

UNDERSTANDING ONLINE PURCHASE INTENTION THROUGH ATTRACTIVENESS OF INFLUENCER, BRAND IMAGE, AND PRICE DISCOUNT STRATEGIES

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ABSTRACT

This study aims to examine how attractiveness of social media influencers influence online purchase intention and brand image, brand image influence online purchase intention and price discount influence online purchase intention of Wardah products in Jabodetabek area. This study uses a quantitative method with a purposive sampling technique. Respondents in this study were 200 of female Wardah users in Jabodetabek area. The data analysis technique used structural equation modeling (SEM) with AMOS 24 software. The results demonstrated that: (1) attractiveness of social media influencers had positive and significant influence on online purchase intention, (2) attractiveness of social media influencers had positive and significant influence on brand image, (3) brand image had positive and significant influence on online purchase intention, (4) price discount had positive and significant influence on online purchase intention of Wardah products in Jabodetabek area.

Keyword: Social media influencers, Brand image, Price discount, Online purchase intention

ABSTRAK

Penelitian ini bertujuan untuk mengkaji bagaimana daya tarik dari *influencer* media sosial dapat memengaruhi niat beli secara *online* dan citra merek, bagaimana citra merek dapat memengaruhi niat beli secara *online* dan bagaimana diskon harga dapat memengaruhi niat beli secara *online* pada produk Wardah di Jabodetabek. Penelitian ini menggunakan metode kuantitatif dengan teknik purposive sampling. Responden dalam penelitian ini berjumlah 200 perempuan pengguna Wardah di wilayah Jabodetabek. Teknik analisis data pada penelitian ini menggunakan SEM dengan perangkat lunak AMOS 24. Hasil penelitian ini menunjukkan bahwa: (1) daya tarik *influencer* media sosial berpengaruh positif dan signifikan terhadap niat beli *online* (2) daya tarik *influencer* media sosial berpengaruh positif dan signifikan terhadap citra merek, (3) citra merek berpengaruh positif dan signifikan terhadap niat beli *online* (4) diskon harga berpengaruh positif dan signifikan terhadap niat beli *online* pada produk Wardah di wilayah Jabodetabek.

Kata kunci: Influencer media sosial, Citra merek, Diskon harga, Niat beli online

INTRODUCTION

The development of technology has made people around the world to shop using their gadgets, commonly known as online shopping. Indonesia ranks ninth among countries with internet users who frequently shop online, with 59.3% of internet users making online purchases every week. In addition people can also gain other benefits that may not be available when shopping offline. The three main reasons people shop online are the availability of coupons and discounts, customer reviews, and free shipping. Online shopping offers benefits, therefore, more people are switching to online shopping, as evidenced by the emergence of various online shopping platforms (Datareportal, 2024). Shopee ranks first among the most visited e-commerce sites in Indonesia, with approximately 228 million clicks, followed by Tokopedia with 96 million clicks and Lazada with 44 million clicks each month (Statista, 2024).

Beauty and personal care products rank eighth among the fourteen highest shopping online categories in Indonesia, with total spending reaching US\$1.56 billion (Datareportal, 2024). Women in their daily lives cannot be separated from beauty and personal care, using a series of products from morning to night. Many companies strive to meet this demand, leading to phenomenal growth in Indonesia's cosmetics industry, with the number of companies increasing by 21.9%, from 913 in 2022 to 1,010 by mid-2023 (Kemenko, 2024). The sales value of beauty brands in Indonesian e-commerce shows that Wardah has experienced an increase in sales, rising from third place to second place in 2024. This indicates intense competition in beauty industry, especially in online sales, as reflected in Wardah, a long-established brand that must continuously compete with newer brands like Skintific, which secured the top position in sales value in 2024, surpassing Wardah. Given the highly competitive nature of the cosmetics industry, each brand strives to implement the best digital marketing strategies to drive consumers' online purchase intention for their products (Compas, 2024).

One of the most widely used digital marketing strategies is collaborating with social media influencers (SMIs). SMIs engage in digital marketing through persuasion, encouraging their audience to take action. This can be effective when something captures the audience's attention, making it worth following. The attractiveness of an influencer plays a crucial role in gaining audience attention, as it can keep viewers engaged for longer periods. However, social media influencers are not listed among the reasons people shop online (Datareportal, 2024). Therefore, this study aims to examine the factors influencing online purchase intention for Wardah products by focusing on attractiveness of social media influencers. According to Qin et al., (2024) influencer marketing positively influence purchase intention. Their study highlights the role of influencer marketing as an actual guide that directs consumers toward sustainable product choices.

