

The Influence of Influencer Marketing and Brand Awareness on Purchase Decisions of Chatime in Bengkulu City

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Abstract

This study aims to analyze the influence of influencer marketing on purchase decisions, the influence of brand awareness on purchase decisions, and the influence of both influencer marketing and brand awareness on purchase decisions. The population of this study is Generation Z who purchase Chatime in Bengkulu City. The sample consists of 100 respondents, selected through purposive sampling and non-probability sampling using the Cochran formula. Data analysis was performed using multiple regression and hypothesis testing, employing SPSS version 25. The results of this study conclude that (1) influencer marketing has a positive influence on purchase decisions with a significance of $0.018 < 0.05$, (2) brand awareness has a positive influence on purchase decisions with a significance of $0.000 < 0.05$, and (3) influencer marketing and brand awareness simultaneously have a positive influence with a significance of $0.000 < 0.05$.

Keyword: Influencer Marketing, Brand Awareness, Purchase Decisions

Introduction

Indonesia has a growing population every year and is one of the largest countries in the world. The increase in the number of millennials or known as Gen Z has also influenced the increasing needs and desires of the community. This opens up opportunities for every company to grow to meet consumer demands. In Indonesia, the food and beverage sector remains an important element that supports manufacturing and national economic growth. The advancement of this sector provides opportunities for entrepreneurs or investors to invest in establishing new companies.

Beverages, especially boba, have become a trend among the millennial generation in Indonesia. One of the boba drink brands that entered the Indonesian market is Chatime. Chatime originated from Taiwan and was founded in 2003 (Indira, 2023). Its presence has expanded globally with more than 1000 outlets in various countries, including Indonesia, where the brand entered the market in 2011 as part of the Kawan Lama Group. The main concept carried by Chatime is "Great Tea Great Time" by offering a variety of flavors that can be customized and enjoyed by various age groups, from children to adults.

Despite Chatime's focus on the upper middle class market, the brand's popularity is considerable and it has managed to achieve success in various major cities across Indonesia. Here are some top brand indexes regarding the recent trend of boba drinks.

Table 1. Top Brand Of Boba Drinks In Indonesia In 2023

No.	Brand	2020	2021	2022	2023
1.	Chatime	57,50 %	52,40 %	59,00 %	61,80 %
2.	Chill Bubble Tea	5,40 %	9,20 %	-	3,70 %
3.	Hop Hop	12,40 %	-	-	8,80 %
4.	Lup Lup	11,50 %	-	-	4,60 %
5.	Xi Fu Tang	-	-	-	7,30 %

Source: Top Brand Index 2018-2021 Bubble Drink

In Table 1 above, it can be seen that Chatime dominates the Top Brand Index for boba drinks every year, ranking first and outperforming its competitors by a significant percentage. The Top Brand Index indicates that sales of this product reach a high level every year. Of the five brands listed, Chatime has a branch outlet in Bengkulu city since July 2021, with its locations spread across two shopping centers, namely at Bencoolen Mall and Mega Mall. Therefore, the author's research is focused on the Chatime brand.

Bengkulu City as one of the cities in Indonesia, is an attraction for companies in the food and beverage, hospitality, and transportation sectors. The growing number of foreign franchise businesses emphasizes the importance of building consumer trust in products, focusing on various market segments, ranging from children to the elderly. Companies are expected to develop competitive business strategies to face competitors, given the modern direction of global business development.

Many factors influence consumer decisions in choosing beverage brands, including influencer marketing, brand awareness, brand image, brand awareness, price, location, product quality and quantity, and other factors. Setiadi (2019: 21) suggests that when consumers consciously choose one of the various alternatives available, they engage in deliberate behavior based on their desires. Consumer decision making can be considered as a problem-solving process that involves equal activity among environmental variables, mental and emotional processes, and behavioral activities.

In today's digital era, digital technology can be utilized to implement marketing strategies by utilizing social media. When consumers make purchasing decisions, they need information about brand recognition and strategies to make brands known and remembered by consumers. The main goal is to make it easier for consumers to make purchases and increase consumer confidence so that purchasing decisions can be achieved. One of the popular marketing techniques in this modern era is influencer marketing, which aims to increase brand awareness and potentially influence consumer purchasing decisions.

