

THE INFLUENCE OF DIGITAL INFLUENCERS, INTERACTION AND E-WOM ON BRAND IMAGE AND CONSUMERS' PURCHASE INTENTION

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ABSTRACT

This study aims to analyze the influence of digital influencers, interaction, and electronic word of mouth on brand image and its implications on consumers' purchase intention for sunscreen products in Indonesia. The background of this study is based on the increasing competition in the skincare industry and the shift in consumer behavior towards digital media. The research method used is a quantitative approach with data collection through questionnaires to sunscreen consumers in Indonesia. The data was analyzed using Structural Equation Modeling with the help of AMOS software to test the relationship between variables. The results showed that digital influencers had a positive effect on consumers purchase intention, interaction and electronic word of mouth had a positive effect on brand image, and Brand Image had a positive effect on consumers purchase intention. The conclusion of this study shows that digital marketing strategies play an important role in building brand image and encouraging consumer purchase intention. The implications of this research are expected to serve as a reference for sunscreen industry players in designing more effective digital marketing strategies, as well as providing recommendations for further research.

Keywords : Brand Image; Digital Influencer; Electronic Word of Mouth; Interaction; Consumers Purchase Intention

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh digital influencer, interaction, dan electronic word of mouth terhadap brand image serta implikasinya terhadap consumers purchase intention pada produk sunscreen di Indonesia. Latar belakang penelitian didasarkan pada meningkatnya persaingan industri skincare dan pergeseran perilaku konsumen ke media digital. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan pengumpulan data melalui kuesioner kepada konsumen sunscreen di Indonesia. Data dianalisis menggunakan Structural Equation Modeling dengan bantuan perangkat lunak AMOS untuk menguji hubungan antarvariabel. Hasil penelitian menunjukkan bahwa digital influencer berpengaruh positif terhadap consumers purchase intention, interaction dan electronic word of mouth berpengaruh positif terhadap brand image, serta brand image berpengaruh positif terhadap consumers purchase intention. Simpulan penelitian ini menunjukkan bahwa strategi pemasaran digital berperan penting dalam membangun citra merek dan mendorong niat beli konsumen. Implikasi penelitian ini diharapkan dapat menjadi acuan bagi pelaku industri sunscreen dalam merancang strategi pemasaran digital yang lebih efektif, serta memberikan rekomendasi bagi penelitian selanjutnya.

Keywords: Brand Image; Digital Influencer; Electronic Word of Mouth; Interaction; Consumers Purchase Intention.

INTRODUCTION

The skincare industry in Indonesia continuously experiences rapid growth, driven by the increasing purchasing power for the public to buy skincare products along with the heightened

awareness of maintaining skin health (Nawiyah *et al.*, 2023). Growth in this sector is influenced by factors like demographics, urbanization, and ease of e-commerce platform access which enables consumers to compare and purchase a wide range of brands more efficiently (Sitorus dan Siregar, 2025). Along this line, Kompas.co.id projected that sales of skincare products in Indonesia will experience approximately 44% growth by 2025. This trend indicates the intensifying competition in the skincare industry and highlighting the need for marketing strategies that are adaptive to the evolving digital consumers behaviour.

Among the various skincare categories, sunscreen products occupy the most strategic position, especially in tropical countries such as Indonesia. Sunscreen plays a crucial role in protecting the skin from ultraviolet radiation which poses risks of premature aging and skin damage (Direktorat Jenderal Kesehatan Lanjutan, 2024). Growing awareness of these risks pushes the demand of skincare products up and encourages manufacturers to develop products tailor-made for the specific need for Indonesian consumers' skin (Guan *et al.*, 2021). Increasing demand has consequently intensified the competition among sunscreen brands on the digital marketplace.