Since online information spreads uncontrollably, brands must strengthen their brand image to create value and shape consumer perception. Brands use this opportunity to build an image that reaches a wide audience and boosts online purchase intention. Wardah's latest concept emphasizes sharing benefits, ensuring halal and safe products, and meeting international standards. This brand image builds emotions and attracts buyers, but changes in concept mean audiences need time to connect with it. Geraldine, (2021) found that brand image doesn't directly influence purchase intention, while Siddiqui et al., (2021) argued it has a positive and significant effect.

Building a brand image in digital networks likely requires someone to represent the brand and influence the public. Social media influencers are believed to contribute to successful brand image development. According to Nafees et al., (2021), influencers effectively share beliefs and opinions, building trust and relationships with their followers. They help enhance brand image through recommendations and digital marketing. Wiedmann & von Mettenheim, (2020) also found that social media influencers positively influence to brand image.

A continuing digital marketing strategy is offering price discounts as a strong promotional tool for businesses. Price discounts are also a major reason people shop online (Datareportal, 2024). Sales promotions, like price discounts, are an effective way for companies to sell products and create a competitive brand (Fam et al., 2019). Everyone is tempted by discounts because they feel they are getting a better deal and saving money. This is supported by research from Kim & Lee, (2020) which shows that price promotions (price discounts) influence online purchase intention.

Based on the background explained, the focus of this study is to understanding the influence of attractiveness of social media influencers, brand image, and price discount on online purchase intention for Wardah products in Jabodetabek area.

LITERATURE REVIEW

Social Media Influencers (SMIs)

According to Putri & Tiarawati, (2021) social media influencers (SMIs) are people who sharing recommendations, sharing explanations, and sharing information to influence the attitude of public on social media. Attractiveness refers to the physique of an influencer who can make people perform a behavior because a person's attractiveness can affect a person's behavior (Immanue & S., 2021). SMIs are one of the most powerful marketing channels and become a new marketing power house, they have unlimited access to a wide audience and can leverage their personal image to promote products (Vrontis et al., 2021). The attractiveness of social media influencers has four indicators : attractive, classy, beautiful and elegant (Nurhandayani et al., 2019).

Brand Image

According to Rihayana et al., (2022), brand image encompasses both internal and external attributes that affect how a brand is viewed by its target audience or consumers. Companies cultivate brand image to influence consumers' perceptions of their products. Brand image plays a crucial role in determining how consumers perceive a brand or product, allowing them to evaluate and compare it to others (Fitriani & Achmad, 2021). This is how consumer percieve a brand or product, shaped by various factors and the companys ongoing efforts. Brand image comprises three dimensions: strength, favorability, and uniqueness (Thamrin & Hasyim, 2023).

Price discount

According to Kotler et al., (2019), price discount is a price lower than the original price offered by a company to consumers in order to increase sales of a certain good or service. Price discounts can be a promotional step by lowering the price of a certain product (Wilis & Nurwulandari, 2020). Discounts are often meant to promote new products or empty inventory. The purpose of applying these discounts is to increase sales, promote new products, deplete product stock, and appreciate customer responses. Discounts can be given in many forms, including direct price reductions, percentage discounts, and fixed prices. The price discount

dimension are amount of discount, discount period and type of discounted products (Nurdiansah & Widyastuti, 2022).

Online Purchase intention

According to Tambuwun et al., (2022) purchase intention define as responses that arises from individu after analyzing several similar products. Online purchase intention refers to a person's desire to make online purchase transactions and purchase certain branded products that have been reviewed online before. From the intention to purchase online, it is necessary to evaluate consumer criteria in online shopping, such as information availability, website quality, and product reviews (Putro & Haryanto, 2015). The creation of a person's online purchase intention for a product is due to the company's superiority in managing marketing on social media (Putra & Aristana, 2020). Purchase intenton has four dimension, it consist of, transactional intention, referential intention, preferential intention, and exploratory intention (Putri et al., 2021).

Based on the literature review above, the research hypothesis can be formulated as presented in Figure 1.

