

Economic and Business Horizon

ISSN: 2963-2765

Economic and Business
Horizon

Volume: 04

Issue: 02

Year: 2025

Page: 107-114

Citation:

Hadi, H. S., Kinanti, P. S.,
Khasanah, I., & Soesanto,
H. (2025). The Influence of

Influencer Marketing and
Brand Engagement on
Purchase Intention.

*Economic and Business
Horizon* 4(2), 107-114.

The Influence of Influencer Marketing and Brand Engagement on Purchase Intention

Hanna Shafira Hadi¹, Prasasti Sekar Kinanti¹, Imroatul Khasanah¹, Harry Soesanto¹

¹ Universitas Diponegoro, Semarang, Indonesia

* Corresponding author: Hanna Shafira Hadi (hanna.shafirah09@gmail.com)

Abstract

In the digital era, companies are increasingly leveraging the internet to market their products and engage with consumers. One of the most commonly adopted strategies today is influencer marketing. This approach has gained popularity in tandem with the rapid development of digital technologies, as businesses strive to maintain meaningful connections with their customers. Influencer marketing capitalizes on the credibility and appeal of influencers to foster meaningful and sustained relationships between brands and consumers by leveraging the interactive and communicative features of social media platforms. This study aims to examine how influencers' attractiveness, trustworthiness, and expertise influence consumers' purchase intentions, with brand engagement serving as a mediating variable. The research population consists of Indonesian individuals who are aware of or have seen influencers promoting products and have made a purchase. A total of 110 respondents participated in the study. Data collected through questionnaires were analyzed using the AMOS 24.0 software. The findings reveal that influencers' attractiveness, trustworthiness, and expertise positively impact brand image and purchase intention. Additionally, brand engagement significantly influences purchase intention.

Keywords

Brand Engagement, Influencer Marketing, Purchase Intention, Engagement Serving.

1. Introduction

The continuous advancement of technology has brought significant changes to human life (Wijaya & Wahyudi, 2024). The emergence of digital media and online platforms has reshaped how businesses and entrepreneurs engage with their brands and reach consumers. One major hallmark of technological progress is the development of the internet, a vast public network that originates from interconnected computers, enabling users worldwide to connect with each other and access vast stores of information (Parwati & Mardiyono, 2025).

As internet access becomes increasingly widespread, it is more commonly used to engage with social media platforms. Social media has significantly reshaped how individuals communicate, interact, and influence each other. The frequent and active use of these platforms has turned user-generated content into a crucial source of information (Kuswanto, 2024). As a result, social media has evolved into a powerful channel for businesses to conduct promotional activities. Within this landscape, online influencers—individuals who cultivate a following and are perceived as credible—have emerged as key players (Basthiani & Pangestuti, 2024). Consumers increasingly view influencers as credible and dependable sources of information, often placing greater trust in them than in traditional sellers. According to a survey by Parwati & Mardiyono (2025), approximately 49% of social media users consider influencer recommendations and suggestions in their decision-making processes. As a result, influencer-based marketing is regarded as an effective strategy for increasing profitability.

Somethinc is a local beauty brand developed by PT Royal Pesona Indonesia (also known as PT Beaute Haul Indonesia or Beautyhaul), founded in March 2019 by Irene Ursula, one of the co-founders of the Indonesian beauty platform Beautyhaul. Somethinc focuses on beauty and skincare products, including skincare, makeup, body care, tools, and merchandise. The brand emphasizes product certifications such as halal, non-comedogenic, hypoallergenic, and cruelty-free. Moreover, it offers transparency regarding the active ingredients used, allowing consumers to make informed decisions based on their skin types and concerns. Within just two years of its launch, Somethinc has grown rapidly and has expanded its product distribution across various e-commerce platforms and both traditional and modern beauty retailers throughout Indonesia.

