



The Influence of Influencers and Brand Awareness on the Purchase Intention of the Originote Products

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ABSTRACT: *In the era of rapidly growing business optimization, the trade industry, including local beauty and skincare products, is adopting the concept of "Marketing 5.0". They use marketing strategies by collaborating with well-known influencers in Indonesia to build brand awareness through photo and video promotions. This study aims to determine the relationship and influence of influencers and brand awareness on buying interest in The Originote products. The sample of this study consisted of 320 respondents who are followers of influencers from The Originote brand and audiences who are interested in the brand. This research uses quantitative methods with Non-Probability Sampling techniques and Likert scale questionnaires. The analysis was conducted through IBM SPSS 23 software, including classical assumption tests (normality, multicollinearity, and heteroscedasticity tests), multiple regression tests, and hypothesis tests (t test and F test). The results showed that influencer (X1) has a positive effect on purchase intention (Y), and brand awareness (X2) also has a positive effect on purchase intention (Y). In addition, influencers (X1) and brand awareness together have a positive effect on purchase intention (Y).*

KEYWORDS: *Influencer, Brand Awareness and Purchase Intention*

I. INTRODUCTION

The choice of digital media as a marketing strategy is accompanied by the rapid growth of technology. When the internet began to be used as the latest way of communication, businesses read the trend. The marketing strategy at this stage is done by advertising through the internet and social media. This step is quite effective as a marketing strategy, because business people can reach the right target market to conduct marketing analysis more quickly. In addition, at this stage the marketing strategy has changed to be more subtle and aims to understand consumers. (finance.detik.com, 2021)

The beauty industry is also one of the leading sectors to embrace influencers in its

marketing. One of the main reasons is because the beauty industry requires visual aspects, and influencer marketing works best in visual appearance. Especially beauty influencers and beauty influencers are one of the most common types of influencers, especially in Indonesia. The development is getting bigger and more significant. This is also accompanied by many beauty product brands that were born and emerged. By definition, beauty influencers are influencers who work in the field of beauty. This is very important to help strengthen the marketing strategy of brands. Because the content created by beauty influencers can increase brand awareness or better yet can influence the interest in buying the product. The content created is always related to beauty products. Starting from makeup to facial care or skincare. The form of content is also very diverse, ranging from reviews, tutorials or tips and tricks related to beauty. (lemon.co.id, 2022)

Brand awareness is a term used in marketing to describe the extent to which consumers recognize or recall a brand of a particular product. This is the first step for business owners to build their product brand. There are five elements of brand awareness so that consumers can identify a brand. The five elements are brand, logo, symbol, character, slogan, and packaging. Ideally, brand awareness of a particular brand includes positive responses to the quality of the product that differentiates it from similar competitors. The more consumers know about your brand, the easier it is to build trust in the product. Consumers no longer need to do research from scratch to recognize a brand if brand awareness has been built. A good brand will be able to place the product above other competitors and make it the first choice for consumers. In other words, a brand represents the personality, character, and soul of a company. Building strong brand awareness is also a strategy for a business to excel in competition with similar competitors. This is because consumers tend to choose products or services from familiar brands.



That way, sales will increase if we as a brand succeed in building brand awareness. (cimbniaga.co.id, 2024)

The Originote brand website visits have decreased in January 2024 but have also increased slightly in February, this assumes that there is also a declining buying interest in The Originote products. To continue expanding the market, The Originote collaborates with several influencers as one of the marketing strategies in increasing brand awareness and also audience buying interest in The Originote products. Based on the data above and also reinforced by the phenomena that occur, the purpose of this study is to find out how the influence of brand awareness and also the marketing strategy carried out by influencers on buying interest in The Originote products, with the research title "INFLUENCER AND BRAND AWARENESS ON BUYING INTEREST IN THE ORIGINOTE PRODUCT".

A. Problem Formulation

Based on the background previously described, the authors formulate the following problems:

II. OBJECTIVE AND SCOPE OF THE CURRENT STUDY

A. Marketing

According to Kotler and Keller in Charviandi, et al., (2023: 52) marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others. Marketing is a process carried out by companies to be able to create, offer and exchange products and services freely and be able to value with others, where individuals and groups can get what they need and want.