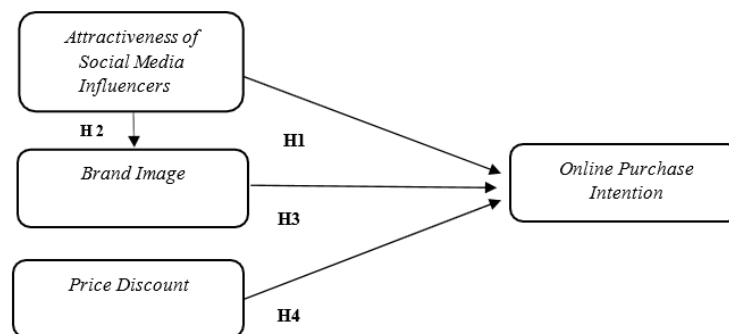


Figure 1. Conceptual Framework

METHOD

This study used a quantitative research method conducted by collecting data in the form of numbers. Quantitative research is a method that uses numbers and data to answer research questions (Waruwu, 2023). The researcher use survey method to collect data through Google Forms. Survey methodology aims to find and study data from samples taken from population, the facts, distributions and relationships between relevant variables can be known in large or small populations using questionnaires as the main instrument (Syahrizal & Jailani, 2023).

This study uses purposive sampling, a non probability technique, to select samples based on specific criteria. The sample criteria in this study are: 1) 18-35 years, 2) Female in Jabodetabek area, and 3) Wardah users. The formula by Hair et al., (2019) is used to determine the sample size by multiplying the number of indicators by a scale of 5-10. This calculation resulted in a required sample size of 189 respondents, based on 27 indicators. The researcher decided to use a sample of 200 respondents to allow for rounding and to ensure optimal results in the statistical analysis process.

According to Nurhandayani et al., (2019) attractiveness of social media influencers has four indicators, there are attractive, classy, beautiful and elegant. According to Thamrin & Hasyim, (2023) brand image comprises three dimensions, there are strength, favorability, and uniqueness. According to Nurdiansah & Widyastuti, (2022) price discount has three dimensions, there are amount of discount, discount period, and type of discounted products.

According to Putri et al., (2021) purchase intention has four dimension, it consist of, transactional intention, referential intention, preferential intention, and exploratory intention

In this study, a likert scale was used to collect data. According to Sugiyono, (2020) the likert scale is designed to measure individual attitudes in the same dimension, individuals place themselves in one continuity of each question item. The score categories used in the Likert scale range from one to five. The five alternative answers on the likert scale with the following details; strongly agree, agree, neutral, disagree, strongly disagree.

The data analysis technique uses structural equation modeling (SEM) with AMOS 24 software by going through three stages, measurement model tests, goodness of fit test and structural model test. The measurement model test includes standardized loading factor (SLF) values, average variance extracted (AVE) values and construct reliability (CR). Measurement model test is conducted to assess the construct's validity and reliability. Goodness of Fit testing is used to test the feasibility of the entire construct. Testing of structural models focuses on analyzing the relationship between latent variables which cannot be measured directly and measurable variables (indicators).

RESULTS AND DISCUSSION

Measurement Model

In measurement test, standardized loading factor (SLF) value has a requirement > 0.5 for the construct to be declared valid. Average variance extracted (AVE) value has a requirement > 0.5 and the construct reliability (CR) value has a requirement > 0.7 for the construct to be declared reliable.

Standardized Loading Factor (SLF)

