Analysis of the Influence of Influencer Marketing on the Purchase Intention of Local Perfume in Batam City, Indonesia

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Abstract
The rise of local perfume brands in Indonesia has intensified the need for effective digital marketing strategies, particularly through influencer marketing. This study investigates the impact of influencer credibility and attractiveness on purchase intention for local perfume products, with customer engagement and brand awareness examined as serial mediators. Data were collected from 306 Batam City, Indonesia respondents and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS. The findings reveal that influencer credibility and attractiveness significantly influence purchase intention, directly and indirectly through engagement and awareness. The study's main contribution lies in its use of a serial mediation model, providing deeper insight into how emotional (engagement) and cognitive (awareness) responses jointly influence consumer decisions. Practical implications suggest that local perfume brands should collaborate with credible and visually appealing influencers to enhance consumer interaction and brand visibility. This research offers strategic guidance for digital marketing practitioners and contributes to refining influencer marketing theory within the context of emerging local brands.
Keywords: Attractiveness, Brand Awareness, Credibility, Customer Engagement, Influencer Marketing, Purchase Intention

Introduction
The Indonesian perfume industry has grown significantly, contributing 3.83% to the national GDP by Q3 2023 (Fadila Nur Hasan, 2024). This development is fueled by the emergence of local creative entrepreneurs, shifting consumer lifestyles, and rising digital consumption. Data from Sociolla (2023) indicates that interest in perfumes surged by over 300% between late 2023 and early 2024, reflecting increased consumer enthusiasm for variety, quality, and brand narratives. Local brands face a dual challenge in this increasingly competitive market: strengthening consumer trust while competing with globally established perfume names.

Despite product quality and longevity improvements, many Indonesian consumers still gravitate toward international brands with stronger brand familiarity and global presence (Suyanto et al., 2019). Many local brands adopt influencer marketing strategies to address this, leveraging content creators' emotional and social influence. However, the effectiveness of influencer marketing varies. Overexposure, inconsistent endorsements, or lack of credibility may erode trust rather than enhance it (Dwijayanty & Windasari, 2022b), Thus, identifying which influencer attributes truly impact consumer decisions becomes essential, particularly credibility and attractiveness, which previous studies have associated with engagement and brand awareness (Ao et al., 2023; Hani et al., 2024). This study draws on the Theory of Planned Behavior (TPB), which emphasizes the role of attitudes, social norms, and perceived behavioral control in shaping intentions (Ajzen, 1991), and the Source Credibility Model, which links message effectiveness to the trustworthiness and attractiveness of the source. While several studies have examined how influencer attributes affect consumer behavior, most treat customer engagement and brand awareness as mediators. Few have tested these variables in a serial mediation framework, particularly in the context of local perfume brands. Despite the growing reliance on influencers in digital marketing, not all campaigns yield desirable outcomes. Overexposure, inconsistent messaging, and low source credibility may reduce trust and weaken purchasing intention. Furthermore, research focusing on local perfume brands in digitally active yet under-explored regions such as Batam City remains limited. This restricts the applicability of existing findings, especially considering Batam's rapidly urbanizing environment, high digital penetration, and youth-dominated consumer demographics. Addressing this gap, the present study examines how influencer credibility and attractiveness affect consumers' purchase intentions for local perfume products. It investigates the sequential mediating roles of customer engagement and brand awareness, two constructs often treated in isolation rather than an integrated framework. By testing a structural model incorporating serial mediation, this study contributes to refining influencer marketing theory while offering practical insights for local brands seeking to improve their competitiveness in a digitally driven market landscape.

