The Influence of Social Media Influencer, Perceive Price, and Sales Promotion on Purchase Intention

Fatchur Rohman, Joseph Dolok Hidefumi Tambunan

Universitas Brawijaya, Malang, Indonesia

Corresponding Author: bpjfeb@ub.ac.id

Abstract

Fashion products currently face very tight competition, especially in Indonesia. Prospective buyers will consider certain factors before making a purchase. Therefore, manufacturers must be smart to survive today's competitive business environment. This research aims to identify the effects of social media influencers, perceived price, and sales promotion on the intention of people in the Special Capital Region of Jakarta to purchase Erigo products. The method used is a quantitative explanatory study that clarifies the causal relationship among related variables. Using a purposive sampling technique, 170 Erigo consumers living in Jakarta's Special Capital Region were selected as respondents. Data analysis was performed using multiple regression. The results indicated that social media influencers, perceived price, and sales promotions each positively and significantly impact the intention to buy Erigo products. It is also shown that local products are not inferior to similar products if producers focus on social media influencers, perceived price, and sales promotion.

Keywords: perceive price, purchase intention, sales promotion, social media influencer

INTRODUCTION

Fashion products are currently among the most popular items for Indonesians. This is evident from a survey conducted by Katadata in 2020, which indicates the transaction levels of various product types in e-commerce in Indonesia during that year. According to this survey, fashion products rank first among various other product categories, with a proportion of 22%, followed by other products such as health and beauty (Dihni, 2021). Additionally, the enthusiasm for fashion products in Indonesia is reflected in several recent phenomena. Citayem Fashion Week is an example of a fashion phenomenon in Indonesia in 2022, where numerous young individuals showcased their attire by walking on the zebra crossing as if participating in a real fashion week event. In response to the public's high enthusiasm for fashion products,

many local companies, including Erigo, are emerging. Erigo is a company engaged in the fashion apparel retail industry, offering high standards of quality and design to support individuals' lifestyles and daily needs. Erigo primarily focuses on clothing collections for men and women who desire a cool, semi-formal, casual, and comfortable appearance.

Fashion products face intense competition in Indonesia. Erigo appears to be encountering challenges in this competitive landscape against its rivals. The intense competition is highlighted by a survey by Populix (2022) which investigates the ten fashion brands most frequently purchased or worn by Indonesians. According to the study, the market is still predominantly dominated by foreign brands. Erigo is not included in the top ten list, whereas its domestic competitor, 3second, and foreign competitors,

such as Uniqlo and H&M, are present. Additional research by Blackbox and Toluna, titled "Into the Light: Understanding Consumer Change During Covid-19," indicates significant shifts in consumption patterns across many countries, including Indonesia. The research found a 91% increase in consumer interest in using or purchasing products from local companies during the Covid-19 pandemic. However, the growing public interest in local products does not seem sufficient to surpass foreign products, particularly in the fashion sector. According to the earlier Populix survey, it is evident that foreign brands continue to dominate, and it seems that the Erigo brand remains less competitive compared to its local competitor, 3second. Erigo's consumer interest is still lower than that of 3second or other international brands.

Before making a purchase, potential buyers consider certain factors. Typically, they gather information about the product based on personal experience or through sources such as social media (Wibadi, 2023). Marketers must recognize that consumer interest in purchasing a product often emerges before a purchase decision is made (Savitri, Suliyanto, & Setyanto, 2022; Ridwan, 2024). This context implies that purchase intention should be considered by marketers to attract consumer interest in specific brands, ultimately encouraging purchases. To increase sales, Erigo should consider consumers' purchase intentions and the factors that motivate them to buy. Erigo can then devise future strategies to enhance sales. Understanding purchase intention requires marketers to study the influencing factors. Previous studies indicate that buying interest can be influenced by social media influencers. Research by We Are Social (2024) shows that the number of active social media users in Indonesia increases

annually. This rise in social media usage has led to the emergence of numerous social media influencers (SMI).

An SMI is an individual who possesses significant influence and presence on digital platforms, such as social media, blogs, or online video channels. Social media influencers are described as having the ability to influence consumer interest in a product. According to Baker (2024), it is demonstrated that customers are more likely to trust influencers (or individuals they admire) and those closest to them rather than company promotions. A survey conducted by Berger & the Keller Fay Group (2016) found that influencers are perceived as more credible, trustworthy, and knowledgeable. Besides social media influencers, public buying interest can be driven by other factors, such as price. When deciding to purchase a product, consumers are influenced by their perceptions of price, product quality, promotion, and distribution (the marketing mix) employed by the company.

According to a survey conducted in 2021 by Asosiasi Penyelenggara Jasa Internet Indonesia (APJII) or the Association of Indonesian Internet Service Providers (as cited in Tarmidi & Mardhiyah, 2022), price is one of the most critical factors when consumers purchase a product. Sales promotion is also crucial for companies. To enhance the potential buying interest of the public, Erigo provides sales promotions for its products. Erigo frequently participates in various fashion events in Indonesia, such as Jackloth. Typically, Erigo offers sales promotions during these events, with one of the most notable being the "Buy 1 Get 3" promotion. Populix, a research company, examined how sales promotion campaigns affect consumer shopping behavior amid economic uncertainty in 2023. The survey results from Populix (2023)

indicated that 67% of respondents felt very enthusiastic about the sales promotion campaign. According to Wirjosutatnto (2019), product sales promotion campaigns contribute to increasing consumer awareness about the existence and availability of a particular product.