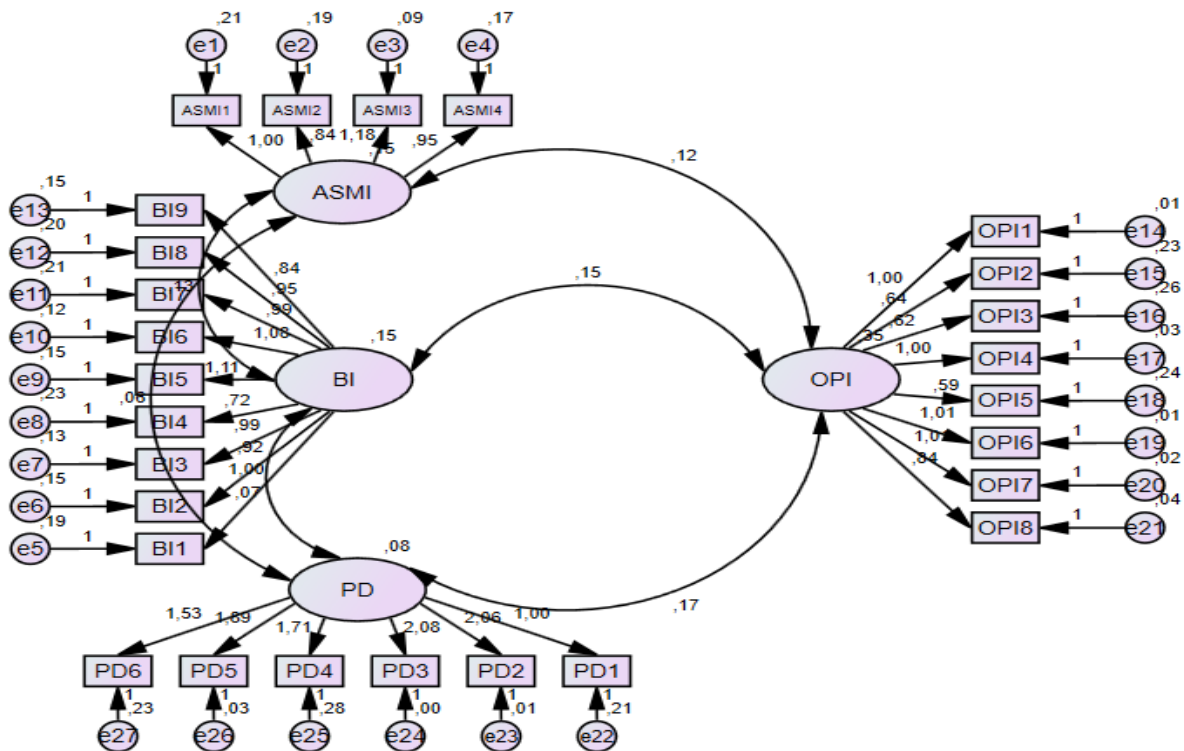


Figure 2. Measurement Model Research

Table 1. Standardized Loading Factors Values

Variabel		Nilai SLF	
ASMI1	<---	ASMI	0,656
ASMI2	<---	ASMI	0,602
ASMI3	<---	ASMI	0,819
ASMI4	<---	ASMI	0,647
BI1	<---	BI	0,671
BI2	<---	BI	0,715
BI3	<---	BI	0,772
BI4	<---	BI	0,546
BI5	<---	BI	0,746
BI6	<---	BI	0,757
BI7	<---	BI	0,546
BI8	<---	BI	0,653
BI9	<---	BI	0,649
OPI1	<---	OPI	0,986
OPI2	<---	OPI	0,613
OPI3	<---	OPI	0,585
OPI4	<---	OPI	0,963
OPI5	<---	OPI	0,574
OPI6	<---	OPI	0,985
OPI7	<---	OPI	0,972
OPI8	<---	OPI	0,925
PD1	<---	PD	0,531
PD2	<---	PD	0,991
PD3	<---	PD	0,994
PD4	<---	PD	0,679
PD5	<---	PD	0,959
PD6	<---	PD	0,674

Based on table 1, standardized loading factor (SLF) value using Amos 24 demonstrates that all loading factor values in each variables has a value of >0.5, it means all indicators fit the SLF value requirements, therefore all constructs in this researcher are declared valid.

Average Variance Extracted (AVE) and Construct Reability (CR)

Table 2. AVE and CR Values

Indikator	Factor Loading	CR	AVE
ASMI	2,724	0,9188872	0,7418322
BI	6,055	0,960066	0,730368
PD	4,828	0,968385	0,843031
OPI	6,603	0,9809655	0,8711087

Results of AVE and CR values uses Amos 24 explain that AVE value in attractiveness of social media influencers is 0.7418322, brand image is 0.730368, price discount is 0.843031 and online purchase intention variable is 0.8711087, which means each variable fit requirements for AVE value of > 0.5. It is known that CR value of attractiveness of social media influencers is 0.9188872, brand image variable is 0.9188872, price discount is 0.968385 and online purchase intention is 0.9809655, which means that all variables fit requirements for a CR value of > 0.7, therefore all AVE and CR values in each variable have fit the requirements, it means the construct in this research is declared reliable.

