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The Influence of Influencers and Brand Awareness on Purchase Decisions in MSMEs (Amaryllis Hijab)

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Abstract

Small and Medium Enterprises (SMEs) as drivers of the Indonesian economy often face marketing constraints due to limited resources, resulting in low consumer awareness of their products. The utilization of influencer marketing and brand awareness strengthening proved to be an effective solution to enhance purchasing decisions, particularly for Amaryllis Hijab SMEs in the competitive Muslim fashion industry. This study analized the influence of both influencers and brand awareness to provide strategic contributions for the development of digital marketing in SMEs. This research aimed to determine the partial and simultaneous influence of Influencer and Brand Awareness on purchasing decisions in MSMEs (Amaryllis Hijab). The data analysis method used is quantitative descriptive analysis. The data analysis technique employed was multiple regression analysis using SPSS for Windows 30.0. The data utilized in this research was primary data, sourced from questionnaires filled out by respondents. The results of this research indicated that Influencer partially influenced purchasing decisions in MSMEs (Amaryllis Hijab), with a t count value of (2.800) > t_{table} (2.002) and a significance value of 0.007 < 0.05. And Brand Awareness partially influenced purchasing decisions in MSMEs (Amaryllis Hijab), with a t_{count} value of (3.842) > t_{table} (2.002) and a significance value of <0.001 < 0.05. Influencer and Brand Awareness simultaneously influenced purchasing decisions in MSMEs (Amaryllis Hijab), with an f count value of (41.226) > f_{table} (3.15) and a significance of <0.001 < 0.05.

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Keywords: Influencer, Brand Awareness, Purchasing Decision.

INTRODUCTION

Marketing and promotion in MSMEs often face resource limitations. This can make it difficult for MSMEs to increase consumer awareness of their products or services. Many MSMEs offer quality products or services but are not well known by consumers. This can cause MSMEs to struggle to increase sales and grow their businesses.

One of the main drivers of the Indonesian economy is MSMEs (Micro, Small, and Medium Enterprises). Based on Law Number 20 of 2008 concerning Micro, Small, and Medium Enterprises, the criteria for MSMEs can be distinguished based on the amount of net worth (assets) and annual sales (annual turnover), while according to the Central Statistics Agency (BPS), the number of employees also becomes a determining variable for MSME classification. In general, MSMEs are trading businesses established by individuals or business entities. (Ulfa & Mariah, 2022)

In this increasingly modern era, new opportunities are emerging for business players, especially Micro, Small, and Medium Enterprises (MSMEs), to expand their market reach and increase sales. One popular marketing strategy is the use of influencers and efforts to build brand awareness. Amaryllis Hijab, as one of the business players in the Muslim fashion sector, recognizes the growing competition, which forces Amaryllis Hijab to innovate and find effective methods to attract consumer interest.

The use of influencers as brand ambassadors and the effort to build brand awareness have become strategic choices to achieve that goal. According to Kotler, as cited in (Megawati Beddu et al., 2022), by giving distinctive characteristics to their products and building competition in the industry, companies must offer the best products and fulfill the ever-changing tastes of consumers. A strong brand is key to attracting consumers, as it is stated that in order to win competition in the industry, businesses must offer the best products and meet shifting consumer preferences.

Influencers, with loyal followers and the ability to build closeness with their audience, have great potential to influence purchasing decisions. Recommendations and reviews given by influencers can create trust and interest among consumers toward Amaryllis Hijab's products. In addition, efforts to increase brand awareness through engaging and interactive content on social media are expected to strengthen brand recognition and build a positive image in the minds of consumers.

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Consumer purchasing decisions are influenced not only by product quality and price but also by psychological and social factors. In this context, the influence of influencers and brand awareness becomes important elements to consider. Therefore, this study aims to explore and analyze this phenomenon more deeply.

