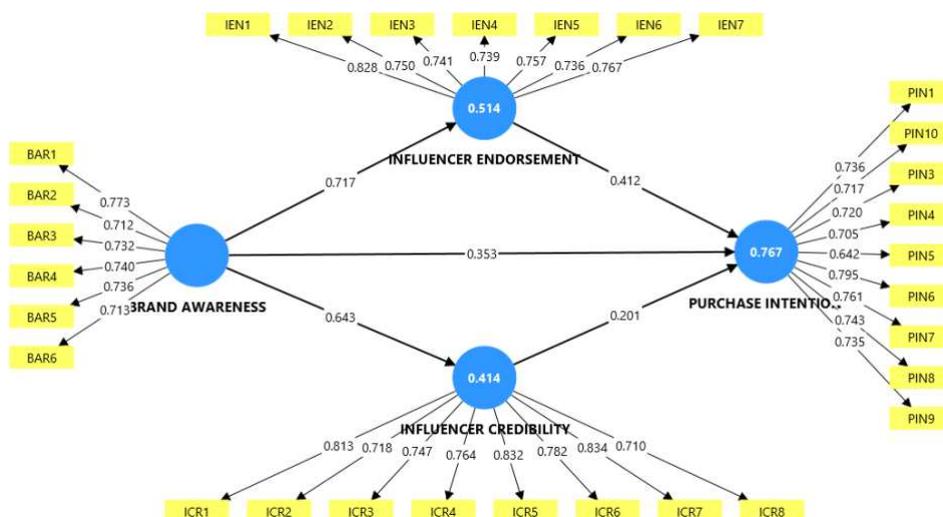
Data Analysis

Outer Model

Figure 2. Outer Model

Validity Test

According to Carter (2016), while a loading factor higher than 0.70 is thought of as strong., values between 0.50 and 0.60 may still be acceptable, particularly in studies focused on developing measurement scales. The outcomes of the convergent validity assessment based on the outer loading values of the measurement indicators, are detailed in the following table.

Table 2. Output Outer Loading

Code	Brand Awareness	Influencer Credibility	Influencer Endorsement	Purchase Intention
BAR1	0.773			
BAR2	0.712			
BAR3	0.732			
BAR4	0.740			
BAR5	0.736			
BAR6	0.713			
ICR1		0.813		
ICR2		0.718		
ICR3		0.747		
ICR4		0.764		
ICR5		0.832		
ICR6		0.782		
ICR7		0.834		
ICR8		0.710		
IEN1			0.828	
IEN2			0.750	
IEN3			0.741	
IEN4			0.739	
IEN5			0.757	
IEN6			0.736	
IEN7			0.767	
PIN1				0.736
PIN10				0.717
PIN3				0.720
PIN4				0.705
PIN5				0.642
PIN6				0.795
PIN7				0.761
PIN8				0.743
PIN9				0.735

Source: SmartPLS 4, 2025

Referring to table, it is evident that all indicators of the research variables demonstrate validity, indicating that the constructs are acceptable based on their respective factor loadings. The subsequent stage involves evaluating the Average Variance Extracted (AVE) values to further assess convergent validity. The results of the AVE test are presented as follows:

Table 3. Output AVE

Variable	AVE
Brand Awareness	0.540
Influencer Credibility	0.603
Influencer Endorsement	0.578
Purchase Intention	0.532

Source: SmartPLS 4, 2025

Based on table 3, the results reveal that all constructs have AVE values above the 0.50 level, indicating that each variable meets the criterion for good validity.

Reliability Test

The reliability of the research instruments was assessed using two indicators, Composite Reliability and Cronbach's Alpha. These measures evaluate the internal consistency of the constructs within the research model. According to Cheung et al. (2024), reliability is considered acceptable when cronbach alpha and composite reliability values ≥ 0.70, indicating that the constructs demonstrate good reliability. This implies that the questionnaire employed in this study yields consistent results.

Table 4. Output Reliability Test

Variable	CA	CR (rho_a)	CR (rho_c)
Brand Awareness	0.829	0.830	0.876
Influencer Credibility	0.905	0.908	0.924
Influencer Endorsement	0.878	0.880	0.905
Purchase Intention	0.889	0.892	0.911

Source: SmartPLS 4, 2025

Based on table, the results indicate satisfactory values. All latent variables have reliability scores of ≥ 0.70, demonstrating that each construct is reliable. Therefore, it can be concluded that the research ques-tionnaire is consistent.

