The influence of Muslim fashion influencers on purchase intention mediated by attitude towards the advertising and brand attitude in the Muslim fashion industry in Indonesia

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ABSTRACT

Although numerous studies have been conducted on the impact of influencers on purchase intention. Researchers are divided into two factions, each yielding distinct outcomes. The initial group of researchers discovered that influencers exert a substantial impact on the desire to make a purchase. Conversely, the second group of researchers discovered that influencers do not have a substantial impact on purchase intention. According to the idea of planned behavior, a person's subjective opinions about their preferences or aversions have an impact on their decision to take action. This study focuses on Instagram users that follow Muslim fashion accounts such as Heaven Lights, Vanilla Hijab, Wearing Kiambi, and Heylocal. These accounts identify the research objects as the products they offer.

The sample technique employed is non-probability, specifically utilizing a purposive sampling approach. A total of 170 respondents were surveyed. The employed methodology for data collection involves the dissemination of questionnaires. The data analysis technique employed was Structural Equation Modeling-Partial Least Squares (SEM-PLS) utilizing smartPLS 3.0 software. The findings indicated that influencers did not have a substantial impact on the intention to make a purchase. The factors of attitude towards advertising and brand attitude completely mediate the influence of influencers on purchase intention. These findings corroborate the findings of the research team that concluded that influencers do not have a substantial impact on purchase intention. The findings of this study also demonstrate the crucial significance of the mediating factors' attitude towards advertising and brand attitude in the impact of influencers on purchase intention.

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Introduction

The Fashion Industry is currently one of the creative and commercial sectors in the world, including Indonesia, making a significant contribution to economic growth. The emergence of new brands makes competition in the fashion world tighter. The existence of different consumer perceptions in responding to several products with relatively the same quality, model and function can provide different performances in the market (Mothersbough et al., 2019). One of the rapidly growing fashion industries is the Muslim fashion industry in Indonesia. Business actors in the field of Muslim fashion must be able to maintain and increase consumer interest in purchasing their products.

Purchase intention arises after receiving stimulation from the product he sees. From there, there is an interest in trying the product until, finally, the desire to buy to own it arises (Kortler, 2016). One of the external stimuli that can be maximized is influencers. The use of influencers on a product based on popularity owned by famous people is believed to influence consumers in making purchases, especially in the use of e-commerce, namely online marketing.

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Instagram is the most popular online marketing platform and is most often used by influencers and marketers in running influencer marketing campaigns. Also referred to as opinion leaders, influencers on social media regularly share their daily life activities, skills, opinions and recommendations based on their experiences (Freberg et al., 2011). Influencer marketing differs from traditional word-of-mouth marketing because it allows marketers to gain more oversight and knowledge over marketing results. Marketers can access the number of views, likes, comments, influencer posts and feedback related to their products and services (De Veirman et al., 2017). This trend forces marketers to involve influencers in their marketing strategies, inevitably, and influencer marketing will always be part of a company's overall marketing strategy (Starrgage.com, 2021).

Many studies have stated that attitude towards the influencer can influence consumer purchasing decisions, as stated by (von Felbert et al., 2020), (Trivedi et al., 2020), and Chetioui (2019), but it is different from the research conducted by Windy and Renny (2020). In addition, there are several exceptions submitted by Venus and Muqaddam (2019), which state that attitude towards the influencer affects the brand, in the sense that if the brand is only displayed through social media stories, it will not affect the brand conveyed. Different results if the band is used in the influencer's daily life, it will produce a positive reaction to the brand.

This study also uses attitude toward the advertisement as a mediating variable because the activities carried out by these fashion influencers are advertising by creating trends and fashions uploaded on social media that their followers follow. This is a novelty of this study because the research conducted by Chetioui (2019) does not mention the attitude toward the advertisement variable, while this is considered necessary to measure the skills possessed by influencers (von Felbert et al., 2020; Windy et al., 2020; and Hanna., 2016).

With the background of this research, a research object is needed, which is used to measure the results. This study uses Muslim fashion brands such as Heaven Lights, Vanilla Hijab, Wearing Klambi, and Heylocal.id because they have the same number of followers on social media and have similar prices.

