International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The Influence Of Influencer Marketing And Brand Image On Consumer Purchase Interest In Mamdimsum Bandar Lampung Products

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Abstract

This study was motivated by the growing use of influencer marketing and the importance of brand image in digital marketing, particularly in the culinary industry. It aimed to analyze the partial and simultaneous effects of influencer marketing and brand image on consumer purchase intention toward Mamdimsum products in Bandar Lampung. A quantitative survey method was employed. The population comprised Mamdimsum consumers in Bandar Lampung, whose exact number was unknown. A sample of 150 respondents was selected using nonprobability sampling with an incidental sampling technique. Data were collected through questionnaires, interviews, and documentation. Data analysis involved validity and reliability tests, classical assumption tests, multiple linear regression, t-tests, an F-test, and the coefficient of determination using IBM SPSS Statistics. The results indicated that influencer marketing and brand image had positive and significant partial effects on purchase intention, with t-values of 9.945 and 4.817, respectively. Both variables also have a significant simultaneous effect, with an F-value of 201.806. The adjusted R-squared value of 0.729 indicated that the two independent variables explained 72.9% of the variation in purchase intention. In conclusion, influencer marketing and brand image are important factors associated with consumer purchase intention, suggesting that improving influencer selection and brand image may support Mamdimsum's marketing strategy.

Keywords : Brand Image, Consumer Purchase Intention, Food Marketing, Influencer Marketing, Multiple Linear Regression

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INTRODUCTION

According to information on the Instagram account, Mamdimsum has over 1,100 followers and dozens of posts containing product promotions and sales information. The marketing strategy also involved food vlogger husen.nbj, who uploaded product review content featuring visuals and firsthand consumption experiences. The content received over 10,000 likes, indicating attention and interaction from social media users. Using influencers as a source of marketing information can help shape consumer perceptions of a product, especially when the message is deemed credible and relevant (Lou & Yuan, 2019). This situation demonstrates the use of influencer marketing and social media as a promotional tool while simultaneously building Mamdimsum's brand image amidst the competitive culinary business.

Although promotional content through influencers receives significant attention, the number of likes, views, and comments does not necessarily reflect high consumer purchasing interest. Some social media users may simply be interested in viewing the content without having any intention of purchasing the promoted product. Furthermore, influencer recommendations are not always received positively because some consumers still doubt the authenticity of the information conveyed. Lou and Yuan (2019) emphasize the importance of source credibility and information value in building consumer trust in branded content. This suggests that promotional success cannot be solely assessed based on high social media interaction but also needs to be assessed based on its ability to foster consumer purchasing interest. At Mamdimsum, the influence of promotional activities carried out through food vloggers on consumer purchasing interest still needs to be proven through direct research.

Another issue relates to Mamdimsum's brand image amidst the growth of the dimsum culinary business in Bandar Lampung. Various similar businesses offer products with varying flavors, prices, and promotional strategies, giving consumers a wide range of choices. Under these conditions, Mamdimsum needs to have a strong and consistent brand image to be more easily recognized and remembered by consumers. Keller (1993) explains that brand image relates to consumer perceptions of a brand, reflected through brand associations in their memories. This image can be formed through product quality, menu variety, product appearance, service, and consistent promotions. However, it is not yet known for certain the extent to which Mamdimsum's brand image can influence consumer purchasing interest. Thus, there is a problem regarding the alignment between public attention to promotions on social media, consumer perception of the brand, and purchasing interest in Mamdimsum products.