B. Marketing Mix

According to Kotler and Armstrong in Charviandi, et al., (2023: 56) The marketing mix consists of a combination of tactical marketing tools that a company uses to achieve the desired response in its target markets. Marketing mix which can be interpreted as a series of tactical marketing tools consisting of product, price, place, promotion which are combined by the company to be able to generate the desired response by the company in the target market.

C. Social Media Marketing

According to Charviandi, et al., (2023: 194) Social media marketing is a content marketing strategy that uses social media platforms to the maximum for marketing activities of a product. Social media marketing is divided into 2 types, namely organic or free strategies and the second is paid advertising. In practice, there are various types of content that can be uploaded via social

1. How are Influencers and Brand Awareness on The Originote products?
2. How is the purchase interest in The Originote product?
3. How does Influencer and Brand Awareness influence the purchase intention of The Originote products?

B. Research Objectives

Based on the background and problem formulation previously described, the objectives of this study are:

1. To find out the extent of Influencers and Brand Awareness on The Originote products.
2. To find out the extent of buying interest in The Originote product
3. To find out the extent of the influence of Influencers and Brand Awareness on buying interest in The Originote products

media for marketing activities of a brand or company, ranging from product offers, education, entertainment, general information, guides, to promo offers and so on. Generally, social media marketing efforts often collaborate with other digital marketing strategies.

D. Influencer Marketing

According to Lengkawati & Saputra (2021), an influencer is someone who can have an influence on society. Influencers come from a variety of professions, including celebrities, artists, bloggers, YouTubers, public figures, or individuals who are considered important in certain communities. Product marketing communication strategies, especially the use of influencers in this digital era, are a popular choice and are considered more effective.

E. Brand Awareness

According to Charviandi, et al., (2023: 116) Brand awareness is the ability of consumers to perceive and remember the existence of a brand as a piece of a certain product category. According to Rangkuti in Charviandi, et al., (2023: 16) suggests that brand awareness is the ability of customers to spontaneously recognize certain brands or advertisements after being stimulated with some typical words.

F. Consumer Behavior

According to Kotler & Keller in Zusrony (2021: 25) Consumer Behavior is one of the fields of science, which studies how individuals, groups, and organizations select, purchase, use,



and utilize products, services, ideas or experiences in order to satisfy their needs.

G. Purchase Intention

According to Kotler and Keller in Prayogo (2023) consumer buying interest refers to consumer behavior in showing a desire to buy or choose a particular product. This decision is based on their experience in choosing, using, and consuming products or even being motivated to acquire a product.

H. Research Framework

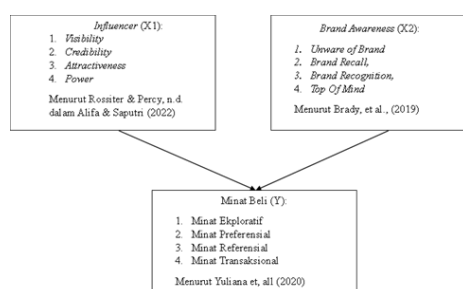


Figure 1 Research Frame Work

Influencers can influence purchase intention directly through the recommendations and reviews they make. Followers often view the influencer's opinion as a trusted source, which may encourage them to purchase the recommended product. Increased Brand Awareness influences consumer Purchase Intention by building brand recognition and trust. Thus, the relationship between influencers, brand awareness and purchase intention forms a

III. METHODOLOGY

A. Type Of Research

This research uses quantitative research methods. Quantitative research methods are defined as part of a series of systematic investigations of phenomena by collecting data to be measured by mathematical or computational statistical techniques. Based on the purpose of this research, it includes descriptive research where this research describes or explains information systematically and factually.

B. Population and Sample

According to Machali (2021: 67) All data sources that can provide useful information for the research problem under study are called the research population or universe. Meanwhile, efforts to determine the source of data from the population so that it can represent the nature and character of the population are called research sampling. So the population is the entire object / subject of research determined by the researcher. The population in this study is the audience or followers of influencers @rachelvenya, @hanggini and @wendywalters

mutually supportive cycle, where influencers play an important role in introducing and reinforcing brands, which ultimately increases consumers' purchase intention. **oid** is simply a specially designed electromagnet. A solenoid usually consists of a coil and a movable iron core called the *armature*. Here's how it works. When current flows through a wire, a magnetic field is set up around the wire. If we make a coil of many turns of wire, this magnetic field becomes many times stronger, flowing around the coil and through its center in a doughnut shape. When the coil of the solenoid is energized with current, the core moves to increase the flux linkage by closing the air gap between the cores. The movable core is usually spring-loaded to allow the core to retract when the current is switched off. The force generated is approximately proportional to the square of the current and inversely proportional to the square of the length of the air gap.