Literature Review

Theory of Planned Behavior
TPB theory is a non-impulsive but deliberate behavior. According to the theory, a person's behavioral beliefs are determined by several major-specific situations, which can ultimately result in intentions that serve as the person's final behavioral reaction (Macheka et al., 2024). The term "subjective norm" describes a person's social pressure to act a certain way. The Theory of Planned Behavior (TPB) helps explain how attitudes, subjective norms, and perceived behavioral control influence individual intentions and behaviors (Lady et al., 2024). Bandura's self-efficacy hypothesis is the basis for factors that determine perceived behavioral control. Researchers (Ali et al., 2019) define TPB as rooted in The Theory of Reasoned Action (TRA), a foundational framework commonly utilized in examining various aspects of human behavior. In this theory, attitude refers to an individual's evaluation of whether performing a specific behavior will lead to desirable or undesirable outcomes. Meanwhile, subjective norms reflect the extent to which a person feels influenced by the opinions, expectations, or perceptions of others when engaging in that behavior. The theory of planned behavior has an important influence on purchase intention. Studying and identifying the nature of prospective customers will make it easier for us as business actors to get customers who are attracted to the business we have created.

Hypothesis Development

Influencer Credibility

Influencer credibility refers to the degree to which followers perceive an influencer as trustworthy, knowledgeable, and honest. It is crucial in influencing consumer perception, particularly in online environments where product experience is often mediated through digital figures rather than direct contact. According to Sokolova & Perez, (2021) A credible influencer establishes deeper psychological connections with their audience, leading to stronger behavioral responses such as engagement or intent to purchase. Several dimensions underpin influencer credibility, including expertise, trustworthiness, and perceived authenticity (Hani et al., 2024). Consumers are more likely to believe and act on product endorsements when they trust the influencer's opinion, especially when the influencer is perceived as genuinely using the product (Dwijayanty & Windasari, 2022). In the context of local perfume products, where sensory testing is limited online, credibility becomes even more central to forming favorable attitudes. Prior research supports that influencer credibility significantly contributes to customer engagement and brand-related outcomes. Ao et al., (2023) emphasize that credible influencers foster two-way interaction, thereby increasing customer engagement levels. Furthermore, higher trust in the source improves the likelihood of brand awareness and intention to buy (Machi, 2022).

Based on the discussion above, the following hypotheses are proposed:

H1: Influencer credibility has a significant effect on customer engagement.

H2: Influencer credibility has a significant effect on brand awareness.

H3: Influencer credibility has a significant effect on purchase intention.

Influencer Attractiveness

Influencer attractiveness refers to the degree to which an influencer's physical appearance, personality, and communication style appeal to their audience. It is not limited to outer beauty but also includes attributes such as charm, confidence, relatability, and emotional expression (Hani et al., 2024). In the digital era, consumers often form parasocial relationships with influencers, perceiving them as aspirational yet approachable figures. This emotional bond enhances receptivity to promotional content. Attractiveness plays a key role in capturing attention in oversaturated online environments. When influencers are perceived as likable or aesthetically pleasing, their content tends to generate higher levels of interaction such as likes, comments, and shares—which signals increased customer engagement (Sokolova & Perez, 2021) Additionally, a visually engaging influencer can enhance brand memorability, making audiences more likely to recall the products being endorsed (Mujica-Luna et al., 2021) Research has consistently shown that influencer attractiveness contributes positively to brand-related outcomes. According to AlFarraj et al. (2021) attractive influencers significantly influence engagement behavior, while Machi (2022) suggests that attractiveness is positively linked to consumers' intention to purchase. In short, attractiveness serves as both an attention grabber and an emotional bridge to the brand. Based on the discussion above, the following hypotheses are proposed:

H4: Influencer attractiveness has a significant effect on customer engagement.

H5: Influencer attractiveness has a significant effect on brand awareness.

H6: Influencer attractiveness has a significant effect on purchase intention.

