THE CORRELATION OF SOCIAL MEDIA, INFLUENCERS, AND BRAND AWARENESS OF Y.O.U PRODUCTS ON PURCHASE INTENTION AT MURNI STORES

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Abstract

The purpose of this study is to examine the influence of social media marketing, influencer marketing, and brand awareness on consumers' purchase intention toward Y.O.U products at the Murni Store. This research applies a quantitative approach, with data collected through observation, documentation, and questionnaires. A total of 170 respondents were involved in the study, and the data obtained were analyzed using multiple linear regression analysis, the coefficient of determination, and t-tests.The results indicate that influencer marketing has a positive and significant effect on purchase intention toward Y.O.U products at the Murni Store. This is reflected in a regression coefficient of 0.269, which implies that an increase in influencer marketing activities leads to a higher level of consumer purchase intention. The t-test results support this finding, with a t-value of 3.783 and a significance value of 0.000, which is below the 0.05 significance level. These findings confirm that influencer marketing plays an important role in shaping consumer attitudes and encouraging purchasing decisions. Furthermore, brand awareness is also found to have a positive and significant influence on purchase intention. The regression coefficient of 0.107 indicates that higher brand awareness increases consumers' interest in purchasing Y.O.U products at the Murni Store. This effect is supported by the t-test results, which show a t-value of 2.042 and a significance value of 0.043, lower than 0.05. Overall, the study concludes that influencer marketing and brand awareness are key determinants of purchase intention, highlighting the importance of effective marketing strategies in increasing consumer engagement levels.

Keywords: Social Media, Influencers, Brand Awareness, Purchasing Interest

INTRODUCTION

The evolving business world demands that companies design marketing strategies capable of generating a positive consumer response to the products they offer. Consumers are a key factor in a company's sustainability because their behavior directly influences purchasing intention. Purchase intention is a consumer's desire related to plans to purchase a particular product within a specific period (Purwaningsih et al., 2025) and serves as a bridge between marketing activities and actual purchasing decisions. Purchase intention also reflects a consumer's propensity to purchase a product or service; the stronger the interest, the greater the likelihood of a purchase (Wardhana, 2024a). Purchase intention emerges after consumers obtain adequate information and evaluate available brand alternatives (Stansyah et al., 2023).

As the digital era advances, the factors influencing consumer purchase intention have become increasingly complex and dynamic. Three elements currently dominating the formation of purchase intention, particularly among modern consumers, are social media marketing, influencer marketing, and brand awareness. Social media marketing is utilized as a branding and promotional tool through social networks to attract consumer interest (Setianingtyas & Nurlaili, 2020), especially among generations highly familiar with social media and the internet (Astrawan & Wirawan, 2023). Social media is also considered to have great potential as an effective marketing tool when used strategically (Hasniaty et al., 2023). Several studies have shown that social media marketing has a positive and significant effect on purchasing intention (Ningrum & Usmany, 2025; Ilhamsyah & Dewi, 2025; Shihab et al., 2024; Afandi et al., 2024; Hidayatullah et al., 2025; Larasati et al., 2025), although there are conflicting findings indicating no significant effect (Dinata et al., 2025; Hidayati & Priyono, 2024).

Furthermore, influencer marketing has become a widely used marketing strategy, involving influential individuals on social media to drive consumer purchasing interest (Tantilofa & Widagdo, 2023; Agustin & Amron, 2022). Influencers are considered effective in influencing consumer decisions through persuasive and credible content (Putri & Purwihartuti, 2024). Various studies have shown that influencer marketing has a positive and significant effect on purchasing interest (Delima et al., 2025; Pranjaya & Kartini, 2025; Nurfadillah et al., 2025; Seruni et al., 2024; Pradnyasari et al., 2024), although different results have also been found in some studies (Hidayati & Priyono, 2024; Hidayatullah et al., 2025).

Brand awareness also plays a crucial role in influencing purchase intention, as a high level of brand awareness can shape consumer preferences and drive purchasing decisions (Gisellim & Yoedtadi, 2024; Marlius & Noveliza, 2022). Numerous studies have shown that brand awareness positively influences purchase intention and purchase intention (Nurfadillah et al., 2025; Fitri & Rachmah, 2025; Saharuddin et al., 2025; Ilhamsyah & Dewi, 2025; Purwaningsih et al., 2025), although some studies have found the opposite (Aulia & Aquinia, 2023; Hayati & Dahrani, 2022).