From the initial observational data, the sales results of Amaryllis Hijab's products are as follows:

Tabel 1. Sales Data of Amaryllis Hijab

Month	Number of Products Sold
January	4.742
February	4.184
March	11.370
April	3.324

The table above shows a significant fluctuation during the January to April period, indicating an inconsistent sales pattern, where only March succeeded in showing a significant increase in sales, while the other months tended to be stagnant or even experienced a decline.

This phenomenon indicates the existence of specific driving factors in March that succeeded in boosting consumer purchasing power, while also highlighting the need for a more in-depth analysis of marketing strategies and external factors that may influence purchasing decisions in other months. The initial observation also found that Amaryllis Hijab consumers bought products partly because of influencer recommendations. This was evident when consumers wanted to buy the same product worn by an influencer, but due to limited stock availability, it took some time to provide the same item.

Based on the problem description above, the researcher attempts to conduct a study entitled: **"The Influence of Influencers and Brand Awareness on Purchase Decisions in MSMEs (Amaryllis Hijab)"**

THEORETICAL REVIEW AND CONCEPTS

Influencer

Definition of Influencer An influencer is an individual who has above-average fame or popularity on social media, proven by followers on various supporting platforms. Therefore, they may be referred to as a "selebgram," celebrity, or YouTuber (Tokopedia,

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2019). Maulana, Hadiani, and Wahyuni (2021) define an "influencer" as those who follow celebrities, experts, bloggers, YouTubers, and other people they find interesting, who also focus on others through virtual entertainment and who possess a significant following power. Their fans and viewers think positively of them and trust them. Their words, actions, and fashion influence their followers, inspiring them to purchase similar items.

According to Girsang (2020) in Fauzi et al. (2024), an influencer is an individual with a significant number of followers on social media, paid by companies or brands to promote products to their fans through gifts, trips, and monetary compensation per post or time-limited content, with the hope of persuading their followers to buy the products. Influencers are capable of producing various content or activities aimed at brand marketing so the products can be promoted effectively (Ewers, 2017). He classifies influencers into two categories: celebrities and micro-celebrities. Influencers are generally divided into three types:

1. Mega Influencers: Top celebrities who are not only popular in the real world but also in the digital space. These celebrities already have personal branding that does not need to be built by a brand. Their social media followers exceed 1 million. Examples include Agnes Monica, Ayu Ting Ting, Raffi Ahmad, and Raisa.
2. Macro Influencers: Professional creators who share their lives with a specific focus. They have between 100,000 to 1 million followers. Examples include Alexander Thian (Writer and Traveller), Ryan Andriandhy (Stand-Up Comedian and Animator), and Putu Aditya (Writer and Traveller).
3. Micro Influencers: Often referred to as "buzzers" because they frequently provide reviews based on authentic experiences, gaining more trust from companies and their followers.

Factors Influencing Influencer Marketing Effectiveness (Credibility, Attractiveness, Relevance)

Credibility refers to a source being perceived as having expertise relevant to the communication topic and being trusted to give an objective opinion (Goldsmith et al., 2000). Shimp (2007) states that credibility essentially means the tendency of people to trust someone. According to Ohanian (1990), credibility is the positive characteristics of the communicator that can influence the message receiver. Ohanian (1990) breaks down source credibility into three dimensions: attractiveness, trustworthiness, and expertise.

Attractiveness is a positive associative stereotype of a person, not just physical attractiveness but also other characteristics (Erdogan, 1999). Shimp (2007) defines

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attractiveness as a trait considered pleasing to look at and appealing to a particular group. Ohanian (1990) concludes that attractiveness is an important factor in initial assessments of others. Trust refers to the extent to which consumers believe in the words or actions of an influencer (Chetioui et al., 2020). According to Lou and Yuan (2019), the trustworthiness of an influencer is the extent to which followers believe the influencer is honest, reliable, sincere, and trustworthy. Van der Waldt et al. (2009) describe trustworthiness as the honesty, integrity, and credibility possessed by an endorser.

Influencer Indicators According to Terrence A.