Abdullah et al. (2021) demonstrated that marketing messages and information disseminated on social media platforms such as Instagram and Facebook by social media influencers are perceived as more credible and trustworthy compared to paid advertising through sponsorship. This is related to familiarity, as consumers are inclined to purchase products they recognize through their favorite and popular social media influencers on Instagram. Tarmidi & Mardhiyah (2022) found that trust in influencers and price have a positive and significant effect on purchase intention variables. Handrimurtjahjo et al. (2022) indicated that consumer attitudes toward influencers have a positive and significant effect on purchase intention. Studies by Patmawati & Miswanto (2022); Dalangin et al. (2021); Saima & Khan (2020); Jamil et al. (2023) also confirmed that social media influencers have a positive and significant effect on purchase intention. In contrast, Nurhandayani, Syarief, & Najib (2019); Lim & Kesumahati (2022); Hermanda, Sumarwan, & Tinaprillia (2019) reported that the influence of social media influencers on consumer purchasing interest has not had a significant effect. Maulidia et al. (2019) showed that price positively and significantly impacts consumer purchasing interest when considered simultaneously.

Research by Tan & Le (2023); Pratama & Handoyo (2024); Annisa & Juwita (2023); Wahyudianto (2020) also demonstrated a positive and significant effect between the price perception variable and purchasing interest. Conversely, Setiawan & Achyar (2021); Putri,

Sari, & Rafi'ah (2024); Sukma, Kristiadi, & Nugroho (2024) found no significant effect between price perception and purchasing intention. On the other hand, Wahyudianto (2020) identified a significant positive effect between sales promotions and purchasing interest. Lim & Kesumahati (2022); Pertiwi & Fahmi (2022) also showed that digital promotions directly and significantly affect purchasing interest. However, Sukma, Kristiadi, & Nugroho (2024) reported no significant influence between digital promotion and purchase intention.

Several studies have explored factors influencing consumer purchasing interest, such as social media influencers, price perceptions, and sales promotions. However, the results vary. Additionally, there is a research gap regarding how Erigo can optimize the influence of these three factors more effectively to compete in the domestic market. Furthermore, previous studies have not thoroughly examined the impact of fashion subcultures or local fashion styles on purchasing interest, nor have they investigated digital marketing strategies that could enhance Erigo's competitiveness in e-commerce. It is crucial to study this gap further to design a more appropriate strategy for addressing the competitive challenges in the fashion industry. Jakarta serves as a business hub, representing a significant volume of buying and selling transactions. It is recognized as a center of commerce, reflecting a high level of trade activity. Moreover, Jakarta frequently hosts fashion events in which Erigo participates. Consequently, it was selected as the research location because it is considered suitable for obtaining respondents who meet the criteria. Based on the aforementioned explanation, this study analyzes how social media influencers, perceived price, and sales promotions impact the intention to purchase Erigo products in Jakarta.

Social Media Influencer

Wibadi (2023) explained that a social media influencer is an individual possessing a substantial number of followers or an audience on social media, exerting a significant influence on their followers, which may include artists, celebrities, bloggers, YouTubers, and similar figures. The study further discovered that their popularity and the trust they garner from their followers empower them to inspire and influence others through their actions, words, and appearances, frequently motivating followers to experiment with and purchase the products they endorse. Weismueller et al. (2020) asserted that the source credibility model and the source attractiveness model are pertinent in identifying the influence of social media influencers on social media platforms. Shan et al. (2018) indicated that trustworthiness and expertise are indicators of the source credibility model and also noted that the source attractiveness model comprises three indicators, as delineated by Ohanian (1990): similarity, familiarity, and likability.

Perceive Price

Kotler & Armstrong (2019) explain that price can be defined as the cost consumers must pay to acquire a product or the value customers exchange to benefit from the ownership or use of the product. In simpler terms, price is the monetary amount charged for a product or service (Pertiwi & Fahmi, 2022). Furthermore, Dzulkharnain (2020) asserted that price perception is a comprehensive representation of the information derived from a price offered, which can be compared with consumer experiences and expectations. Dzulkharnain (2020) identified indicators of price perception, including affordability, alignment of price with product quality, price competitiveness, and the extent to which the price corresponds with the benefits offered.

Sales Promotion

Sales promotion is a direct persuasion strategy that employs various incentives to stimulate customers to make immediate purchases and/or increase the frequency of their purchases (Yoebrilianti, 2018). According to Sudaryono (2022), sales promotion serves several functions, such as boosting sales within a specific period and enhancing brand positioning. Consistent implementation of sales promotions by a company can lead to the product or brand becoming ingrained in consumers' minds over time. Utomo et al. (2021) outlined various sales promotion techniques, including the provision of coupons and discounts, as well as offering special discounts for purchasing certain items in conjunction with other products. Yoebrilianti (2018) evaluated the effectiveness and efficiency of sales promotions using the AIDA model, which encompasses Attention, Interest, Desire, and Action.

Purchase Intention

Bakti & Alie (2020) concluded that consumer buying interest is the desire that arises before purchasing a service or product. Typically, consumers gather information about products based on personal experiences and information from social media (Wibadi, 2023). Marketers must comprehend that consumers often exhibit interest in purchasing a desired product before making a final decision (Savitri, Suliyanto, & Setyanto, 2022). This factor must be considered to enable marketers to effectively attract consumer interest in a specific brand, ultimately encouraging purchase. Widiani,

Indiani, & Wahyuni (2019) identified purchase interest through transactional, referential, preferential, and exploratory interest indicators.

Hypothesis

Social media influencers are perceived to possess the ability to motivate a large audience to endorse a particular product or service. Supporting this notion, prior research by Abdullah et al. (2021) elucidates that social media influencers have a significant impact on consumers' intentions to purchase fashion products. Tarmidi & Mardhiyah (2022) successfully discovered that social media influencers exert a positive and significant influence on the purchase intentions of Billionaire's Project's clothing products.