Customer Engagement

Customer engagement refers to the depth of emotional, cognitive, and behavioral investment a consumer places in their interaction with a brand, particularly in digital environments. In influencer marketing, engagement is vital as a measurable response to content credibility, emotional appeal, and relevance. According to Abou-Shouk and Soliman (2021) Customer engagement in social media is a multidimensional construct driven by perceived value and relationship quality. It manifests in actions like liking, commenting, and sharing, which signal consumer involvement and trust. argue that higher engagement levels often indicate psychological closeness between the consumer and the influencer, amplifying the consumer's readiness to learn more about the promoted brand. Customer engagement is closely tied to the affective component of the Theory of Planned Behavior, where favorable emotional reactions to stimuli (e.g., credible or attractive influencers) can enhance perceived behavioral control and intention (Dausat & Muthohar, 2023) affirm this connection by demonstrating how emotionally charged influencer content directly influences user participation, building the foundation for brand-related cognitive processing. Moreover, Astuti and Risqiani (2020), it highlights the strategic value of customer engagement as a key mediator between influencer stimuli and consumer cognition, such as brand recall. Highly engaging in influencer content can redirect consumer attention from passive consumption to active awareness and behavioral intention. A study by Liu and Zheng, (2024) this notion by showing that interactive influencer-brand relationships increase engagement, which in turn facilitates stronger brand connections and more favorable evaluations. Therefore, engagement is not merely a response mechanism but also a precursor to brand awareness in the consumer's decision-making journey. Based on the discussion above, the following hypotheses are proposed:
H7: Customer engagement has a significant effect on brand awareness.

Brand Awareness

Brand awareness refers to how consumers recognize and recall a brand across different purchasing contexts. Within the Theory of Planned Behavior (TPB) framework (Ajzen, 1991), brand awareness is a cognitive antecedent of behavioral intention because it influences consumers' perceived behavioral control and confidence in purchasing decisions. Consumers are more likely to evaluate and choose brands they are familiar with, making brand awareness a key driver of purchase intention. Hasan & Sohail (2020) argue that brand awareness built through social media marketing strengthens consumer-brand relationships and is a primary trigger in the decision-making process. Similarly, Zeqiri et al. (2024) demonstrate that brand awareness generated from digital marketing activities significantly enhances brand engagement and purchase intention in emerging markets, highlighting its mediating function in the customer journey. This perspective is consistent with Febriyantoro (2020), who emphasizes that digital advertising platforms, such as YouTube, can effectively improve brand awareness among millennials by increasing both brand recognition and brand recall. In addition, Dwijayanty and Windasari (2022) highlight that brand awareness is actively shaped by influencer credibility and storytelling quality, particularly in the perfume industry, where sensory attributes cannot be physically experienced online. Their findings show that clear and consistent influencer messaging can significantly strengthen brand memory structures. Moreover, Angela and Kesumahati (2023) point out that brand awareness contributes to the development of brand equity, which in turn improves customer purchase intention, mainly when supported by strong digital marketing strategies. In line with these findings, this study posits that brand awareness acts as an independent driver of purchase intention and

functions as a mediating variable. Higher levels of brand awareness help consumers form stronger cognitive associations with a brand, increasing the likelihood of purchase when combined with customer engagement initiatives.

H8: Brand awareness has a significant effect on purchase intention.

Customer Engagement and Brand Awareness as Mediating Variables
Customer engagement represents consumers' cognitive, emotional, and behavioral involvement with brand-related activities. It is key to strengthening consumer–brand relationships and shaping purchase decisions. Dausat and Muthohar (2023) emphasize that influencer-led interactions can foster higher engagement levels, enhancing consumers' willingness to process brand messages. Similarly, Ao et al. (2023) highlights that engaged consumers are more likely to develop stronger attitudes toward a brand, which drives downstream outcomes such as brand awareness and purchase intention. Brand awareness reflects the consumer's ability to recognize and recall a brand, and it often develops as a consequence of customer engagement. Sesar et al., (2022) found that consumers who actively engage with brand content are more likely to store brand-related information in memory, making them more familiar with the brand during the evaluation stage. This finding is consistent with Pramesti and Rubiyanti (2023), who reported that engagement strengthens awareness, which mediates the relationship between influencer credibility and purchase intention. Building on these findings, (Muthuswamy, 2023) argues that engagement and awareness operate sequentially, consistent with the affective–cognitive–behavioral process proposed in the Theory of Planned Behavior (Ajzen, 1991). Emotional involvement through engagement is the first step, which is then followed by heightened cognitive familiarity (brand awareness), ultimately shaping purchase intention. This serial mediation model captures how influencer attributes (credibility and attractiveness) translate into consumer behavior. Based on the discussion above, the following hypotheses are proposed:

H9: Customer engagement mediates the relationship between influencer credibility and brand awareness.

H10: Brand awareness mediates the relationship between customer engagement and purchase intention.

