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Research Article

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The Influence Of Social Media Influencer On Purchase Intention With Brand Awareness and Brand Image as Mediating Variable

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Abstract: *Social media influencers are individuals who use their social media accounts to share their experiences or reviews with their followers. They have the ability to influence the purchase intentions and purchasing decisions of others through the social media used. Social media influencers also help businesses in building brand awareness. In addition to brand awareness, the profile and good reputation of social media influencers will also improve the brand image and brand trust of a brand so that it will increase purchase intention. This research can be used to help businesses about the importance of the role of social media influencers in the digital era as a strategy in marketing products or services sold to increase brand awareness, brand image and brand trust. This study explains the effect of brand awareness, brand image and brand trust in mediating social media influencers on purchase intention in Surabaya. This research was conducted in the city of Surabaya with a sample of 170 people selected using non-probability sampling techniques. The survey was distributed online through the Google Form platform. The findings in this study reveal that social media influencers have a significant effect on brand awareness, brand image and brand trust. Brand awareness, brand image and brand trust have a significant effect on purchase intention. In addition, brand awareness, brand image and brand trust have a significant effect on purchase intention.*

Keywords: *Social Media Influencer, Brand Awareness, Brand Image, Purchase Intention*

Introduction

Communication is an exchange of messages or information from the sender to the recipient. This communication is greatly influenced by technological developments. The development of this technology has helped make human work easier. Technological developments in the field of communications have progressed rapidly. In the past, we could only send messages containing text, but with the development of sophisticated technology, now we can send messages using text and video. Not just ordering, with advanced technological developments we can now easily order food or shop online via websites or other applications

The Covid-19 pandemic has changed people's way of life, especially Indonesian people. People are becoming more dependent on technology in carrying out their activities, especially when shopping. Monthly consumption expenditure in 2021 will increase to 22% compared to 2017 where the average was still IDR 1.03 million per month. According to BPS or the Central Statistics Agency, this indicates that there has been an increase in the cost of people's living needs during the Covid-19 pandemic. People have become more consumptive because of the lockdown which means people have to stay at home to carry out activities.

The lockdown that occurred meant that people who previously shopped directly at the location now had to shop online. According to Kompas.com, as many as 74.5% of people prefer to shop online rather than offline. This makes business people and sellers have to move deeper to be able to carry out their marketing strategies by marketing their products online. This behavior of people who like to shop online has become a habit that cannot be lost because it has stuck even after this pandemic has ended. According to Ipsos Global Trends in 2021, as many as 83% of Indonesians feel they get better deals when shopping online and 81% trust online recommendations from sites or social media. Various sales channels for shopping online include marketplaces, websites and social media.

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

Interesting and informative content such as packaging, quality and reputation of a product or brand will build the image of a product or brand. According to (Nurhandayani, Syarief, Najib, et al., 2019) social media influencers have a significant and positive impact on the brand image of beauty and skin care products in Jakarta. Not only that, a good brand image will influence consumers' purchase intentions. According to research (Agmeka et al., 2019) A shop that has a high brand image can increase consumers' intention to visit to buy these goods. Apart from that, Influencers who have good word of mouth skills will have an influence on society.

According to research conducted (Hermenda et al., 2019; Nurhandayani, Syarief, Syarief, et al., 2019; Setio Putri & Tiarawati, 2021) obtained the results that social media influencers did not have a positive and significant effect on purchase intention. There are differences in research results between the relationship between social media influencers and purchase intention. Some research results show that social media influencers have a positive and significant effect on purchase intention, while others do not. Meanwhile, several studies that have been mentioned show that there is a positive and significant influence on purchase intention when socialized with brand awareness and brand image. This research will test how social media influencers influence purchase intention when mediated by brand awareness and brand image. Apart from that, this research was conducted with the aim of finding out how big a role social media influencers play in having an impact or influence on brand awareness and brand image so that people who are influenced can have purchase intention or intention to buy due to the influence of the influencer. This research is a replication research and modification of research conducted by (Nabila et al., 2023). The

modification in this research is to replace the social media marketing variable as an independent variable with social media influencer. Apart from that, brand awareness and brand image are mediating variables

Literature Review

Marketing Management

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

Marketing deals with how to manage profitable customer relationships. The goal of marketing is to attract new customers by providing excellence and retain and grow customers by providing value and satisfaction(Kotler & Armstrong, 2018 : 2).