Inner Model

Evaluation of the inner model is conducted by examining the R^2 coefficient, which represents the degree to which variance in endogenous latent constructs is accounted for by exogenous constructs within the model. As stated by Yusif et al. (2020), the interpretation of R^2 values follows these benchmarks: 0.25 indicates a low level of predictive power, 0.50 reflects a moderate level, and 0.75 denotes a substantial or high level of predictive relevance.

Table 5. Results of the Determination Coefficient (R2)

Variables	R2	R2 adjusted
Influencer Credibility	0.414	0.411
Influencer Endorsement	0.514	0.512
Purchase Intention	0.767	0.763

Source: SmartPLS 4, 2025

Based on table 5, the (R2) value for influencer credibility is 0.414 (41.4%), indicating a weak level of predictive accuracy. This means brand awareness explained 41.4% of the variance in the influencer credibility construct, while the remaining 58.6% is explained by other factors. The R2 values for influencer endorsement is 0.514 (51.4%), which reflects a moderate level of accuracy, suggesting that brand awareness explains 51.4% of the variance in the influencer endorsement construct. Lastly, purchase intention has an R2 value of 0.767 (76.7%), indicating a

strong level of predictive accuracy, meaning that Brand Awareness explains 76.7% of the variance in Purchase Intention, with the remaining 23.3% attributed to other variables.

Hypothesis Testing

Hypothesis testing was conducted by analyzing the path coefficient results for direct relationships, as well as the specific indirect effects for mediating relationships. The testing procedure employed the bootstrapping method using the SmartPLS application. A hypothesis is deemed statistically significant and therefore accepted if the p-value less than 0.05 and t-statistic exceeds 1.96. The constructs was tested using the bootstrapping procedure in SmartPLS with 5,000 subsamples.

Table 6. Output Path Coefficient

Variable	O	M	STDEV	T statistics	P values
BA-> PI	0.353	0.351	0.058	6.056	0.000
BA -> IE	0.717	0.717	0.041	17.332	0.000
BA -> IC	0.643	0.643	0.054	11.868	0.000
IE -> PI	0.412	0.413	0.070	5.912	0.000
IC-> PI	0.201	0.203	0.060	3.355	0.001

Source: SmartPLS 4, 2025

Based on table, the path coefficient hypothesis test can be concluded as follows:

The Influence of Brand Awareness on Purchase Intention

The findings that brand awareness exerts a significant influence on purchase intention. This indicates that the higher the consumers' awareness of a brand, the greater their tendency to have the intention to purchase products from that brand. When consumers have consistently recognized a brand in a positive light, they are more likely to trust it and have a strong perception of the product's value, thereby fostering the intention to purchase. This is consistent with the research by Hakim & Keni (2020), these results confirm that brand awareness positively and significantly influences purchase intention. A higher level of consumer recognition toward a brand enhances the probability of product purchase consideration.

The Influence of Brand Awareness on Influencer Endorsement

The data shows a significant association between brand awareness and influencer endorsement, with a path coefficient of 0.717, a t-statistics of 17.332, and a p-value of 0.000, confirming the strength and significance of the effect. This coefficient value is the highest among all direct influence paths in the research model, indicating that consumer awareness of a brand plays a significant role in enhancing the effectiveness of endorsements made by influencers. This indicates that when consumers are familiar with a brand (high brand awareness), they tend to be more trusting, accepting, and interested in product promotions carried out by influencers, compared to when the brand is unfamiliar or unknown. This is in line with Jusuf (2024), who state that influencer endorsements carried out for brands that already have a high level of brand awareness will be more effective in building trust, increasing engagement, and expanding the reach of marketing messages.

The Influence of Brand Awareness on Influencer Credibility

The analysis indicates that brand awareness contributes to shaping perceptions of influencer credibility, as demonstrated by a T-statistics of 11.868, and a P-value of 0.000. This finding implies that as consumers become more familiar with a brand, they are more inclined to view the associated influencer as credible perceiving them as knowledgeable, reliable, and personally engaging. This is consistent with the research by Djafarova & Trofimenko (2019), which shows that collaborations between influencers and brands with high brand awareness can strengthen perceptions of the influencer's expertise and credibility. This occurs because the

audience assumes that the influencer was chosen by a brand with a good reputation and therefore is also assumed to possess aligned qualities and values.

Furthermore, from a cognitive psychology perspective, individuals often rely on cognitive heuristics such as the familiarity heuristic when forming trust. This heuristic suggests that people are more likely to perceive something as credible or safe if they have encountered it before. In this context, when consumers are already familiar with a brand, they tend to extend that sense of trust to the influencer endorsing it, perceiving the influencer as more credible or knowledgeable about the product being promoted.

