

**THE INFLUENCE OF PROMOTION AND INFLUENCERS' CREDIBILITY ON
PURCHASE INTENTION WITH BRAND IMAGE AS A MEDIATION VARIABLE
(STUDY ON SHOPEE USERS AMONG STUDENTS OF UNIVERSITAS
MUHAMMADIYAH SURAKARTA)**



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Abstract

This research aims to investigate the influence of promotional components and influencers' credibility on the purchase intention of Shopee users among Universitas Muhammadiyah Surakarta students, with moderation from brand image. Influencer promotion and credibility are in focus due to their important role in influencing consumer behavior in the online environment. Apart from that, this research also aims to explore other possible variables that can influence purchase intentions, such as the influence of price and level of loyalty to e-commerce platforms. The method used was a survey using a questionnaire distributed to 150 Shopee user respondents, who were students at the Universitas Muhammadiyah Surakarta. The research results show that the promotion component and influencer credibility have a significant influence on Shopee users' purchasing intentions, which are moderated by perceived brand image. These findings emphasize the importance of effective promotional strategies and trust in influencers in forming positive perceptions of brands, which in turn influence consumer purchase intentions. However, these findings also underscore the importance of additional factors such as price and loyalty to e-commerce platforms in understanding online shopping behavior. Thus, this research implies the importance of further research on a broader scale to confirm and expand the findings revealed in this research.

Keywords: Promotion, Influencers' Credibility, Purchase Intention, Brand Image, Mediating Variables

INTRODUCTION

In the present era, technological advancements have greatly facilitated consumer activities, particularly in the realm of online buying through marketplaces or e-commerce platforms (Batubara & Nasution, 2023). The proliferation of technological advancements has facilitated the seamless exchange of goods and services across various geographical locations. Marketing concepts and customer behaviour have undergone significant transformations due to technological advancements, shifting from direct purchases to indirect or online transactions. According to Rosyid et al. (2023), contemporary internet systems and technology facilitate the seamless promotion of products and services through social media platforms and e-commerce channels. Promotion is an integral component of marketing endeavours, as effective promotion has the potential to enhance consumer confidence. Social media sales promotions encompass various strategies, such as price reductions and enticing incentives, designed to entice people towards a promoted brand. Presently, e-commerce enterprises engage in fierce competition to provide their clients with the most enticing incentives, such as complimentary shipping, reduced price vouchers, sudden bargains, and similar offerings. According to data.ai's findings, it is projected that Shopee will emerge as the leading online shopping platform in Indonesia in 2022, exhibiting the highest cumulative download count on Google Play or Apple Store. Additionally, Shopee is anticipated to secure the top position in terms of monthly active users among online shopping platforms. Shopee, the online shopping application, is projected to sustain its dominant position in the Indonesian e-commerce market until the middle of 2023. This is evidenced by the higher number of visitors on Shopee in comparison to other platforms. According to SimilarWeb data, Shopee received a total of 161 million visitors in May 2023.

Consequently, the majority of products are endorsed by appealing influencers. There exists a notable positive correlation between the presence of appealing influencers and the level of customer attention. A positive correlation can be construed as a substantial augmentation in the influence exerted by the influencer, hence leading to a notable enhancement in purchasing intentions. According to Rizki et al. (2020), there is a positive correlation between the possession of positive values by a public figure and the likelihood of attracting consumer purchasing intentions. In addition to this, the use of influencers necessitates careful deliberation regarding factors like as their degree of popularity and the

extent to which the selected influencer can effectively embody the essence of the marketed product (Riszki, et al., 2020). Trust is widely regarded as the paramount element in establishing credibility. Consumers are not solely recipients of reliable messages, but also cultivate attitudes that are deemed credible. In addition to using influencers, firms that possess a positive societal image are more likely to acquire superior items. Market share will be enhanced via competitive and sustainable advantages. According to Yonthan and Innocentius (2021), brand image refers to the perception and evaluation of a product by a customer.