Influencer credibility has become a crucial factor in shaping consumer behavior, particularly within the digital marketing landscape, where social media personalities significantly influence purchasing decisions. Numerous studies have shown that key components of influencer credibility such as attractiveness, trustworthiness, and expertise positively influence how consumers perceive and react to promotional content. For example, AlFarraj et al. (2020) found a strong positive correlation between perceived influencer credibility and follower engagement, which in turn increases the likelihood of purchase. These findings highlight the critical role of trust and authenticity in the success of influencer marketing strategies. Building on this theoretical foundation, the current study aims to develop a comprehensive conceptual framework that explains how influencer credibility affects consumer purchase intention. Specifically, it posits that brand engagement serves as a mediating variable, acting as a psychological bridge between consumers' perceptions of influencer credibility and their intention to purchase. This framework seeks to offer deeper insights into the mechanisms of influencer marketing and to inform strategic branding efforts, particularly within the beauty and lifestyle industries.

Sunggara et al. (2022) found that influencer credibility on social media is often evaluated based on attractiveness, which can positively affect purchase intention, particularly when mediated by consumer attitudes. Similarly, a positive link between influencer attractiveness and consumer attitude. However, these conclusions are

challenged by AlFarraj et al. (2020), whose study indicated that attractiveness is not a key factor influencing purchasing decisions. These conflicting results suggest that the impact of specific elements of influencer credibility such as attractiveness on consumer purchase intention remains uncertain and calls for further empirical research.

2. Literature Review

2.1. Source Credibility Theory

The Source Credibility Theory, first introduced by Hovland, Janis, and Kelley in 1953, It suggests that individuals tend to be more easily influenced when the source of the message is viewed as trustworthy and believable. Credibility reflects the degree of trust in the information provided by the communicator. Therefore, a source is considered credible if it is perceived as trustworthy and reliable.

2.2. Stimulus-Organism-Response (S-O-R) Theory

The Stimulus-Organism-Response (S-O-R) model suggests that environmental stimuli associated with a brand serve as cues that shape individuals' cognitive and affective responses, which in turn influence their behavioral reactions. The integrative S-O-R framework incorporates both cognitive and affective systems that are shaped by prior experiences and long-term memory. The S-O-R theory highlights that attitude changes depend on the quality of stimuli processed by the organism.

2.3. Influence of Attractiveness on Brand Engagement

Attractiveness is regarded as a key factor in delivering impactful and valuable messages. Attractive influencers can serve as effective sources of information for brands or products, thereby increasing consumer consideration and engagement with the brand. Prior research noted that physical attractiveness often influences advertisers when designing promotional campaigns. further emphasized that influencer attractiveness not only builds customer trust in the content but also accelerates brand awareness and encourages engagement.

H1: Attractiveness has a positive effect on brand engagement.

2.4. Influence of Trustworthiness on Brand Engagement

Trustworthiness refers to the extent to which consumers perceive an influencer as honest and reliable in both communication and behavior. Establishing trust is a crucial component of effective digital marketing strategies. The encompasses perceived honesty, dependability, and credibility of the information source, which significantly shapes how audiences evaluate message credibility. Numerous studies have reported a positive correlation between trust and consumer attitudes. On platforms like Instagram, consumer trust especially in electronic word-of-mouth (eWOM) communication is influenced by the influencer's expertise and perceived relevance to their audience. Prior research also confirms that influencer credibility impacts consumer responses. Furthermore, explored how audience engagement with influencer-promoted products or services on Instagram can enhance endorsement effectiveness.

H2: Trustworthiness has a positive effect on brand engagement.

2.5. Influence of Expertise on Brand Engagement

Expertise describes the degree to which an influencer is regarded as having sufficient knowledge, experience, and proficiency related to the product they are endorsing. Expertise is a core attribute that influencers must possess to be successful, recognized, and followed, and to be regarded as credible sources of

information. Sources demonstrating high expertise are generally more persuas. Expertise not only enhances the perceived credibility of an influencer but also shapes consumer behavior and purchase intentions. Influencers with higher expertise are considered more persuasive and capable of increasing brand engagement.

H3: Expertise has a positive effect on brand engagement.

2.6. Influence of Brand Engagement on Purchase Intention

Customer engagement is considered a key determinant of customer attitude, intentions, and behavior. Engagement is typically the result of specific driving factors and is not inherently present. It tends to act as a mediator rather than a direct antecedent of purchase behavior. Previous studies suggest that engagement significantly influences consumer behavior and that one of its main consequences is behavioral intention (Hollebeek et al., 2014). High brand engagement, especially when aligned with consumers' self-concept, is associated with increased purchase intention.

H4: Brand engagement has a positive effect on purchase intention.