The Effect of Influencer Endorsement on Purchase Intention

The analysis reveals that influencer endorsement contributes notably to purchase intention, as indicated by a T-statistics of 5.912, and a P-value of 0.000. This suggests that more persuasive endorsements by influencers are associated with an increased likelihood of consumers developing an intention to purchase the endorsed product. This reinforces the idea that endorsement is a form of effective marketing communication, especially in the digital age, where consumers increasingly rely on third-party opinions, especially from public figures on social media, in making purchasing decisions. Influencers who convey messages in an authentic, narrative, and relevant style to their target audience tend to be more successful in influencing purchase intent compared to hard-selling promotions.

The Effect of Influencer Credibility on Purchase Intention

The analysis reveals that influencer credibility contributes meaningfully to the formation of purchase intention, as evidenced by a T-statistic value of 3.355 and a P-value of 0.001. These results imply that consumers who view an influencer as credible are more likely to develop an intention to purchase the promoted product. These findings are consistent with the study by Kim et al. (2018), which highlights that influencer credibility is a key factor influencing consumer decision-making and purchase intention. Skeptical consumers are more likely to investigate and gather additional details about a brand's products or services before making a decision, but information obtained through credible influencers can reduce their suspicion of the brand and increase their purchase intention. Subsequently, the outcomes of the indirect effect hypothesis testing are provided to evaluate the mediating roles among the variables examined in the study. The following table displays the outcomes of the specific indirect effect analysis.

Table 7. Output Specific Inderect Effect

Variable	O	M	STDEV	T statistics	P values
BA -> IE -> PI	0.296	0.296	0.050	5.885	**0.000**
BA-> IC-> PI	0.129	0.130	0.038	3.365	**0.001**

Source: SmartPLS 4, 2025

Based on table, the specific indirect effect hypothesis test can be concluded as follows:

The Effect of Brand Awareness on Purchase Intention Mediated by Influencer Endorsement

The findings from the data analysis indicate that brand awareness contributes to shaping purchase intention indirectly through influencer endorsement, with an indirect a T-statistic of 5.885, and a P-value of 0.000. This implies that consumers who already recognize a brand tend to be more responsive to endorsements from influencers, thereby increasing their likelihood of intending to purchase the endorsed product. In this context, influencer endorsement acts as a critical mediating factor that translates brand awareness into a stronger inclination toward purchasing behavior.

This is in consistent with the research by Sokolova & Perez (2021), influencer endorsement functions as an intervening variable in the linkage between brand awareness and

consumers' intention to purchase. When brand awareness is embedded in consumers' minds, messages conveyed through endorsements by influencers serve to strengthen consumers' beliefs about brand quality and ultimately increase their intention to purchase.

The Effect of Brand Awareness on Purchase Intention Mediated by Influencer Endorsement

The test results indicate that brand awareness has a significant indirect effect on purchase intention through influencer credibility, as reflected by a T-statistic of 3.365, and a p-value of 0.001. This indicates that increased consumer awareness of a brand strengthens their perception of the credibility of influencers promoting that brand. Furthermore, this perception of credibility increases the likelihood of consumers having the intention to purchase the products offered. However, the magnitude of the indirect effect through influencer credibility (0.129) is smaller than the indirect effect through influencer endorsement (0.296) or the direct effect of brand awareness on purchase intention (0.353).

This suggests that perceptions of influencer credibility do have an impact, but they are not the primary pathway in shaping consumer purchase intentions within the landscape of social media platforms such as TikTok. In fast-paced, visual, and algorithm-based digital platforms, consumers are more influ-enced by the quality and style of message delivery (endorsement) than by the personal char-acteristics of influencers. This can be interpreted to mean that for Generation Z users on TikTok who are frequently exposed to fast-paced, highly visual, and interactive content, influencer credibility is important in building initial trust, but its influence on purchase intention will be stronger when supported by relevant and engaging content strategies.

Strategic Implications

The findings of this study offer important strategic and practical implications for marketers, particularly in the context of digital promotion through TikTok. It has been demonstrated that brand awareness plays a critical role in shaping consumers' purchase intention. Therefore, brands must actively invest in building consistent and engaging brand visibility by producing visually compelling content that resonates with younger audiences such as Generation Z. One of the most effective strategies is collaborating with influencers whose credibility and communication style match the brand's identity. In this regard, influencer endorsement appears to be more influential than credibility alone, especially on platforms like TikTok that prioritize visual engagement, entertainment, and quick audience interaction

This study warrant a more nuanced interpretation by considering the socio-cultural dynamics and digital behavior of the region's population. As a city that balances traditional values with growing digital adoption, Padang presents a unique environment in which Gen Z consumers are not merely passive recipients of influencer content, but also active participants in shaping the local digital culture. This suggests that the effectiveness of influencer endorsement strategies on TikTok is not solely determined by general credibility or popularity, but also by how well the content and messaging align with local social norms and cultural tastes.