The aforementioned explanation highlights variations in the outcomes of studies pertaining to promotion variables, specifically as elucidated by Indah and Latifah (2020). Studies indicate that promotions do not yield a favourable and substantial impact on impromptu purchasing. The study conducted by Majdi Khaleeli (2020) reveals that the research findings and subsequent analysis demonstrate a favourable and statistically significant impact of sales promotions. The assertion is substantiated by a study conducted by Jonathan and Innocentius (2021), which demonstrates that promotional activities exert a substantial impact on consumer purchasing behaviour. This implies that there exists a significant correlation between promotion and purchasing. Multiple scholars assert that the variable of brand image exerts a substantial impact on the variable of purchase intention. The findings of this study, together with previous research conducted by Santi et al. (2022), indicate that brand image exerts a favourable influence on consumers' desire to make a purchase. The study conducted by Ayu and Nyoman (2020) also found that there is a favourable and significant relationship between brand image, influencer credibility, and purchase intention. According to the findings of a study conducted by Marium et al. (2019), it has been determined that the trustworthiness of influencers has a noteworthy and favourable impact on consumers' desire to make a purchase.

This assertion is further substantiated by a study conducted by Riszki et al. (2020), wherein it is posited that the credibility of influencers exerts an impact on brand image, with brand image serving as a mediator in the augmentation of purchase intentions. Based on the aforementioned investigations, diverse outcomes from research experiments have been elucidated. Therefore, in this study, we will conduct re-testing using different objects to identify disparities in research findings and generate a more diverse body of

research. Shopee is the subject of investigation in this research. The selection of this object by researchers was motivated by the existing high demand for Shopee and its inherent appeal.

RESEARCH METHOD

The present study employs an associative research design. The utilisation of associative research serves the objective of ascertaining the presence of a correlation between two or more variables, as well as establishing the causal relationship within a given situation. The present study employs quantitative methodologies. The present study utilises primary data sources. The primary data was collected through the administration of a pre-prepared questionnaire consisting of predetermined items. The prepared questionnaire is delivered to respondents and requires them to provide consistent answers.

Quantitative methodologies encompass the utilisation of data gathering tools, such as questionnaires, which are disseminated to a representative subset of individuals who are active users of the Shopee platform. The acquired data will be subjected to statistical analysis in order to examine hypotheses and address research inquiries. One possible statistical analysis technique involves employing regression analysis to examine the impact of independent variables, such as promotion and influencers' credibility, on the dependent variable, which is purchase intention. Additionally, mediation analysis can be utilised to assess the mediating role of brand image in the association between promotion, influencer credibility, and purchase decisions. The utilisation of quantitative research allows researchers to gather structured data that can be quantified, hence facilitating the acquisition of objective findings and broader applicability to the demographic of Shopee users among the student population of Universitas Muhammadiyah Surakarta.

RESULTS AND DISCUSSION

Model Evaluation

Measurement Model (Outer Model)

Convergent validity, discriminant validity, and composite reliability tests can be used to evaluate measurement models with a reflective model. The subsequent findings pertain to the measuring model.

Convergent Validity (Validity Test Using Outer Loading)

There exist indicators that quantify the degree of association between constructs and latent variables. Standardised factor loadings can be used to assess the reliability of individual item exams when evaluating their convergent validity. Based on the data obtained from the smartPLS output, it can be inferred that the constructs of Promotion (X1), Influencers' Credibility (X2), Purchase Value (Y), and Brand Image (Z) exhibit valid data, as indicated by their values exceeding 0.7.

Discriminant Validity (Validity Test Using AVE)

In this study, the assessment of discriminant validity involves the utilisation of cross-loading or square root of average (AVE) values to evaluate the extent to which the research instrument effectively elucidates or represents latent variables. The process of assessing the validity of research instruments in explaining latent variables can be elucidated through the utilisation of cross-loading values. Discriminant validity of a model is considered satisfactory when an individual loading value of a latent variable exhibits the highest magnitude in comparison to the loading values of other latent variables.

The findings of the discriminant validity assessment, as displayed in Table 2, illustrate the outcomes of the cross-loading computation. These results indicate that the cross-loading value for each indicator within the variables Promotion (X1), Influencers' Credibility (X2), and Brand Image (Z) surpasses the cross-loading value of the latent variable. The study instrument is considered to have discriminant validity as all values exceed the threshold of 0.5.

Composite Reliability & Cronbach's Alpha (Reliability Test)

The evaluation of composite reliability involves examining the composite reliability value of the indicator block associated with the construct, as well as the Cronbach's alpha value. A construct is considered dependable if its composite reliability score exceeds 0.7, and it is desirable that the Cronbach's alpha value be above 0.6.