Goodness of Fit

Table 3. Goodness of Fit Values

Indices	Cut off Value	Result	Model Evaluation
Chi-Square	As small as possible	55,748	Marginal fit
Probability	≥ 0,05	0,004	Not fit
CMIN/DF	≤ 2,00	1,798	Good fit
RMSEA	≤ 0,08	0,063	Good fit
GFI	≥ 0,90	0,951	Good fit
AGFI	≥ 0,90	0,913	Good fit
TLI	≥ 0,95	0,973	Good fit
CFI	≥ 0,95	0,982	Good fit

Based on table 3, it demonstrates that there are six indices : CMIN/DF, RMSEA, GFI, AGFI, TLI and CFI that are eligible to be at the good fit value and there is one index, probability that does not fit the requirements and there is one index with a marginal fit value or close to fit is Chi-Square. According to Hair et al., (2019), four to five good fit indices are enough to confirm a model's feasibility. Since the table shows that six indices meet the good fit criteria, the research model can be considered good and suitable for use.

Structural Model

The structural model research aims to determine the significance of influence. The significance criteria are a C.R value > 1.96 and a P value < 0.05. Below are the results of the hypothesis test analysis using Amos 24:

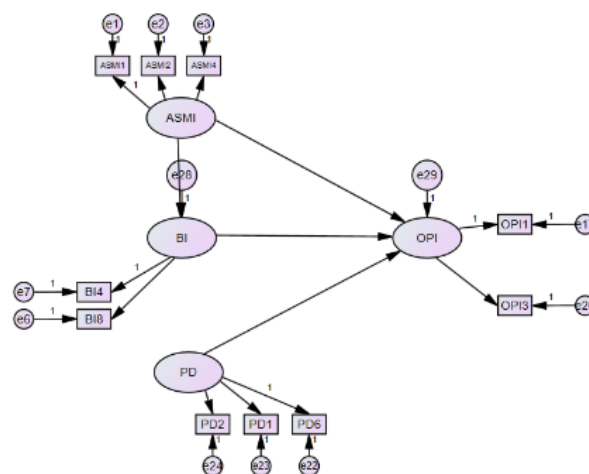


Figure 3. Research Model after Modification

Table 4. Results of Hypothesis Test Analysis

Hypothesis	Path	β	SE	C.R.	P	Results
H1	ASMI -> OPI	0,402	0,15	2,682	0,007	Accepted
H2	ASMI -> BI	0,656	0,08	8,175	0,001	Accepted
H3	BI -> OPI	0,633	0,212	2,99	0,003	Accepted
H4	PD -> OPI	1,589	0,184	8,632	0,001	Accepted

Based on table 4, the results of hypothesis test analysis demonstrates that attractiveness of social media influencer on online purchase intention has a path coefficient value of 0.402, a significance value with a C.R. value of 2.682, it means > 1.96 and P value of 0.007 it means < 0.05 , then the results of hypothesis 1 (H1) are declared positive and significant. Attractiveness of social media influencer on brand image has a path coefficient value of 0.656, a significance value with a C.R. value of 8.175 means > 1.96 and P value of 0.001 means < 0.05 , then the result of hypothesis 2 (H2) was declared positive and significant. Brand image on online purchase intention has a path coefficient value of 0.633, a significance value with a C.R. value of 2.99 means > 1.96 and a P value of 0.003 means < 0.05 , then the result of hypothesis 3 (H3) was declared positive and significant. Price discount on online purchase intention has a path coefficient value of 1.589, a significance value with a C.R. value of 8.632 it means > 1.96 and a P value of 0.001 it means < 0.05 , then the results of hypothesis 4 (H4) were declared positive and significant

R-Square (R²)

The R-Square test measures the extent to which the independent variable affects the dependent variable.

Table 5. R-Square (R²) Value

Variable	R-Square (R ²) Value
Brand Image	0,741
Online Purchase Intention	0,998

Based on table 5, it demonstrates that R-square value of brand image is 0.741, it means attractiveness of social media influencer is able to explain the variation of brand image variables by 74.1% and R-Square value of online purchase intention is 0.998, it means attractiveness of social media influencer, brand image and price discount are able to explain the variation of online purchase intention variables by 99.8%.