I. Research Hypothesis

Based on the research framework picture above, it explains the relationship between the independent variable (free) and the dependent variable (bound). Then the following hypothesis is obtained:

- Influencers have a positive effect on buying interest in The Originote products
- Brand Awareness has a positive effect on buying interest in The Originote products
- Influencers and Brand Awareness have a positive effect on buying interest in The Originote products

throughout Indonesia, skincare users both women and men who are over 13 years old, and have an interest in buying The Originote products.

Sampling in this study using Non-Probability Sampling technique with Purposive Sampling method. According to Sugiyono in Machali (2021-72) Non-probability sampling is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. Meanwhile, Purposive Sampling is a sampling technique with certain considerations made by the researcher himself based on previously known characteristics or properties of the population.

C. Data Feeder Technique

According to Sugiyono in Machali (2021: 68) Data collection technique is a method used by researchers to be able to collect data and information which will be useful as supporting facts in describing their research. The data collection techniques used by the author are as follows



- a. Questionnaire
 Questionnaire is a data collection technique that is done by giving a set of questions or written statements to respondents to answer.
- b. Literature Study

IV. ANALYSIS RESULT

A. Descriptive Analysis of Influencer

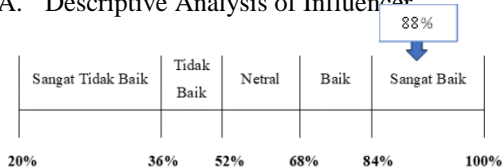


Figure 2 Descriptive Analysis of Influencer

Based on the picture above, namely the answers of consumer respondents The Originote, it can be concluded that the Influencer variable (X1) has a percentage of 88% and when viewed on a continuum line, this score is included in the Very Good category. The statement that got the highest percentage was "Influencer The Originote has a high level of popularity." at 91%, while the statement that got the lowest percentage was "Influencer The Originote is a beauty influencer who is experienced in the skincare world" at 85%.

B. Descriptive Analysis of Brand Awareness

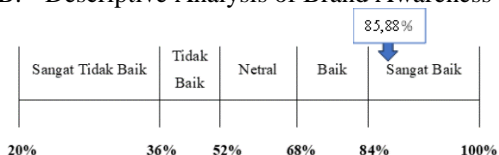


Figure 3 Descriptive Analysis of Brand Awareness

Based on the picture above, namely the answers of consumer respondents The Originote, it can be concluded that the Brand Awareness variable (X2) has a percentage of 85.88% and when viewed on a continuum line, this score is included in the Very Good category. The statement that got the highest

Literature study is a data collection method directed at finding data and information through documents, both written documents, photographs, images, and electronic documents that can support the research process.

percentage was "The Originote uses a logo that is very easy to remember." Namely 90%, while the statement that got the lowest percentage was "Just heard of a skincare brand with The Originote brand" at 82%.

C. Descriptive Analysis of Purchase Intention

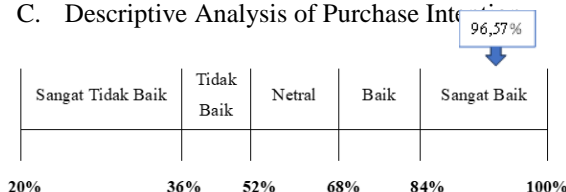


Figure 4 Descriptive Analysis of Purchase Intention

Based on the picture above, namely the answers of consumer respondents The Originote, it can be concluded that the Purchase Interest variable (Y) has a percentage of 96.57% and when viewed on a continuum line, this score is included in the Very Good category. The statement that gets the highest percentage is "The Originote brand is believed to be of good quality" which is 89%, while the statement that gets the lowest percentage is "Consumers prefer to buy The Originote skincare products compared to competing brands" at 82%.