The high level of internet penetration in Indonesia further amplifies the role of digital media in consumers information search and purchase decision-making process (GoodStats, 2025). Consumers' behaviours in the digital environment are affected by the ease of information access, user experience, and the interactions occurring within the online media (Annisa dan Yusran, 2022). Social media has become the primary source of information and recommendations for consumers prior to purchasing a skincare product (Regina, 2024). In this context, digital influencer plays a crucial role in shaping consumers' purchasing intentions through product reviews and usage experiences that are perceived as authentic and relevant by consumers (Anggraini dan Ahmadi, 2025). Influencer marketing strategies are therefore widely adopted within the beauty industry as a part of their digital marketing oriented towards shaping the consumers purchasing intention (Seruni *et al.*, 2024).

Beyond digital influencer, interactions between consumers and official social media accounts of brands also contribute substantially to shape brand image. Interactions such as comments, responses, and consumer engagement reflects a two-way interaction which could strengthen the positive perception of brands (Eslami *et al.*, 2021). A consistent and meaningful interaction is capable of building emotional attachment between consumers and brands, as well as reinforcing the brand image in consumers minds (Irdasyah *et al.*, 2022). In the context of sunscreen products, interactions are particularly important as it helps evaluate the quality and perceived benefits of the product prior to making a purchasing decision.

Electronic word of mouth (e-WoM) also plays an important role in forming the brand image through reviews and testimonies of other consumers that are scattered across various digital platforms (Sintiya *et al.*, 2023). Information derived from other consumers' experience serves as a key reference for potential buyers in assessing the quality, reliability and reputation of a brand (Prihadini *et al.*, 2023). A positive e-WoM can strengthen the brand image and increase the consumers trust, while negative e-WoM has the potential to diminish purchasing intention and weaken the brand image (Amarullah *et al.*, 2022).

Brand images formed through digital influence, interaction and e-WoM ultimately play a critical role to drive consumers' purchasing intention (Imaaduddin *et al.*, 2022). Brands perceived as high-quality and are reputable are more likely to be selected by consumers compared to other brands (Kristinawati, 2021). Nevertheless, previous researches are still limited, as most focus predominantly on social media marketing and e-WoM without examining digital influencer and interaction separately (Guan *et al.*, 2021). Moreover, research that integrates digital influencer, interaction and e-WoM simultaneously with brand image as a mediating variable in the context of sunscreen products remains limited (Ananda dan Thamrin, 2025). Therefore, this study aims to analyze the influence of digital influencer, interaction, and electronic word of mouth (e-WoM) on brand image, and to examine their implications for consumers' purchase intention of sunscreen products in Indonesia.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Digital Influencer

Digital influencers are individuals who possess the influence on digital media and are able to influence consumers' behaviours and attitudes through content shared on social media platforms. In the context of digital marketing, influencers are perceived as having credibility and a sense of closeness with their audience which causes their promotional message to feel more authentic compared to conventional advertisement (Sokolova dan Kefi, 2021). Digital influencer influences are not solely determined by the number of followers, but also their ability to build trust and deliver messages that are relevant to the consumers' needs.

Numerous research shows that digital influencer plays a significant role in influencing consumer purchasing intention, especially in the beauty and skincare industries. Contents such as product review, recommendation and user experience enables consumers to evaluate the products in a more personal manner prior to making purchasing decisions (Anggraini dan Ahmadi, 2025). Additionally, the characteristics of influencers like expertise, attractiveness and trustworthiness have been proven to enhance the effectiveness of marketing communication and stimulate consumers' purchasing intention (Seruni *et al.*, 2024).

Prior studies highlight inconsistent findings on the direct effect of digital influencers on purchase intentions. While some studies report a presence of direct influence, others emphasize the importance of mediating variables such as trust and brand image. This inconsistency shows that the role of digital influencers are still unclear, particularly in the context of sunscreen products.

Interaction

Interaction refers to the two-way engagement between the consumer and brand on social media, reflected through activities such as comments, likes and shares, as well as direct responses from official brand accounts. Interaction serves as an important indicator to measure the consumers level of engagement towards the brand in the digital environment (Eslami *et al.*, 2021). An active interaction enables consumers to gather more detailed product information while simultaneously building emotional closeness with the brand.