Literature Review

Attitude Toward the Influencer

Instagram is one of the social media platforms that business people often use to promote their products. The purpose of the promotion is so that social media users can find out about product information and make purchases of these products. One of the new approaches born from the existence of Instagram is influencers (Chetioui Y. et al., 2020). Influencers are Instagram users with high popularity and are used as references by other users. To create promotional content that businesses will ultimately distribute through their Instagram accounts, Instagram users chosen to be influencer marketing will convey product messages and are expected to influence consumer purchasing decisions. According to Putri & Roostika (2022), several attributes must be possessed by influencer marketing, including credibility (expertise and trustworthiness), attractiveness, and power.

Attitude Toward the Advertising

Attitude toward advertising is the attitude that a consumer has towards the advertisements they see. There are two stages in the delivery of advertising, namely, the cognitive stage and the affective stage. The cognitive stage is the stage where someone has never heard about a product, so that someone is not aware of the existence of the product (Kinnear & Taylor, 1996). The affective stage is the stage where a person already knows the advertisement and can judge like or dislike, love or hate, which is a person's response or feeling towards the stimulus. Ad makers at this stage are required to build trust in the advertised product. Consumers need correct information from reliable sources so as not to make consumers doubt. At this stage, advertisers try to influence and change consumer attitudes.

Brand Attitude

Brand attitude is the attitude shown by consumers to a brand. The attitude that consumers have towards a brand can be positive or negative (Trivedi et al., 2020). Chetioui Y. et al. (2020) explain that attitudes towards brands represent consumer influence on a brand, which can lead to tangible actions such as choices for a brand. The best brands can provide quality assurance for their consumers so that consumers can trust and lead to buying actions. In online marketing, the message conveyed by an influencer will influence consumer attitudes towards a brand. A positive attitude of a consumer to a brand will be very beneficial for the brand. The reason is that this positive attitude can trigger consumers to make a purchase.

Purchase Intention

Purchase intention is a decision consumers make to buy a product or service because they need or like the function of a product. Purchase intention can also be explained as the customer's desire to buy the same product because they know the function of the product (Chetioui et al., 2019). Purchase intention refers to the likelihood that consumers plan or are willing to buy a particular brand in the future (Huang et al., 2011). The TPB suggests that an increase in intention reflects an increase in the likelihood of carrying out the behaviour. In influencer marketing, previous literature shows that consumers' attitudes towards certain brands directly impact their purchase intentions (Singh et al., et al., 2020). Erkan and Evans (2018) suggest that E-word of mouth (E-WOM) is more effective when made by people who are known and has a strong influence on the purchase intention of online consumers. Measures such as brand attitude, brand image, quality, brand knowledge, attributes and brand loyalty have all been shown to have a strong influence
on purchase intention in previous literature (Tariq et al., 2013). The quantity and quality of E-WOM can also influence consumer purchase intention.

Conceptual Framework of the Research
This study investigates four main constructs consisting of three one independent variables, namely attitude toward the influencer, and one dependent variable, namely purchase intention. In addition, this study also adds a mediating variable (attitude toward the advertisement and brand attitude). For more details, see Figure 1 below:

![Diagram](image)

**Figure 1: Research Framework and Hypothesis**

The hypotheses of this study are:
H1: There is a significant influence between attitude toward the influencer on purchase intention
H2: There is a significant influence between attitude toward the influencer on attitude toward the advertisement
H3: There is a significant influence between attitude toward the influencer on brand attitude
H4: There is a significant influence between attitude toward advertisement on purchase intention
H5: There is a significant influence between brand attitude on purchase intention
H6: attitude toward advertisement mediates the relationship between attitude toward the influencer and purchase intention
H7: brand attitude mediates the relationship between attitude toward the influencer and purchase intention

Research and Methodology
Participants and Data Collection
The population in this study are all followers of Instagram social media from Muslim fashion brands in Indonesia. Sampling was carried out by using the non-probability sampling method. In this study, the sample was determined, namely the research item, 17 multiplied by 10 = 170, so the number of respondents was 170. To get the desired results, as many as 170 respondents. The sample criteria specified in this study were 23-30 years of age because they could make decisions independently and determine their preferences in research (Mothersbaugh, 2010). Instagram followers of Heaven Lights, Vanilla Hijab, Wearing Klambi, and Heylocal.id brands.
Data Analysis

This research uses Structural Equation Model (SEM) analysis with Variance Based SEM approach or better known as Partial Least Square (PLS) and the software used in data analysis to test the hypothesis in this study WarpPLS 3.0.

