



The influence of influencer endorsement on brand awareness and brand image towards purchase intention on "lozy" fashion and hijab products

Annisa¹, Kussudyarsana²

^{1,2}Management, Universitas Muhammadiyah Surakarta, Indonesia

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ABSTRACT

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This study investigates the influence of influencer endorsement on brand awareness and brand image toward purchase intention for "Lozy" fashion and hijab products. Employing a quantitative research approach, the study uses SPSS for data analysis, with primary data collected through questionnaires distributed via Google Forms. The sample is selected through purposive sampling, focusing on individuals aged 17 years or older with an interest in Lozy products. The study examines four variables: Influencer Endorsement (X1), Brand Awareness (X2), Brand Image (X3), and Purchase Intention (Y). Influencer Endorsement is assessed through reliability, knowledge, confidence, visibility, and attraction; Brand Awareness is evaluated based on recall, recognition, purchase consideration, and consumption; Brand Image is measured through brand association, favorability, and uniqueness; and Purchase Intention is gauged through transactional, exploratory, preferential, and referential interest. Statistical tests for validity, reliability, classical assumptions, coefficient of determination (R^2), F-tests, and t-tests are conducted. The results reveal that brand awareness, brand image, and influencer endorsement all have a positive and significant impact on purchase intention. The study suggests expanding the scope of variables in future research to include factors such as electronic word-of-mouth (e-WOM), perceived quality, and product pricing.

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Corresponding Author:

Annisa,
Management,
Universitas Muhammadiyah Surakarta,
A. Yani, Pabelan, Kartasura, Sukoharjo, Central Java 57169 Indonesia.
Email: b100210398@student.ums.ac.id

1. INTRODUCTION

The fashion industry, especially in Indonesia, has become increasingly competitive as numerous startups challenge well-established brands. Consumer demand for the latest trends requires businesses to constantly innovate and update their offerings. The growth of the clothing sector in Indonesia has been significant, with brands targeting a wide range of preferences. However, challenges remain, such as the contraction in the country's garment and textile industry in 2021. Despite these challenges, global growth in the apparel market offers opportunities for emerging brands, particularly in

Indonesia's halal fashion sector, which benefits from the country's majority Muslim population.

One such brand, LOZY Hijab, focuses on offering modern Muslim fashion. The brand has successfully maintained consumer interest by leveraging social media and influencer marketing. Influencers, often regarded as "minor celebrities," have been effective in shaping consumer perceptions and driving purchasing decisions. Brand image also plays a crucial role in influencing consumer behavior, as a strong image is linked to positive consumer perceptions and increased purchase intentions. However, while celebrity endorsements and brand image are significant, they only account for a portion of the factors influencing purchasing decisions, with other elements playing a larger role.

Global Muslim fashion trends have played a pivotal role in shaping local consumer behavior towards LOZY Hijab products. These trends emphasize modesty while incorporating modern and versatile designs, which align well with the preferences of Indonesian consumers. LOZY Hijab has successfully adapted these global inspirations into their collections, ensuring relevance and appeal in the local market. This strategic alignment not only enhances the brand's competitive advantage but also resonates with Indonesia's younger Muslim demographic, who actively seek fashion-forward yet modest apparel.

In this context, brand awareness is vital for increasing purchase intention, as consumers tend to favor recognizable brands they associate with reliability and quality. Many Indonesian consumers are now inclined to buy local fashion products, but brand awareness remains a barrier for some brands. A strong brand image and influencer endorsements are key to building trust and driving purchase intentions. Studies have shown that brand awareness, brand image, and influencer endorsements all positively influence purchase intention, with the potential for mixed effects in the case of certain influencers. Based on these studies, the proposed hypotheses are: H1: Brand awareness positively affects purchase intention, H2: Brand image positively affects purchase intention, and H3: Influencer endorsement has both positive and negative effects on purchase intention.

2. RESEARCH METHOD

This research adopts a quantitative methodology, producing numerical data analyzed using statistical methods. Quantitative research seeks to evaluate scientific theories by examining relationships between variables (Wang & Tsai, 2014). Data analysis is conducted using SPSS software. The participants for this study were chosen using purposive sampling, a method of non-probability sampling where elements do not have a predefined chance of being chosen (Juliana & Johan, 2020). The sample criteria include individuals aged 17 years or older with an interest in purchasing LOZY fashion and hijab products. Primary data, collected through questionnaires distributed via Google Forms, serves as the study's main data source. Responses are assessed using a Likert scale, with values ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The variables include independent variables Influencer Endorsement (X1), Brand Awareness (X2), and Brand Image (X3) and the dependent variable, Purchase Intention (Y). Influencer Endorsement is assessed through dimensions such as reliability, knowledge, confidence, visibility, and attraction (Kusumawati, 2021). Brand Awareness indicators include recall, recognition, purchase consideration, and consumption (Krisnawan, 2020). Brand Image is evaluated through brand association, brand favorability, and brand uniqueness (Chen, 2024; Sudarmiatin, 2024; Suryaningsih, 2023). Purchase Intention is measured by transactional, exploratory, preferential, and referential interest (Eliasari & Sukaatmadja, 2017).