H_1: Social media influencers positively affect the purchase intention variables for an Erigo fashion product.

The second variable examined in this study is the perceived price. A company's pricing strategy is crucial. Pertiwi and Fahmi (2022) asserted that perceived price has a direct and significant impact on the purchase intention of fashion products in the marketplace. Wahyudianto (2020) indicated that the perceived price variable positively and significantly influences the purchase intention of products from butuhbaju.com.

H2: Perceived price positively influences the purchase intention variable on an Erigo fashion product.

The third variable examined in this study is sales promotion. Sales promotion is a direct persuasion strategy that employs various incentives to encourage customers to make immediate purchases and/or increase the quantity of their purchases. Research conducted by Wahyudianto (2020) indicates a partial and significant positive influence of sales promotion variables on buying interest at needbaju.com. Additionally, Adriana (2021) reports that the sales promotion variable significantly positively affects buying interest in clothing at Matahari Mall, Solo.

H3: Sales promotion positively influences the purchase intention variable on an Erigo fashion product.

METHOD

This study employs a quantitative approach and is classified as explanatory research. The population consists of millennial and Generation Z consumers residing in the Special Capital Region of Jakarta. The sampling method used is non-probability sampling, specifically purposive sampling. According to Hair et al. (2014), the number of representative samples is determined by multiplying the number of indicators by a figure between five and ten. The criteria for respondents include Millennials/Generation Z domiciled in Jakarta, consumers familiar with Erigo products, consumers who have seen a social media influencer collaborating with Erigo, and consumers who have observed sales promotions offered by Erigo. There were 170 respondents. Data collection was conducted by distributing pre-designed questionnaires via Google Forms, which were then disseminated through social media and direct messages to acquaintances. The data analysis method includes tests for validity and reliability. Classical assumption testing involves normality, multicollinearity, heteroscedasticity, and linearity tests. This is followed by multiple linear regression analysis and concludes with hypothesis testing, which includes the coefficient of determination test, t-test (partial test), and F-test (simultaneous test).

Table 1 Indicators and Items

Indicator	Item	Source
Trustworthiness	I believe that I can rely on the social media influencers who collaborate with Erigo.	(Shan, et al., 2018); (Surawi, 2022)
	I believe that the social media influencers who collaborate with Erigo are honest.	
Expertise	The social media influencers who collaborate with Erigo have expertise in the fashion field.	
	The social media influencers collaborating with Erigo have a strong knowledge of fashion.	
Similarity	I think the social media influencers collaborating with Erigo share the same fashion interests/styles as mine.	
Familiarity	I often see social media influencers who collaborate with Erigo on the internet.	
Likability	I like the behavior of the social media influencers who collaborate with Erigo.	
	I like the professional attitude of the social media influencers collaborating with Erigo.	
Affordability	Erigo's product prices are affordable	(Dzulkharnain, 2020)
Price Competitiveness	Erigo's product prices can compete with other brands.	
Price-Quality Fit	Erigo's product prices match the quality.	
Price-Benefit Fit	Erigo's product prices match the benefits obtained.	
Attention	The sales promotion conducted by Erigo grabbed my attention towards the offered products.	(Yoebrilianti, 2018)
Interest	The sales promotion conducted by Erigo encouraged my interest in the offered products.	
Desire	The sales promotion conducted by Erigo made me want to buy the products offered.	
Action	The sales promotion conducted by Erigo ultimately made me buy the products offered.	
Transactional Intention	I have the intention to buy Erigo products	(Widiani, Indiani, & Wahyuni, 2019); (Surawi, 2022)
Referential Intention	I have the intention to recommend Erigo products to people around me.	
Preferential Intention	I intend to consider Erigo products to be my favorite fashion product.	
Explorative Intention	I intend to seek more information about the products offered by Erigo.	

RESULTS

Based on the results of the distributed questionnaires, data on the characteristics of the individuals in the study sample were collected. The study included 170 respondents who met the necessary criteria. These criteria included being part of the Millennial or Generation Z demographic, residing in Jakarta, being familiar with Erigo products, having seen a social media influencer collaborating with Erigo, and having encountered sales promotions offered by Erigo. The characteristics of the respondents examined in this study

Table 2 Respondents Based on Gender

Gender	Frequency	Percentage
Male	102	60%
Female	68	40%
Total	170	100%

Table 3 Respondents Based on Age Range

Age	Frequency	Percentage
17–22	143	84%
23–30	27	16%
Total	170	100%

include gender, age, occupation, and monthly income. Table 2 presents an overview of the respondents based on gender.

Table 2 indicates a higher number of male respondents compared to female respondents, with 102 males constituting 60% of the total, while 66 females comprise 40%. Table 3 subsequently provides a detailed overview of the age distribution among the respondents.

Table 3 demonstrates that respondents aged 17 to 22 are significantly more prevalent than those aged 23 to 30. There are 143 respondents in the 17 to 22 age group, constituting 84% of the total, whereas 27 respondents are within the 23 to 30 age group, representing 16%. Table 4 offers an overview of the respondents categorized by their type of employment.

Table 4 indicates that most respondents are students, as opposed to those engaged in other types of employment. A total of 146

respondents are students, constituting 86% of the overall sample, 16 private employees represent 9%, two civil servants comprise 1%, and six self-employed individuals represent 4%.