Previous studies demonstrate that influence has a positive influence on the formation of brand image. A quick and relevant response on consumer enquiries could create a perception that brands are caring and trustworthy, which strengthen the brand image in consumers' minds (Irdasyah *et al.*, 2022). In the skincare industry, interaction is important as consumers tend to seek detailed information regarding the product safety, benefits and suitability before making any purchasing decision.

The broad finding shows that interactions merely act as a metric to measure engagement instead of understanding their role in shaping brand perception and its influence on consumer decisions. Moreover, interactions are rarely analyzed with other variables like e-WoM and influencer marketing, which suggest a gap in understanding the comprehensive role of interaction on brand image.

Electronic Word of Mouth (e-WoM)

Electronic Word of Mouth (*e-WoM*) is defined as the exchange of information, opinion and experience of consumers in regards to a product, that are shared through the digital media. E-WoM has become a primary source of information for consumers, as they are perceived to be more objective and based on the real user experiences (Sintiya *et al.*, 2023). In the context of sunscreen products, reviews and testimonies of consumers on marketplace and social media plays an important role in shaping the early perception towards a brand.

Previous research indicates that e-WoM has a significant impact towards brand image. Positive reviews can strengthen the perception of quality and brand reputation, while negative reviews could potentially lead to a fall in consumers trust (Prihadini *et al.*, 2023). Amarullah *et al.* (2022) also found that negative e-WoM possesses a stronger impact than positive e-WoM in

influencing consumers' attitude, making the management of e-Wom crucial for brands in a competitive digital market.

There is still a limited amount of study that integrates e-WoM with other forms of digital marketing, with existing studies largely focusing on its direct effect on either brand image or purchase intentions. This shows a limitation in understanding the combination of digital communication factors on consumers' behaviour.

Brand Image

Brand Image represents the perception of consumers towards a brand, formed through experience, information and prior interactions received by consumers. In the skincare industry, brand image is strongly tied to perceived quality, safety, and suitability of products to consumers' skin needs (Kristinawati, 2021). A positive brand image could be a key differentiating factor amid the abundance of sunscreen products available in the market.

Various studies suggest that brand image is influenced by digital factors such as digital influencer, interaction, dan e-WoM. A consistent information and positive experience obtained by consumers through the digital media contributes to build a strong brand image (Panjaitan, 2022). A strong brand image not only strengthens consumers' trust, but also reinforces the long term relationship between consumers and brands. This is aligned with the findings of Alfitra (2026), which states that digital marketing activities through social media can significantly shape brand image through intensive interaction and communication between brands and consumers, resulting in brand image as a representation of perception stored in consumers' memory.

The role of brand image remains unclear, some studies excerpts its role as a mediating variable, while others shows that brand image has a strong direct relationship with purchase intention and digital variables. Thus creating a gap on how brand image acts as a mediating factor on brand image.

Consumers Purchase Intention

Consumers purchase intention reflects the tendency of consumers to make a purchase on a product based on the existing evaluations and perceptions. Consumers' purchasing intention, in the context of sunscreen products, are influenced by the perceived quality, brand reputation and trust in the information obtained through digital media (Imaaduddin *et al.*, 2022). A positive brand image has been shown to significantly enhance consumers confidence and stimulate their purchase intention.

Previous studies show that purchase intention is directly influenced by digital influencer and indirectly influenced by brand image as a mediating variable (Lim *et al.*, 2021). These

findings emphasize that consumers' purchase intentions are not built instantaneously, rather through an evaluative process that involves various digital factors and brand perceptions.

Previous studies still show a limited understanding on the simultaneous influence of digital influencer, interaction and e-WoM on purchase intentions in a single integrated framework, especially in the Indonesian sunscreen market.

Research Gap

Several research gaps are identified based on the literature review. First, the inconsistencies on direct and indirect effects of digital influencers on purchase intentions. Second, interactions and e-WoM are often being examined separately, instead of being a single comprehensive model. Third, the inconclusive mediating role of brand image across studies,

Furthermore, limitations of available studies on specifically sunscreen products in Indonesia therefore creates an opportunity for this study. This study contributes by creating an integrated model that examines the simultaneous effect of digital influencer, interaction, and e-WoM on purchase intention through brand image.