Measurements

The attitude toward the influencer variable is measured using the credibility (expertise, trustworthiness), attractiveness, and power indicators developed by Putri and Roostika (2022). The attitude toward the advertising variables were developed by Singh, et al (2020). Variable brand attitude which was developed by Chetioui, et al (2019) and Singh, et al (2020). Finally, the purchase intention variable which was developed by Chetioui, et al (2019) and Singh, et al (2020).

Result of The Research

Result

Statistical tests were conducted to measure the validity and reliability of this study. Table 1 indicates that the scale, magnitude, and statistical fit have been accepted. The average variance extracted (AVE) values of all latent variables show a score of 0.801 for the attitude toward the influencer variable, 0.723 for the attitude toward the advertisement variable, 0.689 for the brand attitude variable, and 0.737 for the purchase intention variable. The Cronbach alpha value for the reliability criterion is relatively high; attitude toward the influencer has the highest Cronbach alpha value. Sequentially, the Cronbach alpha coefficient values for the four variables used in this study range from 0.7 and they are acceptable.

Table 1: Composite Reliability, Cronbach Alpha, AVE

<table>
<thead>
<tr>
<th>Variables</th>
<th>Composite Reliability</th>
<th>Cronbach Alpha</th>
<th>AVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attitude Toward the Influencer</td>
<td>0.945</td>
<td>0.922</td>
<td>0.801</td>
</tr>
<tr>
<td>Attitude Toward the Advertisement</td>
<td>0.929</td>
<td>0.904</td>
<td>0.723</td>
</tr>
<tr>
<td>Brand Attitude</td>
<td>0.898</td>
<td>0.849</td>
<td>0.689</td>
</tr>
<tr>
<td>Purchase Intention</td>
<td>0.918</td>
<td>0.881</td>
<td>0.737</td>
</tr>
</tbody>
</table>

Source: Primer Data, 2022

The composite reliability (CR) values were 0.945, 0.929, 0.898, and 0.918, respectively (above 0.80). It can be concluded that all constructs are reliable, both according to composite reliability and Cronbach alpha. The R-square value of the attitude toward the advertisement variable in this research model is 0.530 and brand attitude is 0.565. The goodness of Fit (GoF) in this study was calculated using the equation GoF = √(AR^2 x Acom) =√(0.740x0.590) =0.660. The score of 0.660 on the Q-Square calculation shows that the model in this study can be said to have immense goodness of fit.

Table 2: Results of Direct Effect Hypothesizes Testing

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Relationship Variables</th>
<th>Between Path Coefficient</th>
<th>t-statistic</th>
<th>p-values</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>Attitude Toward the Influencer → Purchase Intention</td>
<td>0.126</td>
<td>1.557</td>
<td>0.120</td>
<td>Not Significant</td>
</tr>
<tr>
<td>H2</td>
<td>Attitude Toward the Influencer → Attitude Toward The Advertisement</td>
<td>0.728</td>
<td>20.179</td>
<td>0.000</td>
<td>Significant</td>
</tr>
<tr>
<td>H3</td>
<td>Attitude Toward the Influencer → Brand Attitude</td>
<td>0.754</td>
<td>20.440</td>
<td>0.000</td>
<td>Significant</td>
</tr>
<tr>
<td>H4</td>
<td>Attitude Toward the Advertisement → Purchase Intention</td>
<td>0.240</td>
<td>2.276</td>
<td>0.023</td>
<td>Significant</td>
</tr>
<tr>
<td>H5</td>
<td>Brand Attitude → Purchase Intention</td>
<td>0.508</td>
<td>4.446</td>
<td>0.000</td>
<td>Significant</td>
</tr>
<tr>
<td>H6</td>
<td>Attitude Toward the Influencer → Attitude Toward The Advertisement → Purchase Intention</td>
<td>0.175</td>
<td>2.213</td>
<td>0.027</td>
<td>Significant</td>
</tr>
<tr>
<td>H7</td>
<td>Attitude Toward the Influencer Brand Attitude</td>
<td>0.382</td>
<td>4.303</td>
<td>0.000</td>
<td>Significant</td>
</tr>
</tbody>
</table>
Based on the analysis results in the table, it is known that the magnitude of the direct influence of the attitude toward the influencer variable on the purchase intention variable is 0.126. As for the influence of attitude toward the influencer on purchase intention, it has a t-statistic value not significant than the t-table value (1.557 < 1.96). So, the attitude toward the influencer variable not significantly affects purchase intention, so H1 is rejected. The magnitude of the direct effect of the attitude toward the influencer variable on the variable of attitude toward the advertisement is 0.728. The effect of attitude toward the influencer on attitude toward the advertisement has a t-statistic value more significant than the t-table value (20.179 > 1.96). It can be concluded that the attitude toward the influencer has a significant positive effect on attitude toward the advertisement, so H2 is accepted. The magnitude of attitude toward the influencer variable's direct influence on brand attitude is 0.754. The effect of attitude toward the influencer on brand attitude has a t-statistic value more significant than the t-table value (20.440 > 1.96). So the self-congruity variable significantly positively affects brand attitude, so H3 is accepted.