Table 5 indicates that most respondents have a monthly income of less than IDR 2.000.000, with 71 respondents in this category, constituting 42% of the total. Furthermore, 48 respondents have a monthly income ranging from IDR 2.000.000 to IDR 4.000.000, representing 28%. Additionally, 23 respondents earn between IDR 4.000.000 and IDR 6.000.000, accounting for 14%. Lastly, 28 respondents have an income exceeding IDR 6.000.000, comprising 16% of the total.

The data collected from the questionnaires, completed by 170 respondents, will be subjected to validity and reliability tests to evaluate the data's appropriateness. As stated by Ghozali (2016), validity pertains to the degree to which

Table 4 Respondents Based on Type of Employment

Type of Work	Frequency	Percentage
Student	146	86%
Private Employee	16	9%
Public Servant	2	1%
Self-employed	6	4%
Total	170	100%

Table 5 Respondents Based on Monthly Income

Revenue	Frequency	Percentage
>IDR 2.000.000	71	42%
IDR 2.000.000–IDR 4.000.000	48	28%
IDR 4.000.000–IDR 6.000.000	23	14%
<IDR 6.000.000	28	16%
Total	170	100%

Table 6 Item Analysis

Variables	Item	Item-to-Total Correlation	Sig.
X1	X1.1.1	0.596	0.000
	X1.1.2	0.647	0.000
	X1.2.1	0.731	0.000
	X1.2.2	0.646	0.000
	X1.3.1	0.683	0.000
	X1.4.1	0.500	0.000
	X1.5.1	0.714	0.000
	X.1.5.2	0.632	0.000
X2	X2.1.1	0.748	0.000
	X2.2.1	0.756	0.000
	X2.3.1	0.786	0.000
	X2.4.1	0.759	0.000
X3	X3.1.1	0.856	0.000
	X3.2.1	0.845	0.000
	X3.3.1	0.901	0.000
	X3.4.1	0.843	0.000
Y1	Y1.1.1	0.830	0.000
	Y1.2.1	0.820	0.000
	Y1.3.1	0.846	0.000
	Y1.4.1	0.848	0.000

a research instrument is precise and suitable. In this research, the performance of each item is evaluated based on the item analysis or the item-to-total correlation (Steele & Edwards, 2008). Table 6 displays the item analysis.

Table 6 demonstrates the values of item-to-total correlation that range from 0.5 to 0.901. All items are coherent or valid, as their item-to-total correlations are significant at a level of 0.05 (Steele & Edwards, 2008). The reliability test evaluates the consistency of the questionnaire as an indicator of a variable. A variable is deemed reliable if the alpha coefficient value surpasses 0.6 (Ghozali, 2016). The results of the reliability test are presented in Table 7.

Table 7 demonstrates that the Cronbach's alpha values for each variable exceed 0.6, indicating that the variables of social media influencers (X1), perceived price (X2), sales promotion (X3), and purchase intention (Y) are deemed reliable. Conducting a classical assumption test is essential for multiple linear regression analysis. There are five classical assumption tests: normality, linearity, multicollinearity, heteroscedasticity, and autocorrelation. However, this study employs only four tests, as the

Table 7 Reliability Test

Variables	Cronbach's Alpha Value
Social Media Influencer	0.799
Perceive Price	0.757
Sales Promotion	0.882
Purchase Intention	0.856

Table 8 Normality Test

		Unstandardized Residual
	N	170
	Mean	0.0000000
Normal Parameters	Std Deviation	1.75080973
Most Extreme Differences	Absolute	0.065
	Positive	0.042
	Negative	-0.065
	Test Statistic	0.065
	Asymp. Sig (2-Tailed)	0.077

autocorrelation test is pertinent to time series data, which is not applicable in this context. The normality test evaluates whether the data follows a normal distribution (Ghozali, 2016), and this study utilized the Kolmogorov-Smirnov test method. The results of the normality test are presented in Table 8.

Table 8 shows that the significance value is 0.077, greater than 0.05, indicating that the data is normally distributed. This means the research data can be used, as it meets multiple linear regression testing requirements. According to Ghozali (2016), the multicollinearity test checks for correlations among the independent variables in the regression model. Multicollinearity can be assessed using the tolerance value and the Variance Inflation Factor (VIF). If the tolerance is greater than 0.10 or the VIF is

less than 10, multicollinearity is absent. The results of the multicollinearity test are presented in Table 9.

The multicollinearity test results, as presented in Table 9, indicate that the tolerance values for all independent variables exceed 0.1, and the VIF values are below 10. Consequently, these results suggest the absence of multicollinearity among the independent variables in this study. Ghozali (2016) elucidated that the heteroscedasticity test assesses whether there are variations in the residual variance across observations within the regression model. An optimal regression model exhibits homoscedasticity. A significance level exceeding 0.05 indicates the absence of heteroscedasticity. The outcomes of the heteroscedasticity test are detailed in Table 10.

Table 9 Multicollinearity Test

Variable	Collinearity Statistics	
	Tolerance	VIF
X1	0.576	1.737
X2	0.776	1.288
X3	0.615	1.626

Table 10 Heteroscedasticity Test

Variables	Sig.
X1	0.377
X2	0.462
X3	0.566

Table 11 Linearity Test

Variables	Sig.
Social Media Influencer	0.000
Perceive Price	0.000
Sales Promotion	0.000

According to the results of the heteroscedasticity test presented in Table 10, the significance values for all variables exceed 0.05. This indicates that the three independent variables are free from heteroscedasticity, signifying that the data has passed the classical assumption tests and is ready for multiple regression analysis. A linearity test was conducted to evaluate whether the relationship between the independent and dependent variables is linear. This test employs the results from the test for linearity with a significance threshold of 0.05. The results of the linearity test are shown in Table 11.