Moreover, TikTok in Indonesia operates within a highly dynamic digital ecosystem, where micro-trends and viral culture rapidly shape consumer behavior. While national digital patterns might show some consistency, the preferences of audiences in cities like Padang may differ significantly particularly in their perceptions of authenticity, trustworthiness, and aesthetic appeal. This underscores the importance of avoiding a "one-size-fits-all" approach to digital marketing strategies. Integrating region-specific consumer behavior literature would enrich the theoretical grounding of this study and enhance the contextual validity of its conclusions. Furthermore, this research opens pathways for comparative studies between cities or regions, offering a broader understanding of how influencer marketing strategies can be tailored to suit Indonesia's diverse digital audience.

CONCLUSION

This study aims to investigate the influence of brand awareness on the purchase intentions of TikTok users in Padang City, with influencer credibility and influencer endorsement serving as intervening variables. The results of the analysis reveal that brand awareness contributes meaningfully to the development of consumers' purchase intentions. A higher level of brand familiarity tends to foster consumer confidence and trust, thereby increasing the tendency to consider purchasing. Additionally, brand awareness is found to influence both influencer endorsement and credibility, indicating its pivotal role in shaping how consumers perceive promotional efforts. In addition, influencer endorsement and credibility play a crucial role in shaping consumer purchase intention, particularly when the product is promoted by individuals perceived as trustworthy and authoritative. In this regard, brand awareness indirectly facilitates the formation of purchase intention by enhancing consumers' receptivity toward promotional messages delivered by credible influencers. This means that even if consumers are already familiar with a particular brand, their intention to purchase will be stronger if reinforced through influencer promotion.

REFERENCES

Ameliawaty, R., & Halilah, I. (2017). Pengaruh brand awareness terhadap consumer decision making. *Jurnal Riset Bisnis Dan Investasi*, *3*(2), 63-73. https://doi.org/10.35697/jrbi.v3i2.934

Azizah, F. (2021). Influencer Pelaku Endorsement Berdasarkan Undang-Undang Nomor 8 Tahun 1999 Tentang Perlindungan Konsumen. *Al-Qodiri*, *18*(3), 567-581. https://doi.org/10.47007/lj.v21i2.7947

Bakti, R., and Perkasa, E. M. (2020). "Pengaruh kualitas produk, kualitas pelayanan dan harga terhadap kepuasan pelanggan PAM PT Watertec Estate Cikarang." *Jurnal Bisnisman. Riset Bisnis dan Manajemen.* 2 (2), 15-35. https://doi.org/10.52005/bisnisman.v2i2.27

Breves, P. L., Liebers, N., Abt, M., & Kunze, A. (2019). The perceived fit between instagram influencers and the endorsed brand: How influencer–brand fit affects source credibility and persuasive effectiveness. *Journal of Advertising Research*, *59*(4), 440-454. https://doi.org/10.2501/JAR-2019-030

Carter, S. R. (2016). Using confirmatory factor analysis to manage discriminant validity issues in social pharmacy research. *International Journal of Clinical Pharmacy*, *38*(3), 731-737. https://doi.org/10.1007/s11096-016-0302-9

Chen, Y., Qin, Z., Yan, Y., & Huang, Y. (2024). The power of influencers: how does influencer marketing shape consumers' purchase intentions?. *Sustainability*, *16*(13), 5471. https://doi.org/10.3390/su16135471

Cheung, G. W., Cooper-Thomas, H. D., Lau, R. S., & Wang, L. C. (2024). Reporting reliability, convergent and discriminant validity with structural equation modeling: A review and best-practice recommendations. *Asia pacific journal of management*, *41*(2), 745-783. https://doi.org/10.1007/s10490-023-09871-y

Djafarova, E., & Trofimenko, O. (2019). 'Instafamous'–credibility and self-presentation of micro-celebrities on social media. *Information, communication & society*, *22*(10), 1432-1446. https://doi.org/10.1080/1369118X.2018.1438491

Febriani, N. S., & Dewi, W. W. A. (2018). *Teori dan praktis: Riset komunikasi pemasaran terpadu*. Malang: Universitas Brawijaya Press.

Firmansyah, M. A. (2019). *Pemasaran Produk dan Merek: Planning dan Strategy*. Jawa Timur: CV Penerbit Qiara Media.