Based on the obtained test findings, it can be inferred that all the aforementioned variables exhibit dependability, as evidenced by composite reliability values exceeding 0.7 and Cronbach's alpha values surpassing 0.6. Consequently, the questionnaire demonstrates the capacity to generate consistent and stable measurement outcomes.

Multicollinearity Test

The purpose of the multicollinearity test is to determine if the regression model has identified any significant differences among the independent variables. Ghazali (2015). The assessment of multicollinearity can be conducted by examining the tolerance value and variance inflation factor (VIF). The threshold for multicollinearity is determined by a tolerance value greater than 0.1 or a VIF value less than 5.

The test findings indicate the absence of multicollinearity among the independent variables, as seen by the VIF value being below 10.

Inner Model Analysis (Structural Model Evaluation)

Goodness of Fit Test

The evaluation of the structural model using SmartPLS can be observed by examining the R Square value for the endogenous latent variables. The R Square value quantifies the extent to which the model reveals structural variation.

The R Square value for the Brand Image variable, as shown in table 4.5, is 0.796. The findings indicate that the independent variable has a predictive power of 79.6% in relation to Brand Image. Concurrently, the Purchase Intention was 0.792. The latent variable demonstrates a predictive capability of 79.2% for buying intentions. In addition to this, the predictive capability of the model can be assessed by employing the Q-Square (Q²) metric. A Q-Square value greater than 0 indicates that the model is capable of making predictions. If the model is less than 0, it indicates that the model is not capable of making predictions. In this investigation, the R² value for each variable was 0.796, whereas the R² value was

0.792. The subsequent findings present the outcomes of the Q-Square computation conducted in this research. Quantity 2 = $1 - (1 - R^2_1) (1 - R^2_2)$

$$Q^2 = 1 - (0.796)(1 - 0.792)$$

$$Q^2 = 1 - (0.204)(0.208)$$

$$Q^2 = 1 - 0.0424$$

$$Q^2 = 0.957$$

$$Q^2 = 95.7\%$$

The Q2 test yielded a predictive relevance value of 0.957, which is equivalent to 95.7%. This suggests that the model is deemed viable as it can account for 95.7% of the variation in the data. In contrast, the remaining 4.3% of the variance can be attributed to unexplained variables within the model. The Q2 outcome of 95.7 suggests that the PLS model constructed is of high quality, since it is capable of elucidating 95.7% of the overall information.

Hypothesis Testing

The utilisation of the t-statistic value is applicable in the context of hypothesis testing. In the t-test, each independent variable that affects the dependent variable is tested individually. To perform the T test, one must compare the calculated t-value with the crucial t-value obtained from the t-table. The significance level, represented as α , is established at a level of 5%. SmartPLS utilises the bootstrapping method to do statistical testing for every hypothesised relationship. Conclusions can be drawn regarding the test findings using bootstrapping based on the data provided from SmartPLS analysis. The inference can be made that if the T statistic value is more than 1.655 or the P value is less than 0.05:

- 1) The data presented above demonstrates that promotions do not exert a statistically significant impact on Purchase Intentions. This conclusion is supported by the T statistic value of 0.112 and the P value of 0.911, which exceeds the threshold of 0.05. Hence, it can be inferred that promotional activities have no impact on the purchase intentions of users on the Shopee platform.
- 2) The table presented above demonstrates that there is no substantial impact of influencer credibility on Purchase Intentions. This conclusion is supported by the T statistic value

of 0.590 and the P value of 0.555, which exceeds the significance level of 0.05. Hence, it can be inferred that the credibility of influencers has little impact on the purchase intentions of Shopee users.

- 3) The table above demonstrates that Brand Image has a substantial impact on Purchase Value, as indicated by the T Statistics value of 5.911 and the P value of 0.000, which is less than 0.05. Hence, it can be inferred that the Brand Image exerts a favourable influence on the Purchase Value of Shopee Users.
- 4) The table above demonstrates that promotion has a substantial impact on Brand Image, as indicated by the T statistic value of 5.276 and the P value of 0.000, which is less than 0.05. Hence, it can be inferred that Promotion exerts a favourable influence on the Purchase Intention of subscribers on the Shopee platform by means of Brand Image.
- 5) The table above demonstrates that credibility has a substantial impact on Brand Image, as indicated by the T statistic value of 2.950 and the P value of 0.003, which is less than 0.05. Hence, it can be inferred that the credibility of influencers exerts a favourable impact on the purchase intention of Shopee users by means of brand image.