Theoretically, influencer marketing has the potential to increase purchase intention through more personal communication, closeness, and trust between influencers and audiences. Meanwhile, a positive brand image can shape a positive perception of a

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product and increase consumer trust (Keller, 1993; Lou & Yuan, 2019). Purchase intention is also related to consumers' tendency to consider and plan purchases as part of a response to marketing information (Spears & Singh, 2004). However, the conditions at Mamdimsum still require empirical testing to determine whether these two factors truly influence consumer purchase intention. Therefore, this study aims to determine the effect of influencer marketing on consumer purchase intention, the influence of brand image on consumer purchase intention, and the simultaneous influence of influencer marketing and brand image on consumer purchase intention for Mamdimsum Bandar Lampung products. This research is important to conduct based on data and facts collected directly from consumers, so that the results can be used as considerations for Mamdimsum in determining promotional strategies, selecting influencers appropriate to the target market, and building a positive brand image. The novelty of this research lies in the testing of both variables partially and simultaneously in the context of the Mamdimsum Bandar Lampung business, by considering the phenomenon of promotion through food vloggers who get high interaction on social media, but the relationship with consumer purchasing interest is not yet known for certain.

METHOD

This study uses a quantitative approach to examine the influence of influencer marketing and brand image on consumer purchasing interest in Mamdimsum Bandar Lampung products. Quantitative methods are used to examine relationships between variables, test theories, and obtain research results based on data that can be analyzed statistically. According to Sugiyono (2023), a research method is a scientific way to obtain data with specific purposes and uses based on rational, empirical, and systematic principles. This study involved influencer marketing as the first independent variable (X1), brand image as the second independent variable (X2), and consumer purchasing interest as the dependent variable (Y). The study was conducted on consumers of Mamdimsum products located on Jalan Onta, Sukamenanti, Kedaton District, Bandar Lampung City, Lampung Province, with an implementation time of approximately four months from the preparation of the proposal to the preparation of the final report.

The research instrument used was a questionnaire with a Likert scale to measure influencer marketing, brand image, and consumer purchase intention. Influencer marketing indicators include trust, expertise, attractiveness, respect, and similarity. The brand image variable was measured through brand identity, brand personality, brand association, brand attitude and behavior, and brand benefit and competence. Meanwhile, purchase intention was measured based on transactional interest, referential interest, preferential interest, and exploratory interest. Data collection was carried out through questionnaires, interviews, and documentation. Before data analysis, the instrument's

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validity was tested by comparing the calculated r value with the table r value or based on the significance value, and its reliability was tested using Cronbach's Alpha with the help of IBM SPSS Statistics software. The validity criteria used a calculated r value greater than the table r value or a significance value less than 0.05, while reliability was assessed based on a Cronbach's Alpha value of at least 0.70 (Amanda Siti NS and Ayuni, 2023).

Data analysis was performed using descriptive statistics and inferential statistics. Descriptive statistics were used to describe data characteristics through tables, graphs, mean values, medians, standard deviations, and percentages. Furthermore, classical assumption tests were conducted through normality tests using the Kolmogorov-Smirnov test, multicollinearity tests based on Tolerance and Variance Inflation Factor (VIF) values, heteroscedasticity tests using the Glejser test, and autocorrelation tests using the Durbin-Watson test with reference to Machali (2021). Afterward, multiple linear regression analysis was used to measure the influence of influencer marketing and brand image on consumer purchasing interest with the equation (Y = \alpha + \beta_1X_1 + \beta_2X_2 + e) (Zahriyah et al., 2021). Hypothesis testing was conducted through a t-test to determine the effect of each independent variable partially and an F-test to determine the effect of both variables simultaneously. Decision making used a significance level of 0.05. Additionally, the coefficient of determination (R^2) was used to determine the contribution of influencer marketing and brand image variables in explaining variations in consumer purchase intention. All hypothesis testing and statistical analysis refer to Sugiyono (2023).

The population in this study was all consumers of Mamdimsum products in Bandar Lampung. The exact population size is unknown because the number of consumers making purchases is dynamic and changes throughout the study period. Therefore, the study population is categorized as an unknown population. According to Sugiyono (2023), a sample is a subset of the population's size and characteristics. This study sample consisted of consumers who purchased Mamdimsum products in Bandar Lampung and met the respondent criteria during the study.