Hakim, L. L., & Keni, K. (2020). Pengaruh brand awareness, brand image dan customer perceived value terhadap purchase intention. *Jurnal manajemen bisnis dan kewirausahaan*, *4*(3), 81-86. https://doi.org/10.24912/jmbk.v4i3.7921

Jiang, S., Wang, C., & Weiss, D. J. (2016). Sample size requirements for estimation of item parameters in the multidimensional graded response model. *Frontiers in psychology*, *7*, 109. https://doi.org/10.3389/fpsyg.2016.00109

Jusuf, D. I. (2024). Integrated Marketing: A Powerful Strategy for Increasing Brand Awareness. *Best Journal of Administration and Management*, *2*(3), 104-109. https://doi.org/10.56403/bejam.v2i3.149

Kim, S., Kandampully, J., & Bilgihan, A. (2018). The influence of eWOM communications: An application of online social network framework. *Computers in human behavior*, *80*, 243-254. Https://doi.org/10.1016/j.chb.2017.11.015

Moslehpour, M., Ismail, T., Purba, B., and Wong, W. K. (2022). What makes go-jek go in indonesia? The influences of social media marketing activities on purchase intention. *Journal of Theoretical and Applied Electronic Commerce Research,* 17(1), 89–103. https://doi.org/10.3390/jtaer17010005

Octaviani, F. (2023). Pengaruh kredibilitas influencer terhadap intensi pembelian produk fashion melalui kepercayaan merek pada pengguna instagram di jakarta. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, *7*(2), 274-285. https://doi.org/10.24912/jmieb.v7i2.23151

Salim, M., & Putri, S. E. (2024). Effect Of Viral Marketing And Brand Awareness On Purchase Intention With Customer Trust As A Mediation Variable in Tik Tok Shop User. *The Manager Review Journal*, *6*(1). https://doi.org/10.33369/tmr.v6i1.33525

Sokolova, K., & Perez, C. (2021). You follow fitness influencers on YouTube. But do you actually exercise? How parasocial relationships, and watching fitness influencers, relate to intentions to exercise. *Journal of retailing and consumer services*, *58*, 102276. https://doi.org/10.1016/j.jretconser.2020.102276

Sugiyono. (2019). Metode Penelitian Kuantitatif, Kualitatif dan R&D. Bandung: Alfabeta.

Tamsir, F., Zain, N., Poniran, H., Abu Basar, S., and Rahman, A. S. (2023). Social Media Influencers' Attributes on Followers' Purchase Intention In Malaysia. *Quantum Journal of Social Sciences and Humanities 4*(6): 1-14. https://doi.org/10.55197/qjssh.v4i6.283.

Theodorakopoulos, L., & Theodoropoulou, A. (2024). Leveraging big data analytics for understanding consumer behavior in digital marketing: A systematic review. *Human Behavior and Emerging Technologies*, *2024*(1), 3641502. https://doi.org/10.1155/2024/3641502

Utama, A. P., Sihaloho, S., & Nabila, S. N. (2023). Strategi membangun kesadaran merek dalam mencapai keberlanjutan bisnis. *Ikra-Ith Abdimas*, *7*(3), 160-165. https://doi.org/10.37817/ikra-ithabdimas.v7i3

Wang, E. S. T., & Weng, Y. J. (2024). Influence of social media influencer authenticity on their followers' perceptions of credibility and their positive word-of-mouth. *Asia Pacific Journal of Marketing and Logistics*, *36*(2), 356-373. https://doi.org/10.1108/APJML-02-2023-0115

Wibowo, N. E., & Farochi, C. (2017). Pengaruh Brand Awraeness Terhadap Keputusan Pembelian (Studi Kasus Yellow Truck Cabang Sunda Bandung). *EProceedings of Applied Science*, *3*(2).

Yusif, S., Hafeez-Baig, A., Soar, J., & Teik, D. O. L. (2020). PLS-SEM path analysis to determine the predictive relevance of e-Health readiness assessment model. *Health and Technology*, *10*(6), 1497-1513. https://doi.org/10.1007/s12553-020-00484-9

Yuwono, W., Permata, N. S., & Christiarini, R. (2024). Analisis Pengaruh Influencer Credibility Terhadap Purchase Intention Produk Skincare Lokal Dengan Mediasi Brand Image, Trust, Dan Brand Satisfaction. *Jurnal Manajemen Terapan Dan Keuangan*, *13*(02), 510-519. https://doi.org/10.22437/jmk.v13i02.31782

Zak, S., & Hasprova, M. (2020). The role of influencers in the consumer decision-making process. In *SHS web of conferences* (Vol. 74, p. 03014). EDP Sciences. https://doi.org/10.1051/shsconf/20207403014