The results of the linearity test, as presented in Table 11, indicate that the significance values for each independent variable are below 0.05. This finding demonstrates that each independent variable exhibits a linear relationship with the dependent variable. Consequently, we can conclude that the data have satisfied the classical assumption tests, allowing us to proceed with multiple linear regression analysis. This analysis is conducted to ascertain the extent to which the independent variables influence the dependent variable. In this study, the independent variables are social media influencers (X1), perceived price (X2), and sales promotion (X3), while the dependent variable is purchase intention (Y). The analysis employs multiple regression and is presented in Table 12.

This research utilizes multiple linear regression models with a standardized regression methodology. The selection of this model is justified by the employment of interval data measured on a Likert scale. The qualitative data collected from respondents' answers have been transformed into standardized quantitative data. The coefficient for the social media influencer variable (X1) is positive, suggesting that an increase in X1 results in an elevation of the purchase intention variable (Y). The significance value for the social media influencer variable is 0.00, indicating a substantial impact on purchase intention, as the sig.t value is less than 0.05. Likewise, the coefficient for the perceived price variable (X2) is positive, suggesting that an increase in X2 is associated with an increase in purchase intention (Y). The significance value for the perceived price is 0.01, signifying a significant influence on purchase intention, given that this value is below 0.05. The coefficient associated with the sales promotion variable (X3) is positive, suggesting that

Table 12 Multiple Linear Regression Analysis

Variables	Standardized Coefficients Beta	t	Sig.
Constant		-3.717	0.00
X1	0.238	4.389	0.00
X2	0.152	3.263	0.01
X3	0.602	11.479	0.00

Table 13 Coefficient of Determination

R	R Square	Adjusted R Square
0.848	0.719	0.714

an increase in X3 leads to a higher purchase intention (Y). The t-value for sales promotion is 0.00, indicating its significant impact on purchase intention, as this t-value is less than 0.05. The contributions of the social media influencer (X1), perceived price (X2), and sales promotion (X3) to the purchase intention variable (Y) can be evaluated using the adjusted R^2 value, as presented in Table 13.

According to Table 13, the adjusted R square value is 0.714, indicating that the three independent variables in this study account for 71.4% of the variance in the dependent variable. The remaining 28.6% is influenced by other variables not included in this research model. Ghozali (2016) explained that the partial test, or t-test, assesses the individual effect of each independent variable on the dependent variable. If the significance value is less than 0.05 and the t-count exceeds the t-table value, the null hypothesis (H0) is rejected. Therefore, these results suggest that each independent variable significantly influences the dependent variable. The results of the t-test are presented in Table 14.

The t-test for the social media influencer variable (X1) about the purchase intention variable (Y) reveals a significance value of 0.00, indicating a significant effect of X1 on Y. This finding is further substantiated by the t-count

value of 4.389, which exceeds the t-table value of 1.654. Therefore, it can be concluded that the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted, confirming that the social media influencer variable has a significant impact on purchase intention. Regarding the perceived price variable (X2), the t-test reveals a significance value of 0.01, indicating a substantial effect of X2 on Y. This conclusion is further supported by the t-count of 3.263, which surpasses the t-table value of 1.654. The null hypothesis (H0) is rejected, and the alternative hypothesis (H2) is accepted, indicating that the perceived price variable significantly influences purchase intention. The t-test for the sales promotion variable (X3) reveals a significance value of 0.00, demonstrating a significant effect of X3 on Y. The t-count of 11.479 exceeds the t-table value of 1.654. Therefore, H0 is rejected, and H3 is accepted, confirming that the sales promotion variable significantly influences purchase intention. The F-test evaluates whether the independent variables collectively affect the dependent variable (Ghozali, 2016). If the F-count surpasses the F-table value, it signifies that the independent variables significantly influence the dependent variable simultaneously. The results of the F-test are presented in Table 15.

Table 14 T-Test Results (Partial Test)

Variable X	Variable Y	Sig. t
X1	Y	0.00
X2	Y	0.01
X3	Y	0.00

Table 15 F Test Results (Simultaneous Test)

F	Sig.
141.853	0.000[b]

The analysis of Table 15 reveals that the F-count value is 141.853, whereas the F-table value is 2.66. Given that the F-count surpasses the F-table, this suggests a significant simultaneous impact of the social media influencer variable (X1), perceived price (X2), and sales promotion (X3) on the purchase intention variable (Y).

DISCUSSION

The results indicate that social media influencers have a positive and significant impact on the purchase intention for Erigo products. This suggests that collaboration with social media influencers can increase consumer interest in the product. The findings of this study are corroborated by prior research conducted by Tarmidi & Mardhiyah (2022), which successfully identified that social media influencers exert a positive and significant impact on the purchase intentions of Billionaire's Project's clothing products. Additionally, Dalangin et al. (2021); Patmawati & Miswanto (2022) have asserted that social media influencers affect purchase intentions. Based on the findings from the previously distributed questionnaires, it was found that respondents generally agree with the statement that social media influencers collaborating with Erigo are frequently encountered online. This suggests that increased visibility of social media influencers correlates with heightened consumer interest in the product. However, it is important to note that 55% of respondents expressed hesitation or disagreement with the notion that these influencers share similar fashion interests with them. This discrepancy

could potentially reduce the effectiveness of social media influencers in enhancing consumer interest in Erigo products.