The sampling technique used nonprobability sampling with the incidental sampling method. According to Sugiyono (2023), this technique determines samples based on chance, namely individuals who happen to meet the researcher can be used as respondents if they are deemed suitable as data sources. Thus, the respondents in this study were Mamdimsum consumers who happened to meet the researcher and were willing to fill out the questionnaire. Determining the number of samples refers to the approach of Joseph F. Hair Jr. who states that a good number of samples in quantitative research ranges from five to ten times the number of indicators used (Amanda Siti NS and Ayuni, 2023). Based on this approach, the number of samples was set at ten times

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the number of research indicators, namely 15 indicators multiplied by 10, resulting in 150 respondents.

The research procedure was carried out in three stages: preparation, implementation, and completion. The preparation stage included submitting a title and proposal, compiling a background, determining the research phenomenon, and holding a proposal seminar. The implementation stage included compiling and validating instruments, collecting data through questionnaires, interviews, and documentation, as well as processing and analyzing data using IBM SPSS Statistics. The final stage included interpreting the analysis results, discussing the influence of influencer marketing and brand image on consumer purchasing interest at Mamdimsum Bandar Lampung, and compiling a final research report. All stages were carried out according to the planned research schedule for approximately four months, starting from the preparation of the proposal to the completion of the final report.

RESULTS AND DISCUSSION

Description of research data

1. Description of respondent characteristics

Table 1. Characteristics by gender

No	Gender characteristics	amount	percentage
1	man	55	36.67%
2	Woman	95	63.33%
	AMOUNT	150	100%

Source: Processed data, 2026

Based on Table 2, it is known that 55 respondents were male (36.67%), while 95 respondents were female (63.33%). Thus, the majority of respondents in this study were female, namely 63.33% of the total 150 respondents.

Furthermore, the characteristics of respondents based on age are needed to understand the distribution of consumer ages and to see the most dominant age group in purchasing Bandar Lampung Mamdimsum products.

Table 2. Characteristics by age

No	Age	Amount	presentation
1	17-23	86	57.33%
2	24-28	39	26%
3	29-35	25	16.67%
	AMOUNT	150	100%

Source: Processed data, 2026

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Based on Table 2, it is known that respondents aged 17–25 years numbered 86 people (57.33%), respondents aged 26–35 years numbered 39 people (26.00%), and respondents aged over 35 years numbered 25 people (16.67%). Thus, the majority of respondents in this study were in the 17–25 age group, namely 57.33% of the total 150 respondents.

In general, the characteristics of the respondents in this study showed sufficient variation based on gender and age. This diverse profile of respondents is expected to provide a more comprehensive picture in analyzing the influence of influencer marketing and brand image on consumer purchase interest in Bandar Lampung's mamdimsum products.

2. Instrument Test

A. Validity Test

Table 3. Validity Test Results

Statement	r Count	R Table	Information
*Influencer Marketing*X1			
P1	.798**	0.361	Valid
P2	.714**	0.361	Valid
P3	.850**	0.361	Valid
P4	.714**	0.361	Valid
P5	.689**	0.361	Valid
P6	.568**	0.361	Valid
P7	.784**	0.361	Valid
P8	.654**	0.361	Valid
P9	.844**	0.361	Valid
P10	.731**	0.361	Valid
*Brand Image*X2			
P11	.736**	0.361	Valid
P12	.750**	0.361	Valid
P13	.863**	0.361	Valid
P14	.923**	0.361	Valid
P15	.806**	0.361	Valid
P16	.860**	0.361	Valid
P17	.794**	0.361	Valid
P18	.860**	0.361	Valid
P19	.755**	0.361	Valid
P20	.819**	0.361	Valid

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Purchase Interest Y			
P21	.840**	0.361	Valid
P22	.759**	0.361	Valid
P23	.810**	0.361	Valid
P24	.776**	0.361	Valid
P25	.761**	0.361	Valid
P26	.795**	0.361	Valid
P27	.390*	0.361	Valid
P28	.504**	0.361	Valid
P29	.597**	0.361	Valid
P30	.641**	0.361	Valid

Source: Data processed using SPSS, 2026

Based on Table 3, it is known that all statement items in the variables Influencer Marketing (X1), Brand Image (X2), and Purchase Interest (Y) have a calculated r value greater than the table r value of 0.361. These results indicate that all statements have met the requirements, namely calculated r > r table (0.361) and are declared valid. Thus, all statement items are declared valid and suitable for use as research instruments to measure the variables studied.