D. Classical Assumption Test

a. Normality Test

The normality test aims to determine whether the residual value is normally distributed or not, in this study, normality is carried out using IBM software (SPSS) version 23 using the One-Sample Kolmogorov statistical test table. Below are the results of the normality test:

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		320
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.80771249
Most Extreme Differences	Absolute	.043
	Positive	.032



	Negative	-0.043
Test Statistic		.043
Asymp. Sig. (2-tailed)		.200 ^{e,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

The table above shows that the significant value of the data is greater than alpha ($0.200 > 0.50$), so it can be concluded that the data from all variables is normally distributed.

b. Multicollinearity Test

Multicollinearity test is conducted to test whether there is a correlation between independent variables in the regression model. Below are the results of the multicollinearity test:

		Coefficients ^a				Collinearity Statistics		
		Unstandardized Coefficients		Standardized Coefficients				
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	9.753	2.350		4.150	.000		
	Influencer	.184	.062	.145	2.942	.003	.894	1.119
	Brand Awareness	.529	.053	.496	10.073	.000	.894	1.119

a. Dependent Variable: Minat Beli

Berdasarkan tabel di atas, dapat dilihat bahwa nilai VIF $1.119 < 10$ yang artinya tidak terdapat masalah multikolinearitas. Selanjutnya nilai tolerance adalah $0.894 > 0.1$, hal tersebut menunjukkan bahwa tidak ditemukan masalah multikolinearitas dalam penelitian ini.

c. Heteroscedasticity Test

The heteroscedasticity test aims to see if there is a difference in variance from one residual to another observation. In this study, the heteroscedasticity test used the Glesjer Test. The following are the results of the heteroscedasticity test

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.432	1.399		2.453	.015
	Influencer	.035	.037	.055	.931	.352
	Brand Awareness	-.094	.031	-.175	-2.994	.003

a. Dependent Variable: RES2

In the table above, it can be seen that the Sig value > 0.050 can be concluded that the regression model occurs heteroscedasticity in this study. So to

overcome this, the next test was carried out using the Weighted Least Square (WLS) method so that the results became no heteroscedasticity.



E. Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine how the influence of the independent variables in this study (Influencer and Brand

Awareness) on the dependent variable (Purchase Interest) conducted on 320 respondents, the results are listed in the following SPSS table:

Coefficients						
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta	Std. Error		
(Constant)	9.461	2.353			4.021	.000
X1	.189	.062	.148	.049	3.028	.003
X2	.532	.052	.498	.049	10.171	.000

Based on the data in the table above, efficient regression results are obtained so that the equation is:

$$Y = 9.641 + 0.189X1 + 0.532X2$$

The multiple linear regression equation can be interpreted as follows:

- 1) The constant value of 9,461 states that if there is no Influencer (X1) and Brand Awareness (X2), the consistent value of Purchase Intention is 9,461.
- 2) The X1 regression coefficient value is positive at 0.189, which means that the X1 variable has a unidirectional relationship with Y and each addition of one unit of Influencer (X1) will increase Purchase Interest by 18.9%.
- 3) The X2 regression coefficient value is positive at 0.532, which means that the X2 variable has a unidirectional relationship with Y and each addition of one unit of Brand Awareness (X2) will increase Y Purchase Interest by 53.2%.

F. Hypotesis Test

a. Parsial Test

This test is conducted to determine how much influence an independent variable partially has on the dependent variable. The hypotheses used for partial testing used are:

- a) Influencer Effect (X1) on Purchase Interest (Y)
 H0: There is no influence of Influencers on buying interest in The Originote
 H1: There is an influence of Influencers on Purchase Interest in The Originote
- b) The effect of Brand Awareness (X2) on Purchase Intention (Y)
 H0: There is no effect of Brand Awareness on Purchase Intention at The Originote.
 H1: There is an influence of Brand Awareness on Purchase Intention at The Originote.