Considering the complex interplay between variables, additional analytical methods such as path analysis could complement multiple linear regression by capturing direct and indirect effects among variables. Path analysis allows for a more nuanced understanding of the relationships, particularly when mediating or moderating variables are present. By incorporating path analysis, this study could provide deeper insights into how Influencer Endorsement, Brand Awareness, and Brand Image collectively influence Purchase Intention. This approach has been successfully employed in similar studies to unravel more intricate causal pathways (Wang & Tsai, 2014; Eliasari & Sukaatmadja, 2017).

Data analysis involves tests for validity, reliability, classical assumptions (normality, multicollinearity, and heteroskedasticity), coefficient of determination (R^2), F-tests, and t-tests. Multiple linear regression analysis is utilized to examine the impact of independent variables on the dependent variable.

3. RESULTS AND DISCUSSION

Purchase intention is vital in understanding consumer behavior, especially in the fashion industry. For LOZY Hijab, a local brand focusing on innovative designs, comfort, and Muslim fashion trends, it reflects consumers' willingness to purchase products that meet their needs. This study analyzed 160 valid responses (from 161 collected) using SPSS version 25 to gain insights into consumer behavior.

Table 1. Respondent Characteristics

Characteristics	Category	Number	Percentage
Gender	Male	33	20.5%
	Female	127	79.5%
	Total	160	100%
Age	17-20	23	14.9%
	21-30	125	77.6%
	31-40	11	6.8%
	41-50	1	0.6%
	Total	160	100%
Educational Background	Junior High School	8	5.6%
	Senior High School	118	73.3%
	Bachelor's Degree	29	18.0%
	Others	5	3.1%
	Total	160	100%
Occupation	Student	10	6.8%
	College Student	100	62.1%
	Private Employee	40	24.8%
	Entrepreneur	9	5.6%
	Civil Servant	1	0.6%
	Total	160	100%

Source: Processed primary data, 2024.

The respondent characteristics show that the majority are female (79.5%) and predominantly aged between 21-30 years (77.6%), indicating a strong representation of young adult women in this study. Most respondents have a senior high school education (73.3%), with a significant portion being college students (62.1%), followed by private employees (24.8%). These findings highlight that the target demographic primarily consists of educated young women actively engaged in academic or professional activities, aligning with the study's focus on hijab fashion consumption.

3.1 Description of Respondents' Answers

Table 2. Description of Variables

A. Influencer Endorsement							
No	Question	Statement					Average
		STS	TS	N	S	SS	
1.	I feel that the influencers provide accurate and reliable information about LOZY products	1	2	93	352	195	4
2.	I feel that the endorsement influencers explain LOZY products clearly and informatively	1	4	78	324	250	4,1
3.	I feel that LOZY influencers show strong conviction when recommending LOZY products	2	4	90	304	250	4
4.	I often see content from LOZY influencers on social media	2	14	120	260	230	3,9
5.	I feel that the influencers' communication style influences my interest in LOZY products	1	6	87	308	250	4
B. Brand Awareness							
No	Question	STS	TS	N	S	SS	Average
1.	I feel more likely to buy LOZY brand than other brands	8	32	141	260	120	3,5
2.	I tend to choose LOZY as my main choice when buying hijab and fashion products	4	30	135	280	130	3,6
3.	LOZY brand identity immediately comes to mind when I want to buy	2	26	123	252	205	3,8
4.	I can easily distinguish LOZY brand from other brands	2	12	105	288	225	3,9
C. Brand Image							
1.	I believe LOZY products have a more prominent position than other products	1	10	99	324	200	3,9
2.	I believe LOZY products have good quality	1	2	66	332	265	4,1
3.	I feel that the LOZY brand has its own uniqueness compared to other brands	1	10	90	332	205	4
D. Purchase Intention							
1.	I am happy to recommend my friends to buy LOZY products	3	6	135	308	160	3,8
2.	I always look for more information about LOZY products before deciding to buy	3	6	102	308	215	3,9
3.	I have a plan to buy LOZY products because I am satisfied with my previous shopping experience.	2	4	132	288	200	3,9
4.	I tend to choose LOZY as my first choice when buying hijab and fashion products rather than other brands	1	14	129	300	170	3,8

Data collected directly from primary sources and processed in 2024.