Shimp (2020:259) in Marsha Putri & Rosmita (2024), there are five indicators in marketing products using influencers, known as the TEARS model:

1. Trustworthiness: Considered reliable and trustworthy.
2. Expertise: Possesses special skills, knowledge, or abilities related to the brand endorsed.
3. Physical Attractiveness: Traits considered visually appealing by certain groups.
4. Respect: Admired and appreciated for personal qualities and achievements.
5. Similarity: The extent to which an influencer resembles the audience in characteristics such as age, gender, ethnicity, etc.

Brand Awareness

Definition of Brand Awareness

Brand awareness is the ability of individuals to recognize and recall a brand within a specific product category and is a primary dimension of brand equity (Sari et al., 2021). According to Kotler and Keller (2016), brand awareness is the ability to identify (recognize or recall) a brand in a category in enough detail to make a purchase. Handayani et al. (2010) define brand awareness as the ability of potential consumers to recognize or recall that a brand belongs to a particular product category. Muzaqqi et al. (2016) describe brand awareness as consumer acceptance of a brand associated with a product's image.

Levels of Brand Awareness

Brand awareness has several levels, from the lowest (unaware of the brand) to the highest level, which is top of mind. According to Aaker (2018), the levels are as follows:

1. Unaware of Brand: The lowest level, where consumers are not aware of the brand.

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2. Brand Recognition: The minimal level, where consumers recognize and recall a brand with assistance. Respondents can be tested via phone surveys and asked to identify brands they have heard of before.
3. Brand Recall: The ability to recall a brand in a product class without assistance. This unaided recall is more difficult and reflects stronger brand association.
4. Top of Mind Awareness: A special position where a brand is the first to come to mind, though it can still be challenged by competitors.

Brand Awareness Indicators

According to Sari (2021) in Suciawan & Melinda (2022), the indicators of brand awareness include:

a. Recall: The ability to remember a brand without prompts—this is the strongest level.
b. Recognition: The ability to recognize a brand when given a cue like a logo or packaging.
c. Purchase: The extent to which a brand is considered when consumers make a buying decision. For example, when a consumer goes to the store to buy soap and only remembers Lux, that brand has a higher chance of being chosen.
d. Consumption: The extent to which a brand remains memorable even when using a competitor's product. For instance, someone using a generic motorcycle might still think about Honda due to its reputation.

Dimensions of Brand Awareness

According to Graciola et al. (2020), brand awareness has several aspects or dimensions:

1. Brand associated with packaging design: Brand attributes influence perceived value and purchasing decisions, including color, symbols, layout, packaging design, advertising, and customer service.
2. Brand associated with consumer habits: When customers are unfamiliar with a brand, it affects decision-making—whether or not to buy from a company.
3. Brand associated with perceived value: The brand shapes customer perceptions of quality, service, and functionality, influencing preferences and enhancing perceived value.

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Purchase Decision

Definition of Purchase Decision

According to Saputra & Mahaputra (2022) in Herman et al. (2023), a purchase decision is made by buyers influenced by economic, technological, political, pricing, location, and promotional conditions. These shape consumer attitudes in processing information and forming responses in the form of product purchases. Buyers may base decisions on various criteria such as price, location, promotion, technology, legal factors, and financial status (Buchari Alma, 2016 in Herman et al., 2023).

Customers read various online reviews when buying products via social media. These customer surveys can reveal expectations before purchasing—both favorable and unfavorable. According to Kotler (2016) in Panji Ragatirta & Tiningrum (2020), "Purchase decision is the stage where consumers have made a choice and are ready to purchase or exchange money for ownership or use of a product or service." Kotler (2016) also explains that a purchase decision is a problem-solving process consisting of need recognition, evaluation, and post-purchase behavior.

Factors Influencing Purchase Decisions (Internal, External)

According to Schiffman and Kanuk (2007), the decision-making process is influenced by company marketing efforts (product, promotion, price, and distribution) and socio-cultural factors (family, information sources, social class, culture, and subculture). According to Hawkins et al. (1998) in Daud (2015), consumers are influenced by both external and internal factors. External factors include culture, subculture, demographics, social status, reference groups, family, and marketing activities. Internal factors include perception, learning, memory, motivation, personality, emotion, and attitude.