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

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

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

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

Consumer Behavior Theory

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

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

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

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

Social Media Influencer

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

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

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

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

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

Brand Awareness

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

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

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

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

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

Brand Image

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

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

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

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

Purchase Intention

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

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

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

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

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

Hypothesis Development

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

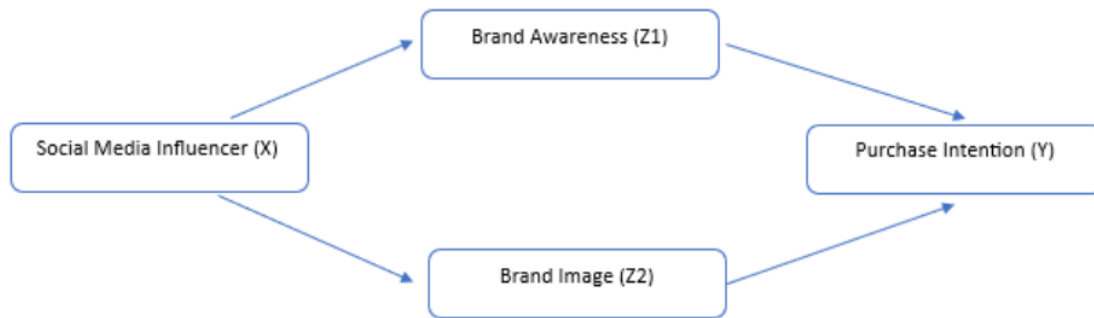


Figure 1 Conceptual Framework

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

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

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

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

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

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

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

Brand awareness generated by social media influencers will influence consumers to make purchase intentions. According to research (Patmawati & Miswanto, 2022b) And (I Gusti Bagus Krisna Saputra & I Made Wardana, 2023) Brand awareness will mediate social media influencers on purchase intention. Based on this research, the following hypothesis can be made

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

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

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

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

A good brand image on a product will have a positive and significant effect on consumers' purchase intention, this is in line with research conducted (Annisa & Yusran, 2022), (Setio Putri & Tiarawati, 2021), And (Salhab et al., 2023) which says that brand image has a positive and significant effect on purchase intention but this is different from the research conducted (Abin et al., 2022) And (Hadi & Keni, 2022) said that the influence of brand image on purchase intention is not significant.

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

The brand image generated by social media influencers influences consumers to make purchase intentions, this is in line with the research conducted (Tamara et al., 2021) which says that brand image mediates social media influencers to make purchase intention.

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

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

Method

Population And Sample

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

Research Instruments and Questionnaire Design

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

Table 1 Operational Definition of Research Variables

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

Results And Discussion

Characteristics Of Respondents

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

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

Table 2 Respondents Based on Gender

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

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

Characteristics of Respondents by Age Range as follows:

Table 3 Respondents Based on Age

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

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

Respondents Based on Social Media Used below:

Table 4 Respondents Based on Social Media Used

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

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

Validity & Reliability Test:

All variables have loading factors with values exceeding the recommended value of 0.70. So this proves that all the indicators used in this research are valid or have met convergent validity. This is shown in the figure 3

Based on the results shown in Table , it can be concluded that the entire construct has a composite reliability and Cronbach alpha value above 0.7 so it can be said that all statement items in each construct are reliable.

Table 5 Reliability Test

	¹¹ Cronbach's Alpha	Composite Reliability	Critical Value
<i>Social Media Influencers</i>	0.904	0.940	0.70
<i>Brand Awareness</i>	0.841	0.893	0.70
<i>Brand Image</i>	0.758	0.860	0.70
<i>Purchase Intention</i>	0.794	0.866	0.70

Structural Model Testing (Inner Model)

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

1. R Squares Testing:

Table 6 R Squares Test

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

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

2. F Squares Testing:

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

Table 7 F Squares Test

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

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

Brand Awareness has f Squares of 0.184 (f Squares < 0.35) on Purchase Intention, which means that Brand Awareness has a relatively moderate impact on Purchase Intention. Brand Image has f Squares of 0.081 (f Squares < 0.15) on Purchase Intention, which means that Brand Awareness has a relatively small impact on Purchase Intention.

Hypothesis Testing

Direct Hypothesis Testing:

Table 8 Direct Hypothesis Test

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

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

Indirect Hypothesis Testing:

Table 9 Indirect Hypothesis Test

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

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

Discussion

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

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

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

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

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

& Dirgantara, 2021) And (Abin et al., 2022) who said that brand image has a significant influence on purchase intention.

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

Conclusion

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

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

Limitation

Based on the limitations of this research, the researchers provide the following alternatives:

1. For future researchers, it is hoped that they can develop research by adding variables such as perceived quality, brand association and brand loyalty which are thought to influence increased purchase intention
2. For business people, social media influencers can be considered a strategy that is worth considering in the current digital era because of its important role in influencing their followers.

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