The findings indicate that, regarding the variable of Influencer Endorsement, the average score was 4, indicating that 160 respondents agreed that influencer endorsements influence purchase intention for LOZY fashion and hijab products. For Brand Awareness, the average score was 3.7, suggesting that 160 respondents agreed that brand awareness plays a role in influencing purchase intention for LOZY's products. Similarly, the Brand Image variable also had an average score of 4, meaning that 160 respondents agreed that the brand image affects their purchase intention towards LOZY fashion and hijab products. Lastly, the Purchase Intention variable itself showed an average score of 3.8, indicating that 160 respondents agreed that purchase intention is influenced by various factors in relation to LOZY's fashion and hijab products.

3.2 Instrument Feasibility Analysis

a. Validity Test

Table 3. Validity Test

	Rotated Component Matrix			
	1	2	3	4
X1.1	0.764			
X1.2	0.761			
X1.3	0.701			
X1.4	0.729			
X1.5	0.741			
X2.1		0.880		
X2.2		0.896		
X2.3		0.870		
X2.4		0.824		
X3.1			0.827	
X3.2			0.823	
X3.3			0.816	
X4.1				0.848
X4.2				0.800
X4.3				0.793
X4.4				0.867

Data collected directly from primary sources and processed in 2024.

Indicating that not all of the survey question indicators previously asked were valid. Therefore, it was necessary to reduce the number of indicators for each variable. After the reduction, the results demonstrated validity, with loading factor values greater than 0.5, and the remaining indicators were grouped appropriately within their respective variables. Thus, it can be concluded that the indicators processed and presented in Table 3 are valid and can be analyzed.

b. Reliability Test

Table 4. Reliability Test Results for Influencer Endorsement, Brand Awareness, Brand Image, and Purchase Intention

Variable	Cronbach's Alpha	Cronbach's Alpha If Item Deleted	Standard Reliable	Noted
IE.1	0,788	0,732	0,60	Reliable
IE.2	0,788	0,734	0,60	Reliable
IE. 3	0,788	0,766	0,60	Reliable
IE. 4	0,788	0,767	0,60	Reliable
IE. 5	0,788	0,745	0,60	Reliable
BA.1	0,890	0,856	0,60	Reliable
BA.2	0,890	0,840	0,60	Reliable
BA.3	0,890	0,857	0,60	Reliable
BA.4	0,890	0,879	0,60	Reliable
BI. 1	0,759	0,680	0,60	Reliable
BI. 2	0,759	0,653	0,60	Reliable
BI. 3	0,759	0,700	0,60	Reliable
PI	0,846	0,788	0,60	Reliable
PI	0,846	0,826	0,60	Reliable
PI	0,846	0,826	0,60	Reliable
PI	0,846	0,774	0,60	Reliable

Data collected directly from primary sources and processed in 2024.

The reliability test results for the variables Influencer Endorsement, Brand Awareness, Brand Image, and Purchase Intention indicate that all indicators for each variable are reliable, as their Cronbach's alpha values exceed the standard threshold of 0.60. Specifically, the Cronbach's alpha values for Influencer Endorsement (ranging from 0.732 to 0.788), Brand Awareness (ranging from 0.840 to 0.879), Brand Image (ranging from 0.653 to 0.700), and Purchase Intention (ranging from 0.774 to 0.826) all suggest internal consistency among the items. These results confirm that the items used to

measure each variable are reliable, supporting the validity of the data for further analysis.

c. Normality Test

The Asymp. Sig. (2-tailed) value obtained is 0.057, which exceeds the threshold of 0.05. This indicates that the data is normally distributed.

d. Multicollinearity Test

Multicollinearity is deemed absent when the VIF value is less than 10 and the tolerance value exceeds 0.1. In this analysis, all independent variables have tolerance values greater than 0.1 and VIF values below 10, indicating no multicollinearity among the independent variables.

e. Heteroscedasticity Test

The Sig. value for Influencer Endorsement and Brand Image is greater than 0.05, indicating no heteroscedasticity in the data for these variables. However, for Brand Awareness, the Sig. value is less than 0.05, suggesting the presence of heteroscedasticity for this variable

3.3 Coefficient of Determination (R²) Test

The R Square (R²) value of 0.297, or 29.7%, indicates that the independent variables Influencer Endorsement, Brand Awareness, Brand Image, and Purchase Intention account for 29.7% of the variation in the dependent variable, Purchase Intention. The remaining 70.3% (100% - 29.7%) is attributed to other factors not included in the regression model employed in this research.

a. F Test

The significance value of 0.000 and the F-value of 173.782 suggest that the independent variables Influencer Endorsement, Brand Awareness, and Brand Image have a simultaneous impact on Purchase Intention. This is supported by the fact that the significance value (0.000) is below the threshold of 0.050, and the calculated F-value (173.782) exceeds the F-table value of 2.032.

b. T Test

The analysis revealed significant effects of three factors on purchase intention (Y). First, influencer endorsement (X1) showed a t-value of 4.203 and a significance of 0.000, indicating a significant impact. Second, brand awareness (X2) had a t-value of 9.858 and significance of 0.000, also showing a significant influence. Lastly, brand image (X3) was found to significantly affect purchase intention with a t-value of 2.746 and significance of 0.007. In all cases, H₀ was rejected, and H₁ was accepted.