Hypothesis Development

Digital influencer plays a role in shaping consumers purchase intention through delivery of information, recommendation, and user experience on a product which is perceived as credible and relevant to consumers. This indicates the presence of a direct influence of digital influencer on consumers purchase intention (H1).

Furthermore, interactions between consumers and brands in digital media such as comments, likes and discussions, contributes to building a positive brand image through enhancing consumer engagement and emotional closeness with the brand (H2). In line with this, electronic word of mouth (e WoM) in forms of reviews, testimonies, and other consumer experience plays an important role in shaping the perception and brand image in consumers minds (H3).

Subsequently, brand image acts as a strategic factor that influences consumer purchase intention, as positive brand image could enhance trust, favourable attitudes, and propensity for consumers to purchase the product (H4). Based on these relation, brand image functions as a mediating variable that bridges the influence of interaction and e-WoM on consumer purchase intention, as well as strengthening the relation between digital marketing activity, and consumer purchase intention

Therefore, this study develops a conceptual framework that integrates digital influencer, interaction and electronic word of mouth (e-WoM) as an independent variable, brand image as a mediating variable and consumer purchase intention as a dependent variable within the context of sunscreen products in Indonesia

RESEARCH METHODOLOGY

This study is conducted to examine how digital influencer, interaction and e-WoM influence brand image and consumer purchase intention in the context of skincare products in Indonesia. A quantitative approach was employed in this research as it enables a systematic measurement of relationship between variables through empirical data obtained directly from respondents based on their actual experiences (Hermawan dan Yusran, 2017). This study employs a cross-sectional research design, on which data are collected in a specific time period to capture the relationships between variables according to the actual condition occurring during the study period (Sekaran dan Bougie, 2020).

The population of study are Indonesian consumers, who actively use social media and have been exposed to digital influencer content related to sunscreen products. Purposive sampling techniques are applied, where respondents must be at a minimum age of 17 years, actively engaged in social media with prior exposure to promotional or review content of sunscreen products. A total of 229 respondents participated, which meets the recommended guideline of five to ten times the total numbers of research indicators, and therefore considered sufficient to adequately represent the population (Hair *et al.*, 2021).

The research instruments were designed to measure each study variable, namely digital influencer, interaction, electronic word of mouth (e-WoM), brand image, and consumer purchase intention. Measurement is done through questionnaires with a five-point likert scale, from 1 (strongly disagree) to 5 (strongly agree). The indicators are adapted from previous studies, namely Gonçalves *et al.* (2024) dan Ghosh *et al.* (2024), which are adjusted to the context of social media (Instagram) based product marketing.

Data analysis was performed using *Structural Equation Modeling (SEM)* as an analysis method as it allows for simultaneous analysis of relationship between variables, including latent constructs that are unable to be directly measured but are represented by observable indicators (Hair *et al.*, 2021). The data analysis began with the use of SPSS to test the validity, reliability, and descriptive analysis, followed by AMOS to test the measurement model and structural model. Hypothesis testing is done by comparing the p-value with a significance level of 5 percent, where hypotheses were accepted if $p\text{-value} \leq 0,05$ and rejected if $p\text{-value} > 0,05$ (Sekaran dan Bougie, 2020). Prior to the hypothesis testing, the research model was evaluated using a goodness-of-fit test to ensure alignment between structural model and empirical data, thus confirming the model suitability for further analysis (Hair *et al.*, 2021).

Validity testing was conducted by examining the factor loading of individual indicators to their respective latent construct. The indicators are considered valid if the factor loading \geq

0,50. The result indicates that all indicators of each variable achieved a factor loading value above the threshold required, confirming the validity of all indicators.

Subsequently, a reliability testing construct was assessed using composite reliability (CR), a construct is considered reliable if the value of CR is $\geq 0,70$. The results indicate that all variables of the research achieved a CR value exceeding 0,70, indicating that the construct is deemed reliable.

Following the confirmation of the validity and reliability of the instrument, further evaluation through structural model fit is conducted. Goodness-of-fit test was conducted to assess the adequacy of the research model prior to the hypothesis testing.