2.7. Purchase Intention

Behavioral intention is the initial stage in taking action. A strong purchase intention can serve as a stimulus for subsequent behaviors, such as making an actual purchase. Purchase intention refers to the consumer's interest and willingness to buy a product. It serves as a metric to assess the effectiveness of social media marketing and the extent to which individuals interact with brand content. According to (Singh, 2006), purchase intention is the conscious plan or effort made by a consumer to buy a specific brand's product. In their study, the influence of celebrity advertising on brand perception and purchase intention. Purchase intention was defined as a consumer's tendency to buy, try, or seek out the advertised product in the future.

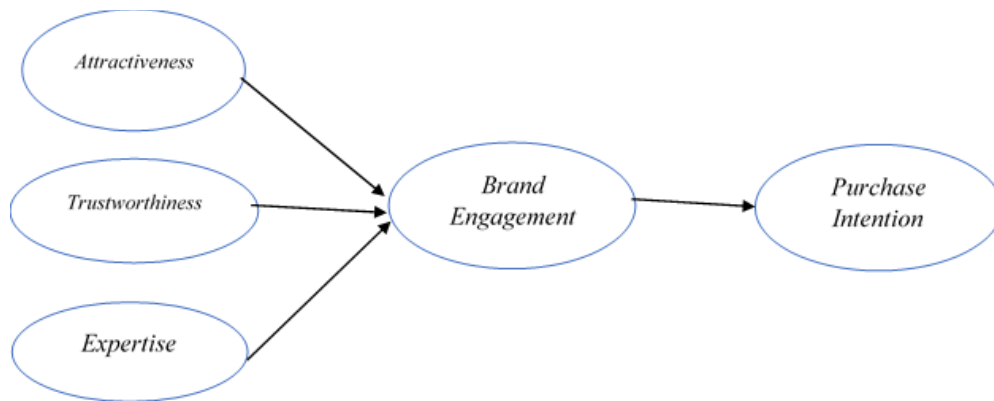


Figure 1. Theoretical Framework

3. Methods

This study involves three types of variables. The independent variables consist of Attractiveness (X1), Trustworthiness (X2), and Expertise (X3). The mediating variable is Brand Engagement (Z), while the dependent variable is Purchase Intention (Y). The population targeted in this research comprises university students in Semarang City who are familiar with the Somethinc brand. A total of 100 respondents were selected, which satisfies the sample size requirement based on the Maximum Likelihood Estimation (MLE) method. The sampling technique employed is purposive sampling, a non-probability approach where participants are

intentionally selected to reflect a particular segment of the population, especially individuals who possess specific traits or experiences relevant to the study's aims.

This research utilizes both primary and secondary data sources to provide a thorough and well-rounded analysis. Primary data were collected using structured questionnaires specifically designed to evaluate respondents' perceptions regarding influencer credibility, brand engagement, and their intention to purchase. Secondary data were obtained from academic journals, articles, and literature related to influencer marketing and consumer behavior. To analyze the data and evaluate the proposed hypotheses, the study employs Structural Equation Modeling (SEM) using AMOS version 24 (Analysis of Moment Structures). SEM is well suited for examining complex relationships among variables and is particularly effective in testing models that include mediating effects.

4. Results

The chi-square result of 129.018 with a significance level of 0.130 indicates that the structural model fits the data well. A p-value greater than 0.05 generally suggests that the model is statistically acceptable within the SEM framework. In addition, Essential goodness-of-fit indicators such as the Tucker-Lewis Index (TLI), Comparative Fit Index (CFI), and Root Mean Square Error of Approximation (RMSEA) meet the suggested criteria, reinforcing the model's overall soundness. While the Goodness of Fit Index (GFI) and Adjusted Goodness of Fit Index (AGFI) fall just short of the preferred standards, this is likely due to variation in the dataset. Overall, the results confirm that the model meets the necessary conditions for a reliable structural analysis.