In the beauty industry, Y.O.U, a local cosmetics brand in Indonesia, implements a digital marketing strategy through social media and influencers to increase consumer purchase intention. However, content saturation, high competition, and brand awareness that has not fully converted into consumer loyalty indicate challenges in the effectiveness of this strategy. This condition is seen in the sales of Y.O.U products at the Murni Cosmetic Dalung

Store, which have not consistently reached the target throughout 2024. Therefore, this study is important to analyze the influence of social media marketing, influencer marketing, and brand awareness on the interest in purchasing Y.O.U products in the local market context at the Murni Cosmetic Dalung Store, Badung, Bali, so that it can provide empirical and practical contributions to the development of marketing strategies in the beauty industry.

REVIEW OF LITERATURE

Brand Equity Theory explains that brands possess added value that can benefit both consumers and producers. According to Sitorus et al. (2022), brand equity is the positive or negative value consumers and producers receive from a brand, reflected through its name, symbol, and specific characteristics. For consumers, brand equity is reflected in satisfaction and trust in the brand, while for producers, it is an intangible asset that supports marketing performance. One fundamental component of brand equity is brand awareness. Aaker (2020) in Wardhana (2024b) defines brand awareness as a consumer's ability to recognize or recall a brand within a specific product category. This definition is reinforced by Keller and Swaminathan (2019) and Kotler et al. (2019) in Wardhana (2024b), who state that brand awareness encompasses consumers' ability to recognize brand elements such as the name, logo, and symbol. Brand awareness plays a crucial role in the consumer decision-making process and has a significant impact on purchase intention (Wardhana, 2024b).

In the context of modern marketing, social media marketing is an important tool for building brand awareness. Sudirjo et al. (2024) stated that social media is a highly effective marketing tool in the digital era. Social media marketing is defined as efforts to promote products, services, or brands through social media platforms such as Instagram, Facebook, TikTok, and YouTube (Arianto & Rani, 2024; Shihab et al., 2024). Social media enables two-way interaction between companies and consumers (Safrudin & Anggarani, 2024) and provides opportunities for companies to disseminate information widely and quickly (Hasniaty et al., 2023). According to Mulyansyah and Sulistyowati (2021), social media marketing is measured through indicators of online communities, interaction, content sharing, accessibility, and credibility, which play a role in attracting and maintaining consumer interest.

In addition to social media marketing, influencer marketing also plays a crucial role in strengthening brand awareness and driving purchasing interest. Influencer marketing is a marketing strategy that utilizes influential individuals on social media to promote products to their audiences (Ichwan et al., 2024). Influencers are considered more authentic and trustworthy than conventional advertising (Kripdayanti & Fuad, 2025). Casaló et al. (2020) emphasize that original and authentic content can build emotional connections with audiences, while Buanantari and Arinta (2024) state that influencers have a significant influence in shaping public perception. Alifa and Saputri (2022) suggest that influencer marketing is measured through indicators of visibility, credibility, attractiveness, and power.

Brand awareness itself is defined as the ability of consumers to recognize and remember a brand and distinguish it from competing brands (Wardhana, 2024b; Purwaningsih et al., 2025). High brand awareness increases the likelihood of a brand being considered in the purchasing process (Tjaya & Iskandar, 2023; Wijaya & Firdaus, 2024). Amanta and Ahmadi (2025) suggest that brand awareness can be measured through

consumers' understanding of brand characteristics, their ability to differentiate brands, their awareness of brand existence, their ease of imagining distinctive features, and their logo recognition.

Purchase intention is a consumer's tendency or desire to purchase a product after going through a consideration process (Wardhana, 2024a). Purchase intention reflects a consumer's positive attitude toward a brand and has the potential to lead to a purchase decision (Sari, 2020; Dewi & Achsa, 2021). According to Tonda et al. (2024), purchase intention is measured through transactional, referential, preferential, and exploratory intentions.