RESEARCH RESULTS AND DISCUSSION

Multiple Linear Regression Analysis

Multiple linear regression analysis is understood as a measurement tool that can also be used to assess and predict changes in the value of the dependent variable based on known values of independent variables. In this context, the independent variables are Influencer and Brand Awareness, while the dependent variable is the Purchase Decision at MSME (Amaryllis Hijab).

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Table 2 Multiple Linear Regression Analysis

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.314	.404		.777	.441
	X1 Influencer	.381	.136	.348	2.800	.007
	X2 Brand Awareness	.530	.138	477	3.842	<.001
a. Dependent Variable: (Y)Keputusan Pembelian						

Source: Multiple Linear Regression Analysis using SPSS 30, Year 2025

Based on the table above, the multiple linear regression model to predict Purchase Decision influenced by Influencer and Brand Awareness is as follows:

$\mathbf{Y = \alpha + \beta_1 X_1 + \beta_2 X_2}$

Explanation:

α = Constant

β_1, β_2 = Regression Coefficients

X_1 = Influencer

X_2 = Brand Awareness

Y = Purchase Decision

$\mathbf{Y = \alpha + \beta_1 X_1 + \beta_2 X_2}$

$= 0.314 + 0.381X_1 + 0.530X_2$

From the regression equation above, it can be interpreted as follows:

The partial test is used to determine the extent to which each independent variable individually affects the dependent variable. This test helps assess whether the **Influencer** and **Brand Awareness** variables have a statistically significant effect on **Purchase Decision** when considered separately. The t-test is used to evaluate the hypotheses regarding the individual impact of these independent variables on the dependent variable.

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Tabel 3. t-Test (Partial Test)

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.314	.404		.777	.441
	X1 Influencer	.381	.136	.348	2.800	.007
	X2 Brand Awareness	.530	.138	477	3.842	<.001
a. Dependent Variable: (Y)Keputusan Pembelian						

Source: Partial Test (t-Test) Processed with SPSS 30, Year 2025

To understand the table in the t-test (partial test), it can be expressed in the following equation:

t_{tabel} = t (α/2;n-k-1)

= t (0,05/2;60-2-1)

= t (0,025;57)

Next, the critical value from the t-distribution table is found to be **2.002**. The results of the hypothesis testing using the **partial t-test** show the following based on the coefficients presented in the table above:

a. For **Influencer,** the calculated t-value (tcount) is **2.800**, which is greater than the t-table value of **2.002**, and the significance value is **0.007 < 0.05.** Thus, it can be concluded that there is a **significant partial effect** of Influencer on **Purchase Decision** at MSME (Amaryllis Hijab).
b. For **Brand Awareness**, the calculated t-value (tcount) is **3.842,** which is also greater than the t-table value of **2.002,** and the significance value is **<0.001 < 0.05.** Therefore, it can be stated that there is **a highly significant partial effect** of Brand Awareness on **Purchase Decision** at MSME (Amaryllis Hijab).

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Simultaneous Test (F-Test)

This statistical test is used to determine whether all the independent variables included in the model simultaneously influence the dependent variable namely, whether **Influencer** and **Brand Awareness** together have an effect on **Purchase Decision.**

To determine the F-table value at a significance level (α) of 5% (0.05), the following formula is used:

(n – k – 1)

Where:

n = number of samples (60 respondents)

k = number of independent variables (2 variables)

So, **n – k – 1 = 60 – 2 – 1 = 57**

Therefore, the **F-table value** at 0.05 significance level is **3.15**.

a) If **Fcount > Ftable (3.15)**, it means that **Influencer** and **Brand Awareness** have a **simultaneous effect** on **Purchase Decision**.
b) If **Fcount < Ftable (3.15)**, it means that **Influencer** and **Brand Awareness do not have** a simultaneous effect on **Purchase Decision**.