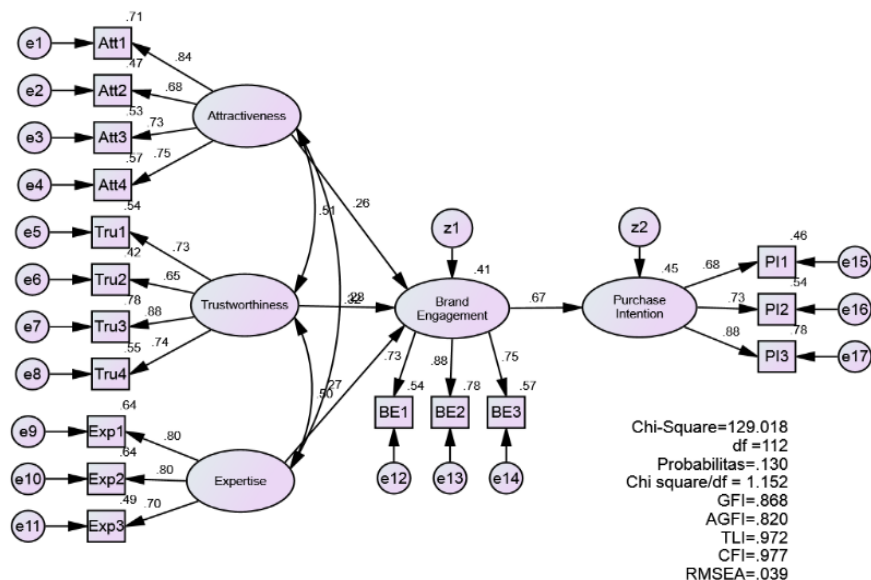


Figure 2. Full Model SEM

Table 1. Full Model Structural Equation Model (SEM)

Goodness of Fit Indeks	Cut-off Value	Results	Model Evaluation
Chi – Square	(≤ 137.701)	129.018	FIT
GFI	≥ 0.90	0.868	Marginal
AGFI	≥ 0.90	0.820	Marginal
TLI	≥ 0.95	0.972	FIT
Probability	≥ 0.05	0.130	FIT
RMSEA	≤ 0.08	0.039	FIT
Chi square / df	≤ 1.20	1.152	FIT

The process of hypothesis testing in this research was executed by examining the Critical Ratio (CR) values derived from the results of the Structural Equation Modeling (SEM) analysis. The decision criteria employed to determine the acceptance or rejection of each hypothesis are based on the statistical thresholds wherein a CR value equal to or greater than 1.96, coupled with a p-value less than or equal to 0.05, indicates statistical significance. When these conditions are met, the proposed hypothesis is considered to have sufficient empirical support. The detailed results of the hypothesis testing, including the magnitude and direction of the estimated relationships.

Table 2. Regression Weight Structural Equational

Hypothesis	Estimate	S.E.	C.R.	P
Brand Engagement ← Attractiveness	0.424	0.200	2.115	0.034
Brand Engagement ← Trustworthiness	0.458	0.223	2.052	0.040
Brand Engagement ← Expertise	0.531	0.253	2.093	0.036
Purchase Intention ← Brand Engagement	0.384	0.081	4.733	***

The parameter estimate for the effect of Attractiveness on Brand Engagement shows a positive coefficient. The test results indicate a Critical Ratio (C.R) of 2.115 with a probability value of 0.034, which is less than 0.05. The significance value below 0.05 demonstrates that Attractiveness has a significant positive effect on Brand Engagement. Thus, the statistical test supports the acceptance of Hypothesis 1. The parameter estimate for the effect of Trustworthiness on Brand Engagement also shows a positive coefficient. The significance test reveals a C.R of 2.052 with a probability value of 0.040, which is less than 0.05. This indicates that Trustworthiness has a significant positive effect on Brand Engagement. Consequently, Hypothesis 2 is accepted based on the statistical results.

The parameter estimate for the effect of Expertise on Brand Engagement reveals a positive coefficient. The test results show a C.R of 2.093 with a probability value of 0.036, below the 0.05 threshold. This signifies that Expertise has a significant positive effect on Brand Engagement. Therefore, Hypothesis 3 is supported by the statistical evidence. The parameter estimate for the effect of Brand Engagement on Purchase Intention demonstrates a positive coefficient. The test results indicate a C.R of 4.733 with a probability value of 0.000, which is well below 0.05. This confirms that Brand Engagement has a significant positive effect on Purchase Intention. Hence, Hypothesis 4 is accepted based on the statistical analysis.