H11: Customer engagement and brand awareness serially mediate the relationship between influencer credibility and purchase intention.

H12: Customer engagement and brand awareness serially mediate the relationship between influencer attractiveness and purchase intention.

Research Methodology
This study used a quantitative research method to measure the relationship between the independent and dependent variables. The strategy used in this study was a quantitative survey strategy based on an online questionnaire. Survey strategies primarily collect data from representative samples through Google Forms. The method used in this study is survey research. Survey research is the method used in this study. Survey research is a data collection method using questionnaires distributed to respondents who are asked to complete them. The sampling technique used was judgmental sampling, where the researcher selected the sample based on individuals with knowledge or professional research experience. This sampling technique was used to obtain a sample that met the research needs. Participants were defined as individuals who use/know about perfume. The population of this study was Batam residents. The sample size required for this study was 306 people. This study used a

non-probability sampling method for data analysis with the help of Smart PLS software. The variables examined in this study were influencer credibility, influencer attractiveness (independent), brand awareness, and customer engagement as mediators of purchase intention (dependent). Each had a significant positive relationship. The constructs used in this study were taken from previous research, which involved six variables: influencer credibility, influencer attractiveness (independent), and purchase intention (dependent). These variables were measured using a four-variable scale (influencer credibility, influencer attractiveness, brand awareness, and purchase intention) found in research (Macheka et al., 2024). The customer engagement variable was also found in research (Amankona et al., 2024) using a five-point Likert scale: 1 = Strongly Disagree (STS), 2 = Disagree (TS), 3 = Neutral (N), 4 = Agree (S), and 5 = Strongly Agree (SS).

Table 1
Demographic Profile of Respondents

Indicator	Classification	Frequency	(%)
Gender	Male	105	34.7
	Female	198	65.3
Total		303	100
Age	Under 17 years old	17	5.6
	Ages 17 to 24	139	45.9
	Ages 25 to 34	95	31.4
	Ages 35 to 44	45	14.9
	Ages 45 to 54	7	2.3
Total		303	100
Monthly Income	Less than Rp 2.000.000	71	23.4
	Rp 2.000.000 to Rp 5.000.000	120	39.6
	Rp 5.000.000 to Rp 10.000.000	86	28.4
	Rp 10.000-000 to Rp 20.000.000	26	8.6
Total		303	100
Education	Elementary School	1	0.3
	Middle School	13	4.3
	High School	160	52.8
	Diploma	50	16.5
	Bachelor's Degree	79	26.1
Total		303	100
Occupation	College Student	81	26.7
	Private Employee	66	21.8
	Entrepreneur	73	24.1
	Freelancer	58	19.1
	Housewife	21	6.9
	Not Employed	4	1.3
Total		303	100

A total of 303 respondents participated in this study, dominated by females (65.3%), confirming women's stronger presence in the beauty product market and their higher responsiveness to influencer promotions. The majority were Gen Z (17–24 years, 45.9%) and early millennials (25–34 years, 31.4%), age groups known for their high social media usage and digital engagement. Most respondents had a monthly income between IDR 2,000,000–

5,000,000 (39.6%), indicating a middle-income consumer segment. Regarding education, 52.8% were high school graduates and 26.1% held a bachelor's degree, reflecting a generally well-educated audience. Occupation-wise, college students and private employees represented the largest groups, consistent with the younger age profile.

Table 2
Demographic Profile of Respondents

Indicator	Classification	Frequency	(%)
Favorite perfume influencer	@tasyarevina (Tasya Revina)	38	12.5
	@fuji_an (Fujianti Utami Putri)	57	18.8
	@rzfany_ (Riz Fanny)	22	7.3
	@spicyindonesian	21	6.9
	@tasyafarasya (Tasya Farasya)	71	23.4
	@aldeantg (DEANKT)	18	5.9
	@set1awanade	20	6.6
	@kent.hadi	13	4.3
	@niky.cu	9	3.0
	@hendydion	9	3.0
	@monicaardheaa	19	6.3
	Others	6	2.0
Total		303	100
Favorite perfume, local brand	HMNS	50	16.5
	Saff & Co	51	16.8
	Scentplus	41	13.5
	ONIX	44	14.5
	Octarine	25	8.3
	Cave's Men	27	8.9
	JAYROSSE	28	9.2
	LONKOOM.ID	15	5.0
	Others	22	7.3
Total		303	100