Discussion

The Effect of Promotion on Purchase Intention

According to the inner route analysis model, the findings indicate that there is no statistically significant relationship between Promotion (X1) and Purchase Intention. The observation of a T-statistic value of 0.112, accompanied with p-values of 0.911, indicates this. The lack of a significant effect may be inferred from the p-value of 0.911, which exceeds the significance level of 5%.

The research conducted at Muhammadiyah University of Surakarta on customers using Shopee revealed that promotions did not exert a substantial impact on purchase intentions. The findings are substantiated by a study conducted by Apriliani and Kusumastuti (2019).

Promotion is commonly understood as a strategic marketing instrument employed by sellers to engage with consumers. Companies employ promotional strategies to stimulate consumer buy intentions for their products. The success of a marketing programme or plan is heavily influenced by promotion, as it involves persuasive communication that aims to invite, urge, persuade, and convince individuals (Rismaya et al., 2022). Based on the findings

of data processing, it has been determined that the promotional variable is poor. Therefore, Shopee should enhance its promotional methods to be more efficient and focused on consumers.

The Influence of Influencer Credibility on Purchase Intention

According to the inner route analysis model, the findings indicate that there is no statistically significant relationship between influencers' credibility (X2) and Purchase Intention. The presence of a T-statistic value of 0.590, along with p-values of 0.555, indicates this observation. The lack of a significant effect can be inferred from the p-value of 0.555, which exceeds the significance level of 5%.

The research conducted at Universitas Muhammadiyah Surakarta on customers using Shopee revealed that influencer credibility did not exert a substantial impact on purchase intentions. The findings are substantiated by a study conducted by Prasetyo and Indriani (2022).

The credibility of influencers refers to their ability to present themselves in an honest and reliable manner to consumers, while also providing them with expertise and comprehension of their products. Credibility can be defined as an individual's inclination to place belief or confidence in their influencer (Majid, et al., 2023).

The prevalence of social media influencers in contemporary society is not solely a factor influencing consumer purchasing decisions. Consumers also take into account various other considerations, including item quality, price, location, and product durability, prior to making a purchase. In addition to this, it is important to acknowledge that individuals possess distinct preferences that may not align with the choices made by influencers. Consequently, influencers do not exert a significant influence on consumers' purchasing intentions.

The Influence of Brand Image Mediates Promotion, Influencers' Credibility on Purchase Intention

The findings of the inner route analysis model indicate a statistically significant relationship between Brand Image (Z) and Purchase Intention. The presence of a T-statistic value of 5.911, accompanied with p-values of 0.555, indicates this observation. The lack of a significant effect can be inferred from the p-value of 0.555, which exceeds the significance level of 5%. The path analysis test results indicate that brand image exerts a mediating effect on the relationship between promotional variables, influencer credibility, and purchase

intentions. Based on the obtained p-values of 0.000 and 0.003, both of which fall below the conventional significance level of 5%, it can be concluded that brand image has the potential to act as a mediator in the relationship between promotion, influencer credibility, and purchase intentions.

The brand's image will significantly influence consumer purchasing intentions in a favourable manner. The maintenance of brand image is a crucial aspect for all business entities. The perception of a brand in the minds of consumers has a significant impact on their purchasing intentions. A stronger brand image is likely to result in increased consumer buying intentions towards the product.

This research is corroborated by prior studies conducted by Triana and Hidayat (2023) as well as Hatta et al. (2022). The establishment of a brand image can foster consumer trust and encourage product purchases. In addition, the implementation of promotional strategies by reputable influencers facilitates the development of customer buy intentions towards the products they endorse. Consumers have the belief that the endorsement of a product by an influencer can facilitate a tighter alignment between the product and their desired image.

CONCLUSION

Based on the analysis conducted, several key points may be inferred. This study examines the impact of promotion components and influencer credibility on purchase intentions among Shoope users among Universitas Muhammadiyah Surakarta students. The study also investigates how brand image moderates this relationship. There are other additional variables that can be utilised to provide insights into aspects such as the impact of price, loyalty, and other factors that can affect purchasing intentions.

The data collection for this study was conducted exclusively through the administration of a questionnaire. The questionnaire was distributed to a restricted sample of student users at Universitas Muhammadiyah Surakarta, consisting of only 150 respondents. Consequently, there remains ample room for additional respondents to offer diverse assessments. Therefore, based on the small sample size chosen, it can be concluded that it has not been identified.

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