The findings from the regression analysis revealed that perceived price has a positive and significant impact on the purchase intention for Erigo products. This indicates that the respondents' perception of price in this study significantly affects their buying interest. These findings are corroborated by prior research conducted by Wahyudianto (2020), which examines the influence of price perceptions and sales promotions on buying interest at needbaju.com. The research findings from 96 respondents indicated that both price perception and sales promotion positively and significantly affect purchase interest. Levrini & Santos (2021); Çavuþoðlu et al. (2021) stated that the price variable influences purchase intention. Considering the results obtained from the questionnaires distributed earlier, consumers tend to agree with the assertion that the product prices set by Erigo are competitive with those of other brands. Setting a competitive price compared to other brands fosters a sense of desire or interest in the Erigo product. However, it is important to note that, according to the questionnaire results, 20% of respondents expressed doubt or disagreement with the statement that Erigo's pricing is affordable. This skepticism is likely because the majority of respondents in this study are students (85%) with limited income.

The results of the regression analysis indicate that sales promotion has a positive and significant impact on the purchase intention for Erigo products. This finding suggests that Erigo's

sales promotion strategies can effectively stimulate and enhance consumer buying interest. The study's outcomes are corroborated by prior research conducted by Yoebrilianti (2018), which investigated the influence of sales promotion on buying interest in fashion products, with lifestyle serving as a moderating variable, based on the Consumer Survey on Social Networks. The findings suggest that sales promotion contributes to 50.3% of the influence on buying interest, affirming its positive partial effect on consumer purchasing interest via social networks. Suryani & Syafarudin (2021); Rusmardiana et al. (2020); Regina et al. (2021); Aji, Djawahir, & Rofiq (2019) have asserted that sales promotion has a positive and significant impact on customer purchase intention. Furthermore, in the contemporary digital era, social media facilitates promotion, as evidenced by the research of Martini, Suardhika, & Dewi (2022), which indicates that promotion through social media can persuade consumers to make purchases. Based on the findings from the previously distributed questionnaires, consumers generally agree that the sales promotions provided by Erigo stimulate interest in the products offered. This indicates that Erigo implements sales promotions capable of fostering consumer interest. However, it is important to note that 46% of respondents expressed hesitation or disagreement with the statement that Erigo's sales promotions ultimately led them to purchase the products. This suggests that Erigo's sales promotion strategy requires enhancement to achieve optimal effectiveness.

CONCLUSION

Social media influencers collaborating with Erigo can enhance and increase consumer purchasing interest. According to the survey results, Erigo consumers tend to place a higher value on the attractiveness of a social media influencer. This study focuses on the aspects of familiarity and likability. It can be interpreted that the more frequently an influencer is encountered on the internet or the better the influencer's branding is perceived by consumers, the more their purchasing interest in Erigo products will increase. However, it is important to note that 55% of respondents in this study still express doubt and disagreement regarding the independence of dress style between consumers and the influencer. The findings of this study indicate that consumers' perception of Erigo products' pricing can enhance their purchasing interest. The survey results revealed that Erigo's price competitiveness received the highest rating from consumers, suggesting that they perceive Erigo's pricing as competitive with other brands. However, it is noteworthy that 20% of respondents indicated that Erigo's product prices were not affordable. Additionally, Erigo's sales promotions have the potential to attract consumer interest and increase the likelihood of purchase. The variable is evaluated using the AIDA model, which represents Attention, Interest, Desire, and Action. According to the survey results, consumers perceive that Erigo's sales promotions will enhance their interest in the products offered; in other words, consumer interest is expected to increase. However, it is important to note that 46% of consumers believe that Erigo's sales promotions are less effective in motivating them to purchase the products offered, or, in other words, less effective in encouraging them to take action. Future researchers should expand this study by incorporating additional variables that may enhance consumer purchase intentions.

REFERENCES

Abdullah, T., Deraman, S. N. S., Zainuddin, S. A., Azmi, N. F., Abdullah, S. S., Anuar, N. I. M., Mohamad, S. R., Zulkiffli, W. F. W., Hasim, N. A. A. N., Abdullah, A. R., Rasdi, A. L. M., & Hasan, H. (2021). *Impact of Social Media Influencer on Instagram User Purchase Intention towards the Fashion Products: The Perspectives of UMK Pengkalan Chepa Campus Students*. 1–14.

Adriana, D. L. (2021). *Pengaruh Promosi Penjualan terhadap Minat Beli Pakaian Matahari Departement Store di Kota Solo dengan Brand Image Sebagai Variabel Mediasi*. [Undergraduate thesis, Universitas Muhammadiyah Surakarta]. UMSLibrary. https://eprints.ums.ac.id/93051/.

Aji, N. S., Djawahir, A. H., & Rofiq, A. (2019). The influence of products and promotions on purchasing decisions mediated in purchase motivation. *Jurnal Aplikasi Manajemen*, *17*(1), 152–161. https://doi.org/10.21776/ub.jam.2019.017.01.17.

Annisa, P. & Juwita, H. A. J. (2023). Pengaruh perceived price, perceived value, dan social influence terhadap purchase intention. *Jurnal Manajemen Pemasaran dan Perilaku Konsumen*, *2*(2), 443–453. https://doi.org/10.21776/jmppk.2023.02.2.18.

Baker, K. (2024, April 2). What will influencer marketing look like in 2024? *HubSpot*. https://blog.hubspot.com/marketing/how-to-work-with-influencers.

Bakti, U. & Alie, H. D. M. S. (2020). Pengaruh kualitas pelayanan, produk dan harga terhadap minat beli pada toko online Lazada di Bandar Lampung. *Jurnal Ekonomi*, *22*(1), 101–118. https://doi.org/10.37721/je.v22i1.633.

Berger, J. & Keller Fay Group. (2016). *The Power of Influencers. Quantified*. https://www.expertvoice.com/wp-content/uploads/2016/12/Power-of-Influence-Quantified.pdf.