The influencer preference analysis shows that Tasya Farsya (@tasyafarsya) was the most selected perfume influencer, chosen by 23.4% of respondents, followed by Fujii Utami Putri (@fujii_an, 18.8%) and Tasya Revina (@tasyarevina, 12.5%). Other influencers such as @rzfany_, @spicyindonesian, and @monicaradheaa received lower yet notable preferences, suggesting that audiences engage with different influencer personas. These findings indicate that no single influencer overwhelmingly dominates the market, highlighting the importance of brands collaborating with multiple influencer profiles. For local perfume brands, Saff & Co (16.8%), HNMS (16.5%), and Scentplus (13.5%) emerged as the most popular choices, followed closely by ONIX (14.5%) and Cave's Men (8.9%). The distribution across brands is relatively balanced, reflecting a competitive market where brand appeal is likely influenced by product quality, packaging, price positioning, and influencer endorsement.
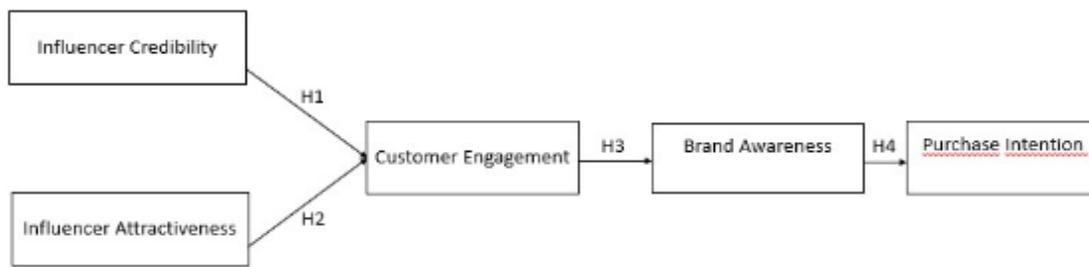
Research Framework

Figure 1. Research Framework

Results and Discussions

Outer Model

The outer model is evaluated to ensure that the indicators used in each construct are valid and reliable. Convergent validity is tested through the outer loading value, where all items in each construct have a value above 0.6, indicating that the indicators can adequately represent the construct. Two leading indicators are used to test internal reliability: Cronbach's Alpha and Composite Reliability (CR). The results show that all constructs have a Cronbach's Alpha value> 0.6 and CR> 0.7, which means that all constructs have met the recommended reliability criteria (Hair et al., 2019).

Table 3

Outer Model Measurement

Construction	Goods	Convergent Validity (Outer Loading)	Cronbach's Alpha	Composite Reliability (CR)	Discriminant Validity (AVE)	R Square	VIF
Brand Awareness	BA1	0.825					1.302
	BA2	0.728	0.663	0.815	0.595	0.223	1.263
	BA3	0.757					1.308
Customer Engagement	CE1	0.791					1.693
	CE2	0.822					1.810
	CE3	0.722	0.790	0.864	0.615	0.289	1.372
	CE4	0.798					1.603
Influencer Attractiveness	IA1	0.764					1.867
	IA2	0.771					1.781
	IA3	0.711					1.564
	IA4	0.742	0.836	0.880	0.550		1.773
	IA5	0.708					1.503
	IA6	0.753					1.760
Influencer Credibility	IC1	0.684					1.373
	IC2	0.703	0.703	0.814	0.523		1.325
	IC3	0.720					1.265
	IC4	0.782					1.307
Purchase Intention	PI1	0.736					1.439
	PI2	0.685	S0.716	0.821	0.535	0.296	1.343
	PI3	0.753					1.240
	PI4	0.750					1.428

Source: Data that has been processed by the author (2025)