Tabel 4 F-Test

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	25.452	2	12.726	41.226	<.001[b]
	Residual	17.595	57	.309		
	Total	43.047	59			

a. Dependent Variable: (Y) Keputusan Pembelian

b. Predictors: (Constant), (X_2) Brand Awareness, (X_1) Influencer

Source: F-Test Analysis Conducted with SPSS Version 30 (2025)

Result of Coefficient of Determination (R^2)

The coefficient of determination test is conducted to measure the extent to which the model is capable of explaining the variation in the dependent variable. A coefficient of determination value that approaches 100% indicates that the independent variables

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provide almost all the necessary information needed to predict the dependent variable. The coefficient of determination used in this test is the R Square value.

Tabel 5. Coefficient of Determination Test (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.769[a]	.591	.577	.55560
a. Predictors: (Constant), X_2 Brand Awareness, X_1 Influencer				

Source: Coefficient of Determination (R^2) Test Processed with SPSS 30, Year 2025

In the table above, the study uses the adjusted coefficient of determination, commonly referred to as R square (R^2), which is 0.591. This means that the independent variables, namely *Influencer* and *Brand Awareness*, are able to explain 59.1% of the variation in the dependent variable, which is *Purchase Decision*. The remaining 40.9% is explained by other factors not examined in this study, such as price, product quality, discounts, and so on.

DISCUSSION

The Influence of Influencer on Purchase Decision

Based on the research findings, *Influencer* has a significant partial effect on purchase decisions at MSME (Amaryllis Hijab). It is known that the variable *Influencer* (X1) has a t-count of 2.800 > t-table 2.002 with a significance value of 0.007 < 0.05. Therefore, the test indicates that *Influencer* has a positive effect on purchase decisions. This means there is an influence of the *Influencer* variable on purchase decisions at MSME (Amaryllis Hijab).

The Influence of Brand Awareness on Purchase Decision

The research results also show that *Brand Awareness* has a significant partial effect on purchase decisions at MSME (Amaryllis Hijab). The *Brand Awareness* variable (X2) has a t-count of 3.842 > t-table 2.002 with a significance value of <0.001 < 0.05. Thus, the test proves that *Brand Awareness* has a positive effect on purchase decisions.

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This indicates the influence of the *Brand Awareness* variable on purchase decisions at MSME (Amaryllis Hijab).

The Influence of Influencer and Brand Awareness on Purchase Decision (Simultaneously).

The variables *Influencer* and *Brand Awareness*, based on the research results, show an F-count value of 41.226 > F-table of 3.15 with a significance level of <0.001 < 0.05. Based on this data, it can be concluded that *Influencer* and *Brand Awareness* simultaneously influence the purchase decision at MSME (Amaryllis Hijab).

Result of the Coefficient of Determination (R^2)

The result of the coefficient of determination (R^2) in this study shows that the variables *Influencer* and *Brand Awareness* affect the purchase decision at MSME (Amaryllis Hijab) by 59.1%, while the remaining 40.9% is influenced by other variables not examined in this study.

CONCLUSION

This study aims to determine the effect of *Influencer* and *Brand Awareness* on purchase decisions at MSME (Amaryllis Hijab). Based on the research questions, data analysis, and the discussion provided, the conclusions are as follows:

1. **Partially,** *Influencer* has an effect on purchase decisions at MSME (Amaryllis Hijab). This is proven by the t-test results where the t-count is 2.800 > t-table 2.002 with a significance value of 0.007 < 0.05. Likewise, *Brand Awareness* also has a partial effect on purchase decisions at MSME (Amaryllis Hijab), proven by the t-test results where the t-count is 3.842 > t-table 2.002 and the significance value is <0.001 < 0.05.
2. **Simultaneously,** *Influencer* and *Brand Awareness* have an effect on purchase decisions at MSME (Amaryllis Hijab). This is evidenced by the F-test result where the F-count is 41.226 > F-table 3.15 with a significance level of <0.001 < 0.05.

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