The goodness-of-fit result shows that the research model did not fully satisfy all the criteria, as reflected from the p-value of 0,000, which falls in the poor fit category. Nevertheless, other indexes show acceptable results. RMSEA value of 0,060 was below the maximum value threshold, indicating that error approximation level is low. In addition, ECvI and AIC value indicates that the research model was closer to a saturated model rather than independent model, indicating a better overall model fit.

Regarding the incremental fit measures, IFI, NFI, TLI, CFI, and RFI values were categorized as marginal fit, indicating that the model was moderately acceptable. Moreover, CMIN/DF value of 1,830 was within the recommended range, suggesting that the parsimony of the model is satisfactory. Overall, although not all indexes show a good fit, a combination of good fit and marginal fit shows that the structural model in this study is still appropriate for subsequent hypothesis testing.

RESULTS AND DISCUSSION

Results

This study involved 229 respondents that fulfill the criteria as an active social media user and have been exposed to digital influencer contents related to sunscreen products. Based on the respondents characteristics, the majority of the respondents were female, with a total of 221 respondents (90.8%), while male respondents only accumulated to 21 individuals (9,2%). In terms of age, most of the respondents within the 20-24 age range are dominant, with a total of 176 individuals (72,7%), indicating that the study is dominated by young consumers that are actively engaged in social media.

Based on these characteristics, a descriptive statistical analysis was conducted to illustrate the respondents perception for each research variable. The result of the descriptive statistics shows that all variables fall in the high perception category. The digital influencer category showed a mean value of 4,21 with a standard deviation of 0,72, showing that respondents generally agreed upon the influence of digital influencer on purchase intention.

Interaction variables recorded a mean value of 4,20 with a standard deviation of 0,69, indicating that interactions between consumers and brands in social media are perceived positively. The electronic word of mouth (e-WoM) variable indicated a mean value of 4,23 with a standard deviation of 0,71, which indicates that respondents actively paid attention and considered online reviews. Moreover, the brand image variable reported a mean value of 4,23 with a standard deviation of 0,67, while consumers' purchase intention yielded a mean value of 4,23 with a standard deviation of 0,76.

Hypothesis testing was conducted to examine the relationship between variables on the structure model. The results indicate that all hypotheses proposed in the research are empirically supported. Digital influencer positively affected the consumers purchase intention with an estimated coefficient of 0,195 and p-value of 0,045. Interaction positively impacts brand image with an estimated coefficient of 0,196 with a p-value of 0,014. Electronic word of mouth (e-WoM) showed the strongest positive effect on brand image with an estimated coefficient of 0,398 and p-value of 0,000. In addition, brand image also positively impacts consumers' purchase intention with an estimated coefficient of 0,429 and p-value of 0,003.

Discussion

These findings indicate that digital influencers have a positive effect on consumers' purchase intention on sunscreen products, with an estimated coefficient of 0,195 and significance level meeting the hypothesis acceptance criteria. This finding indicates that the consumers perception towards digital influencers hold a key role in shaping the consumer purchase intention, especially through review contents and user experience shown. Consumers are more likely to use digital influencer as a primary source of reference prior to making a purchase, meaning a positive perception of consumers towards an influencer will lead to a higher consumer purchase intention on the recommended sunscreen product.

In addition to the direct influence of digital influencer to purchase intention, the study result also indicates that interaction between consumer and brands in social media positively affects the brand image, with an estimated coefficient of 0,196. This result indicates that interaction occurring through comments, product reaction and consumer involvement in social media content could create a positive perception towards the sunscreen brand. An active and responsive interaction gives the impression of brand care towards consumers, leading to a stronger brand image on consumers mind.

Electronic word of mouth (e-WoM) in this research shows the strongest positive impact on brand image, with an estimated coefficient of 0,398. This result shows that other consumers' reviews and experience that are scattered in various digital platforms acts as the most dominant factor in shaping the brand image of sunscreen products. Consumers tend to trust information

gathered from other users as it is perceived as more objective and based on real experience. Therefore, a more positive e-WoM received by consumers, a stronger brand image will be formed.