Coefficients						
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta	Std. Error		
(Constant)	9.461	2.353			4.021	.000
X1	.189	.062	.148	.049	3.028	.003
X2	.532	.052	.498	.049	10.171	.000

The t test conducted is a two-way test, so the t table used is 1.967. Below are the results of the description of the t test:

a) Influencer (X1)

The test results using SPSS for the Influencer variable (X1) obtained t count $3.028 > 1.967$ with a significance value of $0.003 < 0.050$. So it can be concluded that H0 is rejected and H1 is

accepted, which means that there is an influence between Influencers partially and significantly on buying interest in The Originote.

b) Brand Awareness (X2)

The test results using SPSS for the Brand Awareness (X2) variable obtained t count $10.171 > 1.967$ with a significance value of $0.000 < 0.050$. So it can be concluded that H0 is rejected and H1 is



accepted, which means that there is an influence between Brand Awareness partially and significantly on buying interest in The Originote

b. Simultan Test

The F test is conducted to test the entire hypothesis that the independent variables, namely Influencer (X1) and Brand Awareness (X2) included in the model, have an effect on the dependent variable, namely Purchase Interest (Y).

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Regression	2887.909	2	1443.954	74.012	.000
Residual	6184.594	317	19.510		
Total	9072.503	319			

Based on the F test, the calculated F value is 74.012 with a significance level of 0.000. It can be concluded that $F_{count} > F_{table}$ or $74.012 > 3.052$ and a significance level of $0.000 < 0.050$. This causes H_0 to be rejected and H_1

to be accepted, which means that there is an influence of Influencers (X1) and Brand Awareness (X2) on Buying Interest in The Originote.

G. Coefficient of Determination Test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.560 ^a	.314	.309	1.813

a. Predictors: (Constant), Brand Awareness, Influencer

b. Dependent Variable: Minat Beli

Based on the table above, it can be seen that the R value is 0.560 and the Rsquare (R²) is 0.314. Then the coefficient of determination formula is:

$$\begin{aligned}
 KD &= R^2 \times 100\% \\
 &= 0.314 \times 100\% \\
 &= 31.4\%
 \end{aligned}$$

Based on the results of the calculation of the coefficient of determination in the bag, a value of 31.4% is obtained. This means that the influence of Influencers (X1) and Brand Awareness (X2) on Buying Interest in The Originote is 31.4% while the remaining 68.6% is influenced by other factors not examined in this study.

V. CONCLUSION

The results of the analysis of the Influence of Influencers and Brand Awareness on Purchase Intention of The Originote products using descriptive methods and statistical tests. The results show that the Influencer variable is in the excellent category with a score of 11264 (88%), where the statement "The Originote influencer has a high level of popularity" gets the highest percentage (91%) and "The Originote influencer is a beauty influencer who is experienced in the skincare world" the lowest (85%). The Brand Awareness variable is also very

good with a score of 10992 (85.88%), with the statements "The Originote uses a very memorable logo" the highest (90%) and "Just heard of a skincare brand with The Originote brand" the lowest (82%).

Purchase Intention is in the very good category with a score of 12361 (96.57%), with the statement "The Originote brand is believed to be of good quality" the highest (89%) and "Consumers prefer to buy The Originote skincare products over competing brands" the lowest (82%).

The t test shows that Influencers (t count 3.028, significance 0.003) and Brand Awareness (t



count 10.171, significance 0.000) partially affect Purchase Intention. The F test shows that Influencers and Brand Awareness together have a significant effect on Purchase Intention (F count 74.012, significance 0.000). The coefficient of determination shows an effect of 31.14%, with the remaining 68.6% influenced by other factors. In conclusion, Influencers and Brand Awareness have a significant effect on Purchase Intention of The Originote products. Looking back on this project, the overall outcome of results to be observed.

SOME OF THE ADVAGE

Based on the results of the study which show that influencers and brand awareness have a significant influence on buying interest in The Originote products, the authors provide several strategic suggestions that The Originote company can improve in the future. The company must continue to optimize the use of influencers by choosing the right influencers such as collaborating with influencers who have values and lifestyles that are aligned with the brand will be more effective, conducting creative collaborations that not only promote products but also tell their experiences using these products, as well as monitoring and evaluating campaigns regularly where this evaluation can include engagement rate increased sales and feedback from the audience. In addition, increase brand awareness through integrated marketing campaigns on various platforms and continue to do offline advertising, and invest in SEO and content marketing strategies by continuing to create informative content and ensuring that the messages conveyed are consistent across all platforms and campaigns, thus building a strong and recognizable brand identity.

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