6. Conclusion

Based on the data analysis and hypothesis testing, attractiveness possessed by influencers has a positive effect on Brand Engagement. It can be concluded that the higher the attractiveness of an influencer in promoting a product, the better the engagement with the brand will be. Trustworthiness of influencers has a positive effect on Brand Engagement. It can be concluded that the higher the level of

consumer trust in an influencer, the more it influences their engagement with a brand. Expertise possessed by influencers has a positive effect on Brand Engagement. This means that the better and higher the expertise of an influencer in promoting a product, the better the consumer engagement with the brand. Brand Engagement has a positive effect on Purchase Intention. This implies that when consumers receive stimulation from the influencer's credibility in promoting a product, they will become engaged with the brand, thereby increasing their purchase intention for the product over a certain period.

This study is subject to several limitations that should be acknowledged. First, the results of data processing indicate that the goodness-of-fit values for the full structural model (SEM) fall within marginal thresholds, particularly for the GFI and AGFI indices. Second, some respondents provided vague or careless answers in the open-ended questions of the questionnaire, which may have compromised the overall data quality. Third, due to the use of a quantitative research approach, the data collection process from respondents was time-consuming and required considerable effort.

In light of these limitations, several recommendations can be proposed for future studies. Researchers are encouraged to select a broader and more diverse sample, covering wider geographic regions to enhance the generalizability of the findings. Increasing the sample size in future research is also advisable to capture more representative and accurate responses. Furthermore, future studies should consider exploring additional variables beyond those examined in this study to yield more comprehensive and nuanced insights. Potential variables include e-Word of Mouth, Customer Loyalty, Brand Attitude, Influencer's Reputation, and other relevant constructs.

References

- AlFarraj, O., Alalwan, A. A., Obeidat, Z. M., Baabdullah, A., Aldmour, R., & Al-Haddad, S. (2021). Examining the impact of influencers' credibility dimensions: attractiveness, trustworthiness and expertise on the purchase intention in the aesthetic dermatology industry. *Review of International Business and Strategy*, 31(3), 355-374.
- Basthiani, I. A., & Pangestuti, I. R. D. (2024). The Role Green Economy in Sustainable Development as Long-Term Environmental and Economic Stability: A Literature. *Research Horizon*, 4(4), 187-196.
- France, C., Merrilees, B., & Miller, D. (2016). An integrated model of customer-brand engagement: Drivers and consequences. *Journal of Brand Management*, 23, 119-136.
- Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of interactive marketing*, 28(2), 149-165.
- Jiménez-Castillo, D., & Sánchez-Fernández, R. (2019). The role of digital influencers in brand recommendation: Examining their impact on engagement, expected value and purchase intention. *International journal of information management*, 49, 366-376.
- Kuswanto, N. M. (2024). The Role of Social Media in Online Marketing for MSMEs. *Economic and Business Horizon*, 3(2), 84-89.
- Parwati, D., & Mardiyono, A. (2025). The Impact of Live Streaming, Free Shipping Vouchers, and Promotions on Purchase Decisions in TikTok Shop. *Economic and Business Horizon*, 4(1), 1-12.
- Singh, Y. K. (2006). *Fundamental of research methodology and statistics*. New Age International.
- Sunggara, A. D., Nurhaliza, P., Ferdinand, A. T., & Dirgantara, I. M. B. (2022). Digital Marketing on Sales Effectiveness and Market Expansion for Msmes: A Literature Review. *Arthatama*, 6(2), 55-65.
- Tsen, W. S., & Cheng, B. K. L. (2021). Who to find to endorse? Evaluation of online influencers among young consumers and its implications for effective influencer marketing. *Young Consumers*, 22(2), 237-253.

- Wiedmann, K. P., & Von Mettenheim, W. (2021). Attractiveness, trustworthiness and expertise—social influencers' winning formula?. *Journal of Product & Brand Management*, 30(5), 707-725.
- Wijaya, C. P., & Wahyudi, S. (2024). Sustainable Economy from Equity Mutual Fund Characteristic and Performance: Indonesia within 2017-2022. *Research Horizon*, 4(4), 221-232.



Copyright: © 2025 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution-ShareAlike 4.0 International License (<https://creativecommons.org/licenses/by-sa/4.0/>).