Various previous studies have shown a relationship between social media marketing, influencer marketing, and brand awareness and purchase intention. Research by Dinata (2025), Saharudin (2025), Ningrum (2025), Nurfadillah (2025), Pranjaya (2025), Ilhamsyah (2025), Fitri (2025), Seruni (2024), Pradnyasari (2024), Shihab (2024), Oktaviana (2025), and Purwaningsih (2025) generally found that social media marketing, influencer marketing, and brand awareness have a positive and significant influence on purchasing interest, both partially and simultaneously, even with different contexts, locations, and analysis methods. These findings strengthen the theoretical basis that these three variables are important factors in shaping consumer purchasing interest, especially in the cosmetics industry.

RESEARCH METHOD

This research was conducted at the Murni Cosmetic Dalung Store, located at Jl. Raya Dalung No. 34, Dalung, North Kuta District, Badung Regency, Bali. The research subjects included social media marketing, influencer marketing, brand awareness, and consumer purchasing interest in Y.O.U. beauty products. The location was selected based on the phenomenon of declining consumer purchasing interest due to perceived lack of creative social media content, the high intensity of influencer promotions that could potentially reduce appeal, and the brand's difficulty in creating sustainable differentiation. Furthermore, sales data indicated that the Murni Cosmetic Dalung Store's Y.O.U. product sales target was not achieved for nine months in 2024.

The population in this study was all consumers of Y.O.U. beauty products at the Murni Cosmetic Dalung Store. A population is defined as a generalized area consisting of objects or subjects with certain characteristics to be studied and conclusions drawn (Sugiyono, 2023; Hardani et al., 2020). The sampling technique used was purposive sampling, with the criteria being consumers who had used or were just intending to purchase Y.O.U. products. The sample size was set at 170 respondents, referring to the requirement that the sample size be at least ten times the number of research indicators (Darwin et al., 2021).

The type of data used was quantitative data in the form of questionnaire scores measured using a Likert scale (Sugiyono, 2023; Hardani et al., 2020). The data sources consisted of primary data obtained through consumer questionnaires (Sugiyono, 2023; Hardani et al., 2020; Sembiring et al., 2024) and secondary data in the form of Y.O.U. product sales data (Sugiyono, 2023; Hardani et al., 2020).

The research instruments were tested for validity and reliability before use. Validity was tested using item-total correlation with a minimum threshold of 0.30 (Sugiyono, 2023),

while reliability was tested using Cronbach's Alpha with a value >0.70 (Ghozali, 2021). Data analysis was performed using IBM SPSS Statistics Version 26, including classical assumption tests, multiple linear regression analysis, coefficient of determination, t-test, and F-test (Ghozali, 2021; Sahir, 2021).

RESULTS AND DISCUSSION

The results of this study were obtained from data processing of 170 Y.O.U consumer respondents at the Murni Store. Before testing the hypotheses, the data were first tested for validity using the classical assumption test.

Table 1.
Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		170
Normal Parameters[a,b]	Mean	0,0000000
	Std. Deviation	2.24745095
Most Extreme Differences	Absolute	0,047
	Positive	0,047
	Negative	-0,043
Test Statistic		0,047
Asymp. Sig. (2-tailed)		0,200
a. Test distribution is Normal.		
b. Calculated from data.		

Source: Appendix 5, processed (2025)

Based on the normality test results presented in Table 1, the Kolmogorov-Smirnov significance value is greater than 0.05, thus concluding that the data are normally distributed. This indicates that the regression model meets the normality assumption and is suitable for further analysis (Ghozali, 2021). Data normality is a crucial requirement in linear regression analysis because it ensures unbiased parameter estimates and valid statistical test results.

Table 2.
Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	X1	0,737	1,357
	X2	0,571	1,752
	X3	0,654	1,528
a. Dependent Variable: Y			

Source: Appendix 5, processed (2025)

Furthermore, the multicollinearity test results in Table 2 show that all independent variables have a tolerance value greater than 0.10 and a Variance Inflation Factor (VIF) value less than 10. This condition indicates the absence of multicollinearity among the variables of social media marketing, influencer marketing, and brand awareness. Thus, each independent

variable can explain its influence on purchase intention independently without any distortion due to high correlation between variables, in accordance with the criteria proposed by Ghozali (2021).