B. Reliability Test

Table 4. Reliability Test Results

variables	Cronbach's Alpha	Reliability Standards	Information
Influencer Marketing	0.904	0.70	Reliable
Brand Image	0.944	0.70	Reliable
Purchase Interest	0.884	0.70	Reliable

Source: Data processed using SPSS, 2026

Based on Table 4, the results of the reliability test indicate that all research variables have a Cronbach's Alpha value greater than 0.70. The Influencer Marketing variable obtained a Cronbach's Alpha value of 0.904, the Brand Image variable of 0.944, and the Purchase Intention variable of 0.884. These values have met the reliability criteria, indicating that all research instruments are declared reliable (can be used as measuring tools). Thus, the research instruments have a good level of consistency in measuring the variables studied.

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3. Classical Assumption Test

A. Normality Test

Table 5. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		150
Normal Parametersa,b	Mean	.0000000
	Standard Deviation	3.42624660
Most Extreme Differences	Absolute	.054
	Positive	.054
	Negative	-.050
Test Statistics		.054
Asymp. Sig. (2-tailed)		.200c,d
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Data processed using SPSS, 2026

Based on the results of the Kolmogorov-Smirnov test, a significance value of 0.200 was obtained, which is greater than 0.05. Therefore, it can be concluded that the residual data is normally distributed and the normality assumption in the regression model has been met.

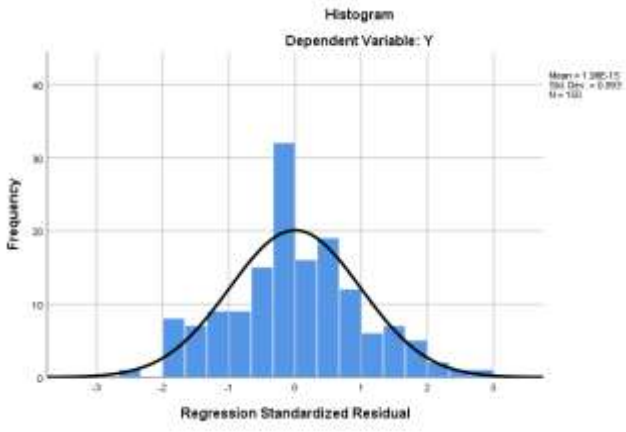


Figure 1. Normality Test Results, Histogram

Source: Data processed using SPSS, 2026

Based on the results of the normality test using a histogram, it can be seen that the residual data follows a normal distribution pattern. These results indicate that the

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residual data is normally distributed, thus meeting the normality assumption in the regression model.

B. Multicollinearity Test

Table 6. Multicollinearity Test Results

Coefficientsa								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6,017	1,761		3,416	.001		
	X1	.582	.058	.615	9,945	.000	.475	2.107
	X2	.293	.061	.298	4,817	.000	.475	2.107
a. Dependent Variable: Y								

Source: Data processed using SPSS, 2026

Based on the results of the multicollinearity test, the tolerance value for each independent variable was 0.475, which is greater than 0.10. Furthermore, the Variance Inflation Factor (VIF) for each variable was 2.107, which is less than 10. These results indicate that there is no multicollinearity between the independent variables in the regression model. Therefore, it can be concluded that the regression model does not experience symptoms of multicollinearity and is therefore suitable for use in research.

C. Heteroscedasticity Test

Table 7. Heteroscedasticity Test Results

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,354	1,078		4,039	.000
	X1	.010	.036	.034	.291	.772
	X2	-.054	.037	-.173	-1,463	.146
a. Dependent Variable: RES_2						

Source: Data processed using SPSS, 2026

Based on the results of the heteroscedasticity test using the Glejser test, the significance value of variable X was obtained.$_1$of 0.772 and variable $X_2$of 0.146. The significance value of both variables is greater than 0.05, thus it can be concluded that there is no heteroscedasticity in the regression model. Thus, the regression model is

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declared to have met the heteroscedasticity assumption and is therefore suitable for further analysis.