Çavuþoðlu, S., Demirað, B., Durmaz, Y., & Çýkmaz, G. (2021). The impact of brand image and brand conscious on perceived price and purchase intention. *Transnational Marketing Journal*, *9*(2), 389–405. https://doi.org/10.33182/tmj.v9i2.1133.

Dalangin, J. J. G., McArthur, J. M., Salvador, J. B. M., & Bismonte, A. B. (2021). The impact of social media influencers purchase intention in the Philippines. *Jurnal Studi Komunikasi*, *5*(3), 551–568. https://doi.org/10.25139/jsk.v5i3.3708.

Dihni, V. A. (2021, October 27). Produk fesyen paling banyak dicari konsumen saat belanja online. *Katadata*. https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/3fb8dfd6aef1bc7/produk-fesyen-paling-banyak-dicari-konsumen-saat-belanja-online.

Dzulkharnain, E. (2020). Pengaruh persepsi harga, citra merek dan kualitas produk terhadap keputusan pembelian. *IQTISHADequity Jurnal Manajemen*, *1*(2). https://doi.org/10.51804/iej.v1i2.543.

Ghozali, I. (2016). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 23*. Semarang: BPFE Universitas Diponegoro.

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R.E. (2014). *Multivariate Data Analysis (7th Edition)*. Upper Saddle River: Pearson Education.

Handrimurtjahjo, A. D., Handranata, Y. W., Permatasari, A., & Dewi, C. D. Examining the relationship between social media influencer impact on purchase intention towards fashion industry. *Proceedings of the 3rd Asia Pacific International Conference on Industrial Engineering*

and Operations Management, Johor Bahru, Malaysia, September 13–15, 2022 (pp. 2483-2495). IEOM Society International.

Hermanda, A., Sumarwan, U., & Tinaprillia, N. (2019). The effect of social media influencer on brand image, self-concept, and purchase intention. *Journal of Consumer Sciences*, 4(2), 76–89. https://doi.org/10.29244/jcs.4.2.76-89.

Jamil, R. A., Qayyum, U., Hassan, S. R. U., & Khan, T. I. (2023). Impact of social media influencers on consumers' well-being and purchase intention: a TikTok perspective. *European Journal of Management and Business Economics*, 33(3), 366–385. https://doi.org/10.1108/ejmbe-08-2022-0270

Kotler, P. & Armstrong, G. (2019). *Prinsip-Prinsip Pemasaran (Jilid I, Edisi ke-12)*. Translated by Bob Sabaran. Jakarta: Erlangga.

Levrini, G. R. D. & Santos, M. J. D. (2021). The influence of price on purchase intentions: Comparative study between cognitive, sensory, and neurophysiological experiments. *Behavioral Sciences*, 11(2), 16. https://doi.org/10.3390/bs11020016.

Lim, S. & Kesumahati, E. (2022). The effect of social media marketing, influencer marketing, and consumer engagement on purchase intention in local cosmetic products. *Enrichment: Journal of Management*, 12(5), 4043–4051. https://doi.org/10.35335/enrichment.v12i5.942.

Martini, L. K. B., Suardhika, I. N., & Dewi, L. K. C. (2022). TikTok as a promotional media to influence consumer purchase decisions. *Jurnal Aplikasi Manajemen*, 20(1), 170–180. https://doi.org/10.21776/ub.jam.2022.020.01.17.

Nurhandayani, A., Syarief, R., & Najib, M. (2019). The impact of social media influencer and brand images to purchase intention. *Jurnal Aplikasi Manajemen*, 17(4), 650–661. https://doi.org/10.21776/ub.jam.2019.017.04.09.

Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorser's perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 19(3), 39–52.

Patmawati, D. & Miswanto, M. (2022). The effect of social media influencers on purchase intention: The role brand awareness as a mediator. *International Journal of Entrepreneurship and Business Management*, 1(2). https://doi.org/10.54099/ijebm.v1i2.374.

Pertiwi, A. D. & Fahmi, S. (2022). Pengaruh harga, promosi digital dan citra merek terhadap minat beli konsumen pada produk fashion di marketplace. *Emba: Jurnal Ekonomi, Manajemen, Bisnis, dan Akuntansi*, 1(4), 625–634.

Populix. (2022). *Looking at Fashion Trends & Economy Revival*. https://info.populix.co/articles/en/report/indonesia-in-2022-looking-at-fashion-trends-and-economy-revival-2/.

Populix. (2023). *Indonesian Shopper Behavior on Promotion Week in the Face of Economic Uncertainty 2023*. https://info.populix.co/reports/2023-02-indonesian-shopper-behavior-on-promotion-week.

Pratama, F. & Handoyo, S. E. (2024). Pengaruh perceived price dan perceived quality terhadap purchase intention melalui perceived value. *Jurnal Manajemen Bisnis dan Kewirausahaan*, 8(4), 895–906. https://doi.org/10.24912/jmbk.v8i4.31641.

Putri, N. A. S., Sari, D., & Rafi'ah, K. K. (2024). Country of origin effect on purchase intention towards korean skincare products. *Jurnal Studi Multidisiplin Ilmu*, 1(3), 111–120. https://doi.org/10.35912/jasmi.v1i3.3150.

Regina, K., Agusinta, L., & Setyowati, T. M. (2021). The effect of sales promotion on purchase intention through customer perceived value on e-commerce during the covid-19 pandemic. *Advances in Transportation and Logistics Research*, 4, 240–249. https://doi.org/10.25292/atlr.v4i0.389.