Brand image exerts a positive influence on consumers purchase intention with an estimated coefficient of 0,429, representing the strongest influence on purchase intention. This finding indicates that brand image has a central role in the decision-making process for sunscreen products. Consumers are more likely to have a high purchase intention towards a product with better perceived quality, positive reputation and trustworthy compared to others.

Overall, the result of this study demonstrates that brand image functions as a connecting variable between digital influencer, interaction and e-WoM to consumers purchase intention. Indirect influence created through brand image indicates that digital marketing efforts not only directly impact purchase intention, but also operate through prior formation of brand perception. Thus, marketing strategies for sunscreen products need to emphasize on strengthening brand image through digital influencer, increased social media interaction, and consistent management of e-WoM.

CONCLUSION

This study concludes that digital influencers, interaction and electronic word of mouth plays a role in forming a brand image as well as pushing consumers to purchase sunscreen products in Indonesia. Digital influencers are shown to influence consumers' purchase intention through the delivery of relevant content delivery and product experience, while interaction between consumers and brands on social media contributes to strengthening brand image through a consistent two-way communication. In addition, electronic word of mouth emerges as the most dominant factor that shapes brand image, as reviews and experiences shared by other consumers acts as a primary reference to evaluate the brand. The brand image formed from these factors ultimately functions as a connecting variable, which strengthens the influence of digital influencers, interaction, and electronic word of mouth in consumers' purchase intention. Hence, this research emphasizes that the development of a positive brand image through integrated digital marketing strategy is a key determinant in enhancing consumers' purchase intention towards sunscreen products.

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GAMBAR, GRAFIK DAN TABEL

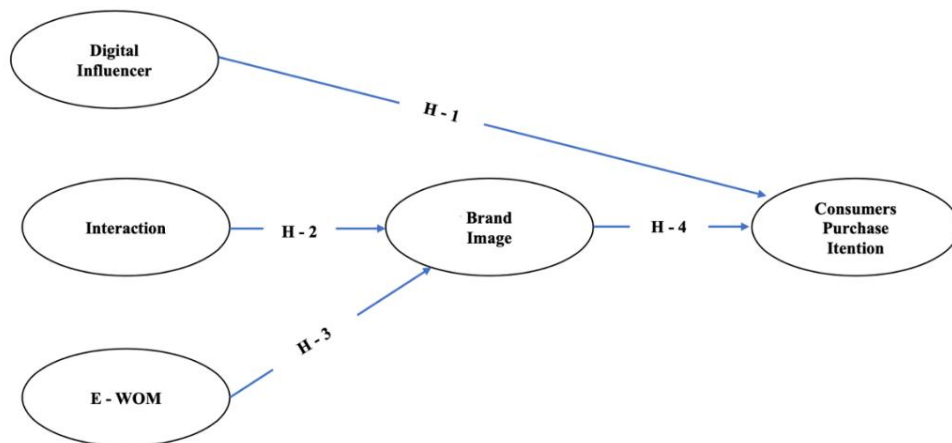


Table 1. Research Instrument

Variable	Code	Indicator
Digital Influencer (DI) <i>(adapted from Gonçalves et al., 2024)</i>	DI1	Product exposure by influencers on Instagram encourages further information search about the product
	DI2	Intense interaction between influencers and their followers on Instagram increases influence on purchasing decisions
	DI3	The number of followers of an Instagram influencer enhances the perception of influencer credibility
	DI4	Extensive collaboration between influencers and various brands increases the influence of product communication
	DI5	Preference for following influencers is influenced by the number of followers they have on Instagram
	DI6	Customer purchase decisions toward a brand can be influenced by recommendations from Instagram influencers
Interaction (INT) <i>(adapted from Ghosh et al., 2024)</i>	INT1	Social media advertising is able to create customer feedback
	INT2	Social media advertising reflects that brands value and listen to their consumers
	INT3	Social media advertising encourages consumers to provide feedback
	INT4	Social media advertising provides space for consumers to express opinions
	INT5	Social media advertising enables interactive communication between consumers and producers