Discussion

Attractiveness of social media influencers has a positive and significant influence on online purchase intention for Wardah products

This study states that the attractiveness of social media influencers has a positive and significant influence on online purchase intention. This indicates that attractiveness of Wardah's social media influencers directly encourages the online purchase intention of Wardah products in Jabodetabek area. Consumers perceive influencers as representations of the their lifestyle. When consumers feel attracted to or connected with an influencer, they are more easily influenced by product recommendations, especially in the beauty category, where products like Wardah rely heavily on visual appeal and social influence. This ultimately becomes the reason consumers purchase Wardah products, driven by the strong attractiveness of Wardah's social

media influencers. The findings of this study align with previous research conducted by Mabkhot et al., (2022) which indicates that influencers have a positive and significant influence on purchase intention. Similarly, Qin et al., (2024) found that influencer marketing significantly and positively affects purchase intention.

Attractiveness of social media influencers has a positive and significant influence on brand image of Wardah products

This study states that attractiveness of social media influencers positively and significantly influence Wardah's brand image. Influencers with attractiveness attract more attention on social media, often creating an aspirational content. This enhances consumers' perception that Wardah is a relevant brand that follows current beauty trends. The more an influencer shows Wardah products, the stronger association between influencer and the brand in consumers' minds. Consumers also tend to feel emotionally connected to influencers with attractiveness, and this emotional attachment can transfer to the brand they promote. This creates a positive association between influencer and Wardah's brand image, ultimately driving the formation of a strong and attractive brand image. These findings align with previous research by Wiedmann & Mettenheim, (2020) and Almaida et al.,(2020), which also found that social media influencers positively influence brand image.

Brand image has a positive and significant influence on online purchase intention for Wardah products

This study shows that brand image has a positive and significant influence on online purchase intention of Wardah products. This study indicates that Wardah's brand image directly influences online purchase intention for its products in the Jabodetabek area. This occurs because Wardah has successfully established a positive brand image among consumers. Wardah has positioned itself as a brand that advocates for natural beauty and local values. Consumers who identify with these values are more motivated to purchase Wardah products, as they perceive the brand to reflect their own identity and principles. A strong brand image enables Wardah to differentiate itself from competitors, thus encouraging consumers to make purchases. The findings of this study are consistent with previous research by Siddiqui et al., (2021), which demonstrated that brand image significantly influences purchase intention, and Guzmán Valle et al., (2024), which also concluded that brand image has a significant influence on purchase intention.

Price discount has a positive and significant influence on online purchase intention for Wardah products

This study shows that price discounts have a positive and significant influence on online purchase intention for Wardah products in Jabodetabek. Price discounts make consumers feel satisfied and happy when they can buy products at a lower price, increasing their motivation to purchase. Price discounts also attract consumers who might not have planned to buy Wardah products, making the brand more accessible to a wider audience, especially price-sensitive consumers. This leads to higher purchase volumes. The findings align with previous studies by Büyükdag et al., (2020) and Kim & Lee, (2020) which both found that price discounts significantly influence online purchase intention.

CONCLUSION AND RECOMMENDATION

This study examines online purchase intention for Wardah products through attractiveness of social media influencers, brand image, and price discounts, involving 200 female Wardah users in Jabodetabek. The analysis using SEM with Amos shows that

attractiveness of social media influencers has a positive and significant influence on online purchase intention, attractiveness of social media influencers has a positive and significant influence on brand image, brand image has a positive and significant influence on online purchase intention, price discount has a positive and significant effect on online purchase intention. This study explores factors that influence online purchase intention for Wardah and offers valuable insights for beauty businesses to improve their digital marketing strategies.

This study has three limitations. First, it focuses only on certain factors, such as the attractiveness of social media influencers, brand image, and price discounts. Other factors could also influence online purchase intention but were not examined in this study. Second, the research only looks at the direct influence of these factors on online purchase intention. Lastly, the study was limited to the Jabodetabek area due to time and resource constraints.

Therefore, future recommendations could include adding or modifying variables that may influence online purchase intention, beyond the variables studied in this research, further research could also explore indirect influence or mediation variables that impact online purchase intention. Additionally, future research could expand its scope to include areas beyond Jabodetabek to increase the generalizability of the findings.

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