Ridwan, R. (2024). Price perception and brand affect purchase decision. *Siber Nusantara of Economic and Finance Review*, *1*(1), 24–29. https://doi.org/10.38035/snefr.v1i1.

Rusmardiana, A., Supriadi, F., Irviani, R., Mukhlis, H., & Chauhan, R. (2020). The role of sales promotion girl on purchase intention. *European Journal of Molecular & Clinical Medicine*, *7*(2), 1311–1325.

Saima, N. & Khan, M. A. (2020). Effect of social media influencer marketing on consumers' purchase intention and the mediating role of credibility. *Journal of Promotion Management*, *27*(4), 503–523. https://doi.org/10.1080/10496491.2020.1851847.

Savitri, A., Suliyanto, S., & Setyanto, R. P. (2022, June). The influence of the attractiveness of social media influencer on purchase intention with brand trust as a mediating variable (on beauty products). In *Proceeding of International Conference Sustainable Competitive Advantage* (Vol. 2, No. 1).

Setiawan, R. & Achyar, A. (2021). Effects of perceived trust and perceived price on customers'intention to buy in online store in Indonesia. *ASEAN Marketing Journal*, *4*(1), 26–36. https://doi.org/10.21002/amj.v4i1.2029.

Shan, C. C., Meng, L. W., Wen, T. R., & Wen, T. E. (2018). *Impact of Social Media Influencer on Instagram User Purchase Intention: The Fashion Industry* (Doctoral dissertation, UTAR).

Steele, G. I. & Edwards, D. J. A. (2008). Development and validation of the Xhosa Translations of the Beck Inventories: 2. item analysis, internal consistency and factor analysis. *Journal of Psychology in Africa*, *18*(2), 217–226. https://doi.org/10.1080/14330237.2008.10820189.

Sudaryono. (2022). *Komunikasi Bisnis*. Jakarta: Prenada Media.

Sukma, R. P., Kristiadi, A. A., & Nugroho, S. D. (2024). The impact of brand image, perceived price and social media on purchase intention: The role of brand trust as a mediator. JDM *Jurnal Dinamika Manajemen*, *15*(2), 192–205. https://doi.org/10.15294/jdm.v15i2.966.

Surawi, K. (2022). Pengaruh social media influencer terhadap purchase intention produk fashion bagi generasi z di aplikasi instagram. *Konsumen & Konsumsi: Jurnal Manajemen*, *1*(1), 39–50. https://doi.org/10.32524/kkjm.v1i1%20Februari.745.

Suryani, I. & Syafarudin, A. (2021). The effect of sales promotion on purchasing decisions. *Ilomata International Journal of Tax and Accounting*, *2*(2), 122–133. https://doi.org/10.52728/ijtc.v2i2.216.

Tan, L. P. & Le, T. (2023). The influence of perceived price and quality of delivery on online repeat purchase intention: the evidence from Vietnamese purchasers. *Cogent Business & Management*, *10*(1), 2173838. https://doi.org/10.1080/23311975.2023.2173838.

Tarmidi, D. & Mardhiyah, A. K. (2022). The influence of influencer credibility and price on purchase intention: A study on billionaire's project's fashion products. *JIIP-Jurnal Ilmiah Ilmu Pendidikan*, *5*(8), 2994–2999.

Utomo, K. P., Syarief, F., Winardi, M. A., Fadly, R., Widjaja, W., Setyorini, R., Sudartono, T., Hasan, M., Zulfikar, R., Triwardhani, D., Yuliawan, E., Kamal, F., & Lestiowati, R. (2021). *Dasar Manajemen dan Kewirausahaan*. Bandung: Widina Publisher.

Wahyudianto, M. Z. (2020). Pengaruh persepsi harga dan promosi penjualan terhadap minat beli butuhbaju.com. *Jurnal Performa: Jurnal Manajemen dan Start-up Bisnis*, *5*(4), 311–319. https://doi.org/10.37715/jp.v5i4.1786.

We Are Social. (2024). *Digital 2024 Indonesia: The Essential Guide To The Latest Connected Behaviours*. https://wearesocial.com/id/blog/2024/01/digital-2024/.

Weismueller, J., Harrigan, P., Wang, S., & Soutar, G. N. (2020). Influencer endorsements: How advertising disclosure and source credibility affect consumer purchase intention on social media. *Australasian Marketing Journal (AMJ)*, *28*(4), 160–170. https://doi.org/10.1016/j.ausmj.2020.03.002.

Wibadi, E. C. P. C. (2023). Pengaruh Fashion Influencer terhadap Niat Beli Produk Merek 3 Second [Undergraduate thesis, Universitas Atma Jaya Yogyakarta]. *E-Journal Universitas Atma Jaya Yogyakarta*. https://e-journal.uajy.ac.id/28596/.

Widiani, N. L. M., Indiani, N. L. P., & Wahyuni, N. M. (2020). Pengaruh citra merek dan kualitas informasi terhadap minat konsumen berbelanja kembali di Zalora. *Jurnal Ilmiah Manajemen dan Bisnis*, *4*(2), 127–136.

Wirjosutatnto, E. W. (2019). Pengaruh produk dan promosi terhadap produk De'cartof. *Jurnal Performa: Jurnal Manajemen dan Start-up Bisnis*, *4*(1), 147–154. https://doi.org/10.37715/jp.v4i1.1502.

Yoebrilianti, A. (2018). Pengaruh promosi penjualan terhadap minat beli produk fashion dengan gaya hidup sebagai variabel moderator (Survei konsumen pada jejaring sosial). *Jurnal Manajemen*, *8*(1), 20-41. https://doi.org/10.30656/jm.v8i1.660.