D. Autocorrelation Test

Table 8. Autocorrelation Test Results

Model Summary					
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Durbin-Watson
1	.856a	.733	.729	3.44948	1,989
a. Predictors: (Constant), X2, X1					
b. Dependent Variable: Y					

Source: Data processed using SPSS, 2026

Based on the results of the autocorrelation test using the Durbin-Watson test, the Durbin-Watson value was 1.989. Based on the Durbin-Watson table with a sample size of 150 and a number of independent variables of 2, the dU value was 1.7602 so that the value of 4 − dU was 2.2398. The Durbin-Watson value is between the dU and 4 − dU values (1.7602 < 1.989 < 2.2398), thus indicating that the regression model does not experience autocorrelation. Thus, the regression model is declared to have met the autocorrelation assumptions and is therefore suitable for further analysis.

Hypothesis Testing and Analysis

1. Multiple Regression Analysis

Table 9. Multiple Regression Test Results

Coefficientsa								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6,017	1,761		3,416	.001		
	X1	.582	.058	.615	9,945	.000	.475	2.107
	X2	.293	.061	.298	4,817	.000	.475	2.107
a. Dependent Variable: Y								

Source: Data processed using SPSS, 2026

Based on the results of multiple linear regression analysis using the SPSS program, the regression coefficient values are obtained as presented in the table above. The multiple linear regression equation formed is as follows:

$$Y=6.017+0.582X1+0.293X2+e$$

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Information:

- Y = Purchase Interest
- X_1= Influencer Marketing
- X_2= Brand Image
- e = Error

Based on the regression equation, it can be explained as follows:

A. The constant value (α) of 6.017 shows that if the Influencer Marketing variable (X_1) and Brand Image (X_2) is considered constant or has a value of zero, then the Purchase Interest (Y) value is estimated at 6.017.
B. Regression coefficient of Influencer Marketing variable (X_1) of 0.582 is positive. This indicates that every one-unit increase in Influencer Marketing will increase Purchase Intention by 0.582, assuming the Brand Image variable remains constant.
C. Regression coefficient of Brand Image variable (X_2) of 0.293 is positive. This indicates that every one-unit increase in Brand Image will increase Purchase Intention by 0.293, assuming the Influencer Marketing variable remains constant.

Based on these results, it can be concluded that influencer marketing and brand image have a positive and significant influence on purchasing interest, so that the better the Influencer Marketing and Brand Image, the more consumer purchasing interest will increase.

2. Hypothesis Testing

A. Partial Test Results (T-Test)

The basis for decision making in the t-test is as follows:

a) If the calculated t value > t table, then Ha is accepted and H is rejected.$_0$rejected.
b) If the calculated t value ≤ t table, then Ha is rejected and H is rejected.$_0$accepted.

Table 10. Results of Partial Test (T-Test)

Coefficientsa								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6,017	1,761		3,416	.001		
	X1	.582	.058	.615	9,945	.000	.475	2.107
	X2	.293	.061	.298	4,817	.000	.475	2.107
a. Dependent Variable: Y								

Source: Data processed using SPSS, 2026

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Based on the results of the partial test (t-test), the Influencer Marketing variable obtained a calculated t-value of 9.945, which is greater than the t-table of 1.976 (9.945 > 1.976) with a significance value of 0.000 (<0.05). These results indicate that the Influencer Marketing variable has a positive and significant effect on Purchase Intention. Thus, H_1accepted and H_0rejected.

Furthermore, the Brand Image variable obtained a calculated t-value of 4.817, which is greater than the t-table of 1.976 (4.817 > 1.976) with a significance value of 0.000 (< 0.05). These results indicate that the Brand Image variable has a positive and significant effect on Purchase Intention. Thus, H_2accepted and H_0rejected.