The magnitude of the direct influence of the attitude toward the advertisement variable on the variable of purchase intention is 0.240. The effect of toward the advertisement on purchase intention has a t-statistic value more significant than the t-table value (2.276 > 1.96). So, it can be concluded that the toward the advertisement variable significantly positively affects the purchase intention variable, so H4 is accepted. The magnitude of the direct influence of the brand attitude variable on the variable of purchase intention is 0.508. The effect of brand attitude on purchase intention has a t-statistic value more significant than the t-table value (4.446 > 1.96). So, the brand attitude variable significantly positively affects purchase intention, so H5 is accepted.

The magnitude of the indirect effect of the variable of the variable of positive e-WOM through consumer satisfaction is 0.133. The total effect of the attitude toward the influencer variable on the purchase intention variable through the attitude toward the advertisement variable is 0.175. This value is greater than the direct effect of attitude toward the influencer variable influence on purchase intention, which is 0.126. The effect of attitude toward the influencer on purchase intention through attitude toward the advertisement has a t-statistic value more significant than the t-table value (2.213 > 1.96). It can be concluded that the attitude toward the influencer variable significantly positively affects purchase intention through attitude toward the advertisement, so H6 is accepted.

The magnitude of the indirect effect of the attitude toward the influencer variable on the variable of purchase intention through purchase intention is 0.240. The total effect of the attitude toward the influencer variable on the variable of purchase intention through the brand attitude variable is 0.382. This value is greater than the direct effect of the attitude toward the influencer variable on the purchase intention of 0.240. The effect of attitude toward the influencer on purchase intention through brand attitude has a t-statistic value more significant than the t-table value (4.303 > 1.96). It can be concluded that the positive attitude toward the influencer variable has a significant positive effect on purchase intention through brand attitude, so H7 is accepted.

**Discussion**

*Attitude toward the influencer has a significant effect on purchase intention*

Subjective norm attitudes and behavioural control influence individual intentions to perform certain behaviours. So, the existence of influencers with information content that consumers trust can influence consumer attitudes to make purchases (purchase intention) of a product. However, the results showed that attitude towards the influencer did not have a significant effect on purchase intention. Increasing the level of attitude towards the influencer does not necessarily increase the level of purchase intention made by a consumer. These results are in line with research conducted by (Von Felbert et al. 2020; Astuti, W. D., & Risqiani, R., 2020; Hermanda et al., 2019; Vidyananta et al., 2018 & Dey D et al., 2021).

*Attitude toward the influencer has a significant effect on attitude toward the advertisement*

The results show that attitude toward the influencer has a positive and significant effect on attitude toward the advertisement, so the hypothesis, namely attitude towards the influencer, has a significant positive effect on attitude towards the advertisement, is accepted. The results of the frequency distribution of the attitude toward the advertisement variable show that advertisements featuring favorite fashion influencers attract attention. This study supports several previous studies, including (Dey D. et al., 2021 Al Mamun. et al., 2023 Singh R.P. et al., 2019 and Astuti W.D et al., 2020), the more a consumer has a high interest in an influencer, the more interest they will increase in advertisements featuring their favorite influencer. So, for the advertisements they display to be effective and optimal, brand owners must pay attention to the influencers they choose to promote their brands.

*Attitude toward the influencer has a significant effect on brand attitude*

attitude toward the influencer has a significant effect on brand attitude accepted. This means that when consumers have a high level of liking for an influencer, it will increase their liking for a brand advertised or endorsed by their favourite influencer. These results support several previous studies, including (Immanu et al., 2021; Vidyananta et al., 2018; Astuti et al., 2020; Hermanda et al., 2019; Amitay et al., 2020 & Trivedi et al., 2020). So that the more positive consumer perceptions of an influencer can foster good perceptions of the behaviour carried out by the influencer. So, it is natural that a brand supported by specific influencers can increase the positive response of its target market. However, several things should concern brand owners in selecting influencers. Brand owners must know very well who their target market is and what consumers want to see their brand. So that brand owners can choose influencers that are suitable for their products.
**Attitude toward the advertisement has a significant effect on purchase intention**