Table 3.
Multiple Regression Analysis Results

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.718	1.696		3.961	.000
	X1	.335	.057	.392	5.892	.000
	X2	.269	.071	.286	3.783	.000
	X3	.107	.053	.144	2.042	.043

a. Dependent Variable: Y

Source: Appendix 6, processed (2025)

The results of the multiple linear regression analysis and partial t-test presented in Table 3 indicate that social media marketing has a positive and significant effect on purchase intention for Y.O.U products at the Murni Store. The regression coefficient value of 0.335 with a significance level of 0.000 (<0.05) indicates that increased marketing activities through social media can increase consumer purchase intention. This finding aligns with research by Ningrum and Usmany (2025), Ilhamsyah and Dewi (2025), Shihab et al. (2024), Afandi et al. (2024), and Hidayatullah et al. (2025), which states that social media marketing plays a crucial role in shaping consumer interest and purchase intention.

The influencer marketing variable also showed a positive and significant effect on purchase intention, with a regression coefficient value of 0.269 and a significance level of 0.000. These results indicate that the more effective influencer marketing activities are, the higher the consumer purchase intention for Y.O.U products. This finding supports the research of Delima et al. (2025), Pranjaya and Kartini (2025), Nurfadillah et al. (2025), Seruni et al. (2024), and Pradnyasari et al. (2024), which emphasize that influencers play a strategic role in influencing consumer perceptions and decisions through their credibility and personal appeal.

Brand awareness has also been shown to have a positive and significant effect on purchase intention for Y.O.U products at the Murni Store. The regression coefficient value of 0.107 with a significance level of 0.043 (<0.05) indicates that the higher the level of consumer awareness of the Y.O.U brand, the greater their interest in making a purchase. This result is consistent with the findings of Ilhamsyah and Dewi (2025), Fitri and Rachmah (2025), Saharuddin et al. (2025), and Purwaningsih et al. (2025), which state that brand awareness is a crucial factor in shaping consumer preferences and purchase intention.

Table 4.
F Test Results

Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	723.787	3	241.262	46.917	.000[b]
1	Residual	853.625	166	5.142		
	Total	1577.412	169			

a. Dependent Variable: Y
b. Predictors: (Constant), X3, X1, X2

Source: Appendix 6, processed (2025)

Simultaneously, the F-test results shown in Table 4 show an F-value of 46.917 with a significance level of 0.000 (<0.05). These results demonstrate that social media marketing, influencer marketing, and brand awareness collectively have a positive and significant influence on purchase intention for Y.O.U products at the Murni Store. This finding aligns with research by Fitri and Rachmah (2025), Tantilofa and Widagdo (2023), Hidayati and Priyono (2024), Oktaviana et al. (2025), and Ramli et al. (2025), which found that the combination of digital marketing strategies and brand strength can significantly increase consumer purchase intention.

Overall, the results of this study confirm that the integration of social media marketing, influencer marketing, and brand awareness is an effective strategy in increasing consumer purchase intention for cosmetic products. These findings provide an empirical contribution to the development of digital marketing studies, particularly in the beauty industry, and serve as a basis for businesses to design more adaptive and consumer-oriented marketing strategies.

CONCLUSION

Based on the analysis and discussion, it can be concluded that social media marketing, influencer marketing, and brand awareness have a positive and significant influence on purchase intention for Y.O.U products at the Murni Store. Increased social media marketing activity has been shown to increase consumer purchase intention, indicating that effective use of social media plays a significant role in attracting attention and driving purchasing decisions. Furthermore, influencer marketing also has a positive and significant influence, indicating that influencers can shape consumer perceptions and increase interest in Y.O.U products. Brand awareness also has a positive and significant influence on purchase intention, indicating that the stronger consumer awareness of the Y.O.U brand, the greater their interest in making a purchase. Simultaneously, these three variables contribute significantly to consumer purchase intention, although there are still other factors outside this study that also influence purchasing decisions. Therefore, the results of this study emphasize the importance of managing an integrated marketing strategy through social media, utilizing appropriate influencers, and strengthening brand awareness continuously. Furthermore, this study also opens up opportunities for further studies to include other variables, such as price and service quality, to gain a more comprehensive understanding of the factors that influence consumer purchase intention.

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