Hypothesis Development
The hypothesis testing results (Table 4) indicate that all proposed hypotheses were supported ($p < 0.05$). Among the direct effects, brand awareness had the most decisive influence on purchase intention (H8: $\beta = 0.547$, $t = 7.729$, $p < 0.001$), followed by customer engagement on brand awareness (H7: $\beta = 0.475$, $t = 5.697$, $p < 0.001$). These findings align with the cognitive dimension of the Theory of Planned Behavior (TPB) (Ajzen, 1991) and prior studies (Hasan & Sohail, 2020), which suggest that brand awareness strengthens consumer confidence in purchase decisions. Influencer credibility and attractiveness also significantly affected customer engagement and brand awareness (H1–H6), though their direct influence on purchase intention was relatively weaker. This supports findings by Ao et al. (2023) and Dwijayanty and Windasari (2022), highlighting the importance of trustworthiness and attractiveness in shaping consumer engagement. The mediation analysis further confirmed the serial roles of customer engagement and brand awareness. Engagement mediated the relationships between influencer credibility and brand awareness (H9) and influencer attractiveness and brand awareness (H10). Furthermore, engagement and awareness jointly mediated the relationships of influencer credibility (H11) and attractiveness (H12) with purchase intention. These results are consistent with TPB's affective–cognitive–behavioral sequence, where emotional engagement fosters stronger cognitive associations, ultimately enhancing purchase intention (Muthuswamy, 2023; Pramesti & Rubiyanti, 2023). Overall, the study underscores that influencer credibility and attractiveness are most effective when they generate meaningful engagement and strengthen brand familiarity, which drives purchase intention.

Table 4
Hypothesis Testing

Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Result
BA_ -> PI_	0.547	0.552	0.071	7.729	0.000	Accepted
CE_ -> BA_	0.475	0.475	0.083	5.697	0.000	Accepted
IA_ -> BA_	0.152	0.153	0.057	2.665	0.008	Accepted
IA_ -> CE_	0.320	0.315	0.082	3.903	0.000	Accepted
IA_ -> PI_	0.083	0.087	0.039	2.152	0.031	Accepted
IC_ -> BA_	0.146	0.150	0.048	3.047	0.002	Accepted
IC_ -> CE_	0.307	0.312	0.070	4.368	0.000	Accepted
IC_ -> PI_	0.080	0.084	0.032	2.452	0.014	Accepted
IA_ -> CE_ -> BA_	0.152	0.153	0.057	2.665	0.008	Accepted
IC_ -> CE_ -> BA_	0.146	0.150	0.048	3.047	0.002	Accepted
CE_ -> BA_ -> PI_	0.260	0.266	0.072	3.625	0.000	Accepted
IA_ -> CE_ -> BA_ -> PI_	0.083	0.087	0.039	2.152	0.031	Accepted
IC_ -> CE_ -> BA_ -> PI_	0.080	0.084	0.032	2.452	0.014	Accepted

Source: Data that has been processed by the author (2025)

Conclusions
This study confirms that influencer credibility and attractiveness significantly influence purchase intention for local perfume brands through the sequential mediating roles of

customer engagement and brand awareness. Among the direct effects, brand awareness was the strongest predictor of purchase intention, while influencer attributes primarily exerted indirect effects through the mediators. These findings extend the Theory of Planned Behavior (TPB) by empirically validating an affective–cognitive–behavioral mechanism in which emotional engagement precedes cognitive brand associations, ultimately leading to behavioral intentions. Theoretically, this study contributes to influencer marketing literature by establishing a serial mediation model that explains how influencer attributes translate into purchase intentions. From a practical perspective, the findings suggest that local perfume brands should prioritize collaborations with influencers who can authentically build customer engagement and enhance brand awareness rather than relying solely on popularity metrics. Campaigns that foster interaction and create meaningful connections are likely more effective in driving purchase intention, especially among digitally active Gen Z and millennial consumers. Future research could further explore additional moderating or mediating variables, such as the role of micro versus macro influencers, parasocial relationships, or content authenticity, to enrich understanding of influencer marketing effectiveness. Longitudinal designs and cross-regional studies are also recommended to improve the generalizability of the findings and to provide deeper insights into the sustainability of influencer-driven branding strategies.

Acknowledgments

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