Electronic Word of Mouth (<i>e-WoM</i>) (<i>adapted from Ghosh et al., 2024</i>)	EW1	Consumers tend to share advertising information through personal accounts
	EW2	Consumers are encouraged to share advertising content via their personal social media accounts
	EW3	A large number of positive comments encourage consumers to follow brand accounts on social media
Brand Image (BRI) (<i>adapted from Ghosh et al., 2024</i>)	BRI1	Social media advertising shapes brand perception as an industry leader
	BRI2	Social media advertising increases consumer trust in the brand
	BRI3	Social media advertising builds the perception that the brand is consumer-oriented
Consumers Purchase Intention (CPI) (<i>adapted from Ghosh et al., 2024</i>)	CPI1	Consumers are interested in purchasing products advertised through social media
	CPI2	Consumers are encouraged to purchase products promoted via social media
	CPI3	Consumers intend to buy products advertised on social media

Table 2. Construct Validity Test

Variable	Indicator	Factor Loading	Description
<i>Digital Influencer</i>	DI1	0,78	Valid
	DI2	0,81	Valid
	DI3	0,74	Valid
<i>Interaction</i>	INT1	0,76	Valid
	INT2	0,83	Valid
	INT3	0,79	Valid
<i>e-WOM</i>	EW1	0,80	Valid
	EW2	0,77	Valid
	EW3	0,82	Valid
<i>Brand Image</i>	BI1	0,75	Valid
	BI2	0,84	Valid
	BI3	0,79	Valid
<i>Purchase Intention</i>	PI1	0,81	Valid
	PI2	0,78	Valid
	PI3	0,85	Valid

Table 3. Construct Reliability Test

Variable	Composite Reliability (CR)	Description
<i>Digital Influencer</i>	0,87	Reliable
<i>Interaction</i>	0,89	Reliable
<i>e-WOM</i>	0,88	Reliable
<i>Brand Image</i>	0,86	Reliable
<i>Purchase Intention</i>	0,90	Reliable

Table 4. SEM Model Goodness of Fit Indices

Measurement Type	Index	Value	Recommended Threshold	Conclusion
<i>Absolute fit measures</i>	<i>P</i>	0,000	$\geq 0,05$	<i>Poor Fit</i>
	ECVI	1,720	Closer to Saturated than Independent	<i>Good Fit</i>
<i>Incremental fit measures</i>	RMSEA	0,060	$\leq 0,1$	<i>Good Fit</i>
	IFI	0,889	$\geq 0,90$ or closer to 1	<i>Marginal Fit</i>
	NFI	0,784	$\geq 0,90$ or closer to 1	<i>Marginal Fit</i>
	TLI	0,868	$\geq 0,90$ or closer to 1	<i>Marginal Fit</i>
	CFI	0,887	$\geq 0,90$ or closer to 1	<i>Marginal Fit</i>
<i>Parsimonious fit</i>	RFI	0,748	$\geq 0,90$ or closer to 1	<i>Marginal Fit</i>
	CMIN/DF	1,830	Lower bound 1, Upper bound 5	<i>Good Fit</i>

<i>measure</i>	AIC	392,227	Closer to Saturated than Independent	<i>Good Fit</i>
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Table 5. Descriptive Statistics of Research Variables

Variable	Mean	Standard Deviation
<i>Digital Influencer</i>	4.21	0.72
<i>Interaction</i>	4.20	0.69
<i>e-WoM</i>	4.23	0.71
<i>Brand Image</i>	4.23	0.67
<i>Consumers' Purchase Intention</i>	4.24	0.76

Table 6. Hypothesis Testing Results

Hypothesis	Estimate	P-Value	Decision
H1: <i>Digital Influencer</i> to Consumers' Purchase Intention	0,195	0,045	Supported
H2: <i>Interaction</i> to <i>Brand Image</i>	0,196	0,014	Supported
H3: <i>e-WoM</i> to <i>Brand Image</i>	0,398	0,000	Supported
H4: <i>Brand Image</i> to Consumers' Purchase Intention	0,429	0,003	.