B. Simultaneous Test Results (F Test)

Table 11. Simultaneous Test Results (F Test)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4802.524	2	2401.262	201,806	.000b
	Residual	1749,136	147	11,899		
	Total	6551.660	149			
a. Dependent Variable: Y						
b. Predictors: (Constant), X2, X1						

Source: Data processed using SPSS, 2026

Based on the results of the simultaneous test (F test), the calculated F value was 201.806, which is greater than the F table value of 3.058 (201.806 > 3.058) with a significance value of 0.000 (<0.05). These results indicate that the variables Influencer Marketing and Brand Image simultaneously have a positive and significant effect on consumer purchase interest in Mamdimsum Bandar Lampung products. Thus, H_3accepted and H_0rejected.

C. Results of the Determination Coefficient Test

Table 12. Determination Test Results

Model Summary					
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Durbin-Watson
1	.856a	.733	.729	3.44948	1,989
a. Predictors: (Constant), X2, X1					
b. Dependent Variable: Y					

Source: Data processed using SPSS, 2026

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Based on the results of the coefficient of determination test in the Model Summary Table, the Adjusted R Square value was 0.729. This value indicates that the influencer marketing and brand image variables are able to explain 72.9% of the variation in purchase intention, while the remaining 27.1% is explained by other variables not examined in this study.

Discussion of Test Results

The discussion of the test results in this study aims to explain the results of the analysis regarding the influence of Influencer Marketing and Brand Image on consumer Purchase Intention for Mamdimsum Bandar Lampung products. This study used 150 respondents as a research sample. Data collection was carried out through the distribution of questionnaires consisting of 30 statements, with details of 10 statements for the Influencer Marketing variable, 10 statements for the Brand Image variable, and 10 statements for the Purchase Intention variable. Furthermore, the discussion of the research results is compiled based on the results of hypothesis testing using the t-test, F-test, and coefficient of determination, then compared with the theory used and relevant previous research to determine the suitability of the research results.

1. The Influence of Influencer Marketing on Consumer Purchase Interest

Based on the results of the partial test (t-test), it is known that the Influencer Marketing variable obtained a calculated t value of 9.945 which is greater than the t table of 1.976 (9.945 > 1.976) with a significance value of 0.000 (<0.05). These results indicate that Influencer Marketing has a positive and significant effect on consumer purchasing interest in Mamdimsum Bandar Lampung products, so that H_1accepted.

These findings demonstrate that the presence of influencers in digital marketing serves not only as a promotional medium but also as a figurehead capable of shaping consumer perceptions and beliefs about a product. When messages are delivered by influencers who are deemed relevant, trusted, and possess experience that aligns with the audience's needs, consumers tend to evaluate the product more positively and express interest in trying or purchasing it. This encourages consumers to purchase Mamdimsum Bandar Lampung products.

The results of this study align with the influencer credibility theory proposed by Lumbantoruan (2023), which states that influencer credibility, through the dimensions of attractiveness, trustworthiness, and expertise, can influence consumer attitudes and purchase intentions. The findings of this study also support the Theory of Planned Behavior proposed by Ajzen (2020), which explains that a positive attitude toward a product will strengthen consumer intention to purchase.

Furthermore, the results of this study align with research conducted by Nabila and Azijah (2024), which stated that influencer marketing has a positive and significant effect

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on purchase intention. These similar results indicate that influencer marketing is an effective marketing strategy for increasing consumer purchase intention.

2. The Influence of Brand Image on Consumer Purchase Interest

Based on the results of the partial test (t-test), it is known that the Brand Image variable obtained a calculated t value of 4.817 which is greater than the t table of 1.976 (4.817 > 1.976) with a significance value of 0.000 (<0.05). These results indicate that Brand Image has a positive and significant effect on consumer purchasing interest in Mamdimsum Bandar Lampung products, so that H_2accepted.