3.4 Multiple Linear Regression

Table 5. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.124	.791		1.421	.157
Influencer Endorsement	.210	.050	.224	4.203	.000
Brand Awareness	.485	.049	.580	9.858	.000
Brand Image	.244	.089	.168	2.746	.007

Data collected directly from primary sources and processed in 2024.

Based on the data presented in Table 9, the regression equation model is as follows: $Y = 1.124 + 0.210 X_1 - 0.485 X_2 + 0.244 X_3 + e$. Interpreting the coefficients of the independent variables, we find that the constant coefficient (b0) is 1.124, indicating that when all independent variables are zero, the dependent variable Y will have a value of 1.124. The coefficient of X1 (b1) is 0.210, suggesting that an increase in X1 will lead to an increase in Y, and vice versa. The coefficient of X2 (b2) is -0.485, meaning that as X2 increases, Y will decrease, and vice versa. Lastly, the coefficient of X3 (b3) is 0.244, implying that an increase in X3 will cause Y to rise, and conversely, a decrease in X3 will reduce Y.

3.5 Discussions

a. The Influence of Brand Awareness on Purchase Intention

The results of the analysis indicate that brand awareness has a positive and significant impact on purchase intention. This means that the higher the public awareness of LOZY products, the greater the likelihood of an increase in consumer purchase intention. This finding is consistent with research by Borenstein, (2020), Prayogi, (2019) and Kussudyarsana, (2024), which suggests that there is a positive relationship between brand awareness and purchase intention. Consumers are more likely to express purchase intention towards brands they are familiar with. Conversely, if consumers have low brand awareness of a product, their purchase intention tends to be lower. This aligns with the study by (Khrisnanda, (2021), Rahman & Indra, (2024) and Wulandari et al., (2021), which concluded that brand awareness positively influences purchase intention.

b. The Influence of Brand Image on Purchase Intention

The overall analysis shows that brand image has a positive and significant effect on purchase intention. This means that an improvement in LOZY's brand image can enhance consumer purchase intention, and conversely, a decline in brand image may reduce it. This finding supports the research by Rusdi, (2022), Eka Putra, (2021) and Febrianta (2023), which states that products with a strong brand image have a positive impact on purchase intention, making consumers more likely to make a purchase. Additionally, a study by Aurelia (2022) and Ramadhani (2020) suggests that an increase in brand image leads to a higher purchase intention, while a decrease in brand image results in a lower purchase intention among consumers.

c. The Influence of Influencer Endorsement on Purchase Intention

The results of the analysis indicate that influencer endorsement has a positive and significant effect on purchase intention. This positive relationship suggests that the role of influencer endorsements can influence consumers to increase their purchase intention. LOZY, while well-known, has not yet reached all consumer segments, which is why influencer endorsements play a crucial role. This finding is supported by research from Putra, (2023), Suprpto (2023), Syamsuryadin (2017) and Wahyuningrum, (2023), which found that influencer endorsement significantly affects purchase intention for the Erigo product. However, it contrasts with the study by Blanco (2024) and Johan (2022) on Scarlett products, which found that although factors such as reliability, knowledge, helpfulness, confidence, and articulation contributed positively to consumer trust, influencer endorsement had a negative effect on purchase intention due to the limited impact of visibility, credibility, attractiveness, and power on consumer decisions.

4. CONCLUSION

This research concludes that brand awareness, brand image, and influencer endorsement all have a positive and significant impact on purchase intention. Despite

these findings, the study is limited to examining only four variables: influencer endorsement, brand awareness, brand image, and purchase intention. Future studies are encouraged to investigate additional factors beyond these, such as electronic word-of-mouth (e-WOM), perceived quality, and product pricing, as they may also play a crucial role in shaping purchase intention. Broadening the scope of variables could offer deeper insights into the elements that influence consumer behavior.

Based on the findings, LOZY Hijab can utilize these insights to design a more effective influencer-based marketing strategy by carefully selecting influencers who align with the brand's image and values. Additionally, the company could focus on campaigns that simultaneously enhance brand awareness and strengthen brand image, such as collaborating with influencers to create authentic, relatable content that highlights product quality and values. This strategic approach can amplify purchase intention among the target audience, leveraging the identified variables to achieve marketing objectives.

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