The results of this study indicate that attitude toward the advertisement has a significant positive effect on purchase intention. This means that any increase in value in the attitude toward the advertisement variable can increase the purchase intention variable. In their research, Astuti et al. (2018) revealed that business people need to choose influencers who have good credibility, are popular, and have the latest information because influencers can influence consumer attitudes towards consumer decision-making to buy a product. These results indicate that influencers influence every advertisement or content seen by consumers. Furthermore, consumers make the advertisement a reference to purchase a product. The research results are in line with the research (Astuti W.D et al., 2020; Singh et al., 2019; Dey D. et al., 2021). In theory, these results follow the theory of planned behaviour, where the opinions or behaviour of people can influence a person's behaviour they like (Ajzen., 2011). Some things that brand owners should pay attention to in making advertisements are that in addition to being informative, advertisements must make consumers feel engaged with the ad content they create (A. Citralada et al., 2022). Consumers who feel engaged with the content they see will feel comfortable and be influenced by the information they get from the advertisement. In this case, it is expected that consumers will make product purchases.

**Brand attitude has a significant effect on purchase intention**

Brand attitude has a positive and significant effect on purchase intention. This is in line with research conducted by (Immanue d. et al., 2021; Rita R. et al., 2021; Chetiou et al., 2020; Vidyanata D. et al., 2018; Trivedi et al., 2020 and McClure C. et al., 2020). A good brand attitude affects increasing a person's desire to make a purchase intention for a pre-product from a brand that they like. So, it is essential for brand owners or practitioners in the field of advertising to consider using influencers as stars in their advertisements. It is undeniable that social media has become more attractive to the public in seeking entertainment or information than TV or print media. In addition, this study also shows that consumers have more trust in advertisements by their favourite influencers. For consumers, influencers can be trusted because they can represent consumers' curiosity or doubts regarding the advertised product. The existence of influencers is essential in increasing consumer confidence to decide to purchase a product.

**Attitude toward the influencer significantly affects purchase intention through attitude toward the advertisement**

The mediating effect of attitude towards the advertisement is known to be complete mediation; the results of mediation testing evidence this. This means that any increase in the value of the attitude towards the advertisement variable will mediate the attitude towards the influencer variable in increasing the purchase intention variable. This shows the importance of the influence of the attitude toward the advertisement variable as a mediating variable. So, for a more significant effect, brand owners should not only pay attention to the influencer chosen but also pay attention to the extent of the effect of attitude toward the advertisement from the advertising content they create. These results are in line with research (Von F. et al., 2020 & Trivedi et al., 2020)

**Attitude toward the influencer has a significant effect on purchase intention through brand attitude**

The mediating impact of brand attitude is known to be complete mediation, evidenced by the results of mediation testing. This means that any increase in value in the brand attitude variable will mediate the attitude towards the influencer variable in increasing the purchase intention variable. This shows the importance of the influence of the brand attitude variable as a mediating variable. So, for a more significant effect, brand owners should not only pay attention to the influencer chosen but also pay attention to the extent of the effect of brand attitude from consumers on their brand. These results align with research (Trivedi et al., 2020 & Vidyanata et al., 2018).

**Conclusion**

Based on the study's results, although it does not have a significant direct effect on purchase intention, influencers still play an essential role in influencing purchase intention through attitude toward influencers and brand attitude. Choosing the right influencer will have a positive effect on attitude towards influencers and brand attitude so that it can increase consumer comfort and trust in a brand. It is this sense of trust and comfort that stimulates consumers to behave or change their attitude following the message conveyed by the influencer, where the message conveyed by the influencer is an invitation to make a purchase of a product from a brand. 

**Recommendation for Future Research:**

i. Further research is recommended to examine other social media or online sites such as Facebook, Tik-Tok and YouTube.

ii. The number of respondents in this study can still be increased for better results.

iii. Researchers can add mediating variables such as the number of ads viewed, the level of creativity of influencers or consumer loyalty to a brand.

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*Institutional Review Board Statement:* Ethical review and approval were waived for this study, due to that the research does not deal with vulnerable groups or sensitive issues.
**Data Availability Statement:** The data presented in this study are available on request from the corresponding author. The data are not publicly available due to privacy.

**Conflicts of Interest:** The authors declare no conflict of interest.

**Reference**


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