The research results show that the better the brand image of Mamdimsum Bandar Lampung, the higher consumer purchasing interest. A positive brand image can build consumer trust and confidence in the quality of the products offered. Furthermore, a positive brand image can create positive perceptions in consumers' minds, thus encouraging interest in purchasing Mamdimsum Bandar Lampung products.

The results of this study align with Armstrong and Kotler's (2020) brand equity theory, which states that brands with high brand equity can influence consumer responses and build trust in a product. These findings also support Ajzen's (2020) Theory of Planned Behavior, which explains that a positive consumer attitude toward a brand will strengthen their intention to purchase.

Furthermore, the results of this study align with research conducted by Erika Hasan et al. (2025), which stated that brand image has a positive and significant effect on purchase intention for Ms Glow products in Gorontalo. These similar results indicate that a positive brand image can increase consumer trust and interest, thus encouraging increased purchase interest in a product.

3. The Influence of Influencer Marketing and Brand Image on Consumer Purchase Interest

Based on the results of the simultaneous test (F test), it is known that the calculated F value of 201.806 is greater than the F table of 3.058 (201.806 > 3.058) with a significance value of 0.000 (<0.05). These results indicate that Influencer Marketing and Brand Image simultaneously have a positive and significant effect on consumer purchasing interest in Mamdimsum Bandar Lampung products, so that H_3accepted.

Based on the results of the coefficient of determination test in the Model Summary Table, the Adjusted R Square value was obtained at 0.729. This value indicates that the Influencer Marketing and Brand Image variables are able to explain the variation in Purchase Intention by 72.9%, while the remaining 27.1% is explained by other variables not examined in this study.

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Based on the test results, it can be concluded that Influencer Marketing and Brand Image together have a positive and significant effect on consumer Purchase Intention for Mamdimsum Bandar Lampung products. In addition to being statistically proven to have an effect, these two variables also make a significant contribution in explaining the variation in Purchase Intention, namely 72.9%. The results of this study are in line with research conducted by Tambunan and Hikmah (2024), which stated that Influencer Marketing and Brand Image have a positive and significant effect on consumer Purchase Intention. The similarity of these results indicates that the implementation of influencer marketing supported by a good brand image is an effective marketing strategy in increasing consumer Purchase Intention.

CONCLUSION

Based on the research results, it can be concluded that influencer marketing and brand image have a positive and significant effect on consumer purchasing interest in Mamdimsum Bandar Lampung products, both partially and simultaneously. The partial test results show that influencer marketing has a calculated t value of 9.945, while brand image has a calculated t value of 4.817, with a significance value of 0.000 for both. The simultaneous test results also show a calculated F value of 201.806 with a significance of 0.000. The Adjusted R Square value of 0.729 indicates that the two variables are able to explain 72.9% of the variation in consumer purchasing interest, while the remaining 27.1% is explained by other factors not studied. This finding confirms that marketing through credible influencers and a positive brand image are important factors in increasing consumer purchasing interest. However, this study has limitations because it involved 150 respondents selected using incidental sampling techniques in Bandar Lampung, so the representativeness of the sample and the generalization of the research results to a wider population need to be considered. In addition, the study only tested two independent variables, so it did not cover all factors that could potentially influence consumer purchasing interest.

Practically, the results of this study can be used as a consideration for the management of Mamdimsum Bandar Lampung in developing more effective marketing strategies. Mamdimsum is advised to select influencers who have credibility, expertise, attractiveness, and suitability with the characteristics of target consumers so that promotional messages are more credible and able to drive interest in the product. Strengthening brand image also needs to be done consistently through product quality, menu variety, product display, service, and marketing communications that are in line with the brand identity. For further research, it is recommended to involve a more diverse range of respondents with a wider coverage area and consider sampling techniques that can increase respondent representation. Future research can also test other variables,

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such as price, product quality, brand awareness, consumer trust, and the quality of promotional content, to explain the factors contributing to purchase intention more comprehensively. Thus, the results of further research are expected to broaden the understanding of consumer behavior and provide a stronger empirical basis for the development of culinary business marketing strategies.

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