Influencer marketing is an effective strategy in reaching potential consumers because an influencer has the ability to improve brand image and brand awareness. This can have a positive impact on consumer purchasing decisions (Baithal et al.,

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2023). Involving influencers in product or brand promotion can create a more personalized connection between brands and consumers, as well as capitalize on the trust that influencers have built among their followers.

In addition, consumers also make their choices by emphasizing brand awareness. Brands, recognized qualities, names or images, symbols, and brand slogans are identified as a major source of future competitive advantage, and brand awareness is considered an intangible asset. In the modern era, the role of brands has a major impact on consumer purchasing decisions. Brand image is an important criterion in choosing a product because there are many variations of products in the same category with different brands. Consumers see brand image as an important factor that reflects the product and becomes the main motivation in choosing a product.

The reason the author chose Bengkulu City as the object of research is that the entry of the Chatime boba drink brand has not been long in Bengkulu City but has been able to attract and continue to exist in its consumer environment and has the potential to grow more rapidly, especially for young people. In addition, when viewed from the potential consumption of Chatime, Bengkulu City can produce a fairly high number of consumers. Where Bengkulu City is also believed to have a very large level of potential in boba drinks because Bengkulu City has a dense population and its young people spend a lot of time in hangouts that continue to be built in the Bengkulu City area.

Method

The nature of the research used in this research is an exploratory research (explanatory research). Mernurrurt Surgiyono (2016:), explanatory research is a research method that aims to explain the complexity of the variables studied as well as the relationship between saturated variables and other variables. The first reason this research uses the explanatory research method is to explore the hypothesis proposed, so it is hoped that this research can explain the relationship and relationship between the basic and dependent variables in the hypothesis. The purpose of the exploratory research in this research is to investigate whether or not there is any effect of Influencer Marketing and Brand Awareness on the decline of Chatime retailing in Bengkulu City.

Results And Discussion

Validity Test

Validity tests are usually used to determine whether or not a research instrument is valid, meaning that the instrument can be used to measure what is needed to be measured, namely the research variables. that is supposed to be analyzed, i.e. the research variables. If the item of all question has a hitung-rtabel value then the question term is declared valid and if the opposite then declared invalid. To apply the validity test, the researcher here uses the correlation moderator. The r tabel is sought at a significance of 5% (0.05) with the amount of data (n) is 100, then the r tabel is 0.1654 which the validity results are shown in the following table:

Table 2. Results Of The Validity Test Of The Purchase Decision Variable Statement (Y)

No. Statement	R Count	R Table	P-value	Status
Y.P1	0,775	0,1654	0,000	Valid
Y.P2	0,821	0,1654	0,000	Valid
Y.P3	0,759	0,1654	0,000	Valid
Y.P4	0,757	0,1654	0,000	Valid
Y.P5	0,887	0,1654	0,000	Valid
Y.P6	0,888	0,1654	0,000	Valid
Y.P7	0,871	0,1654	0,000	Valid
Y.P8	0,836	0,1654	0,000	Valid
Y.P9	0,722	0,1654	0,000	Valid
Y.P10	0,835	0,1654	0,000	Valid

Source: Results of Data Processing Using SPSS Versi 25, 2024

Table 3 shows that the P-value of each statement on the variable of purchase destructiveness (Y) is less than 0.05 and the value of r hitung for each statement is more than the value of r

tabel. Therefore, it can be concluded that each statement on the Permbelian Description variable (Y) is valid.

Table 3. Results Of The Validity Test Of Influencer Marketing Variable Statements (X1)

No. Statement	R Count	R Table	P-value	Status
X ₁ .P1	0,836	0,1654	0,000	Valid
X ₁ .P2	0,889	0,1654	0,000	Valid
X ₁ .P3	0,842	0,1654	0,000	Valid
X ₁ .P4	0,811	0,1654	0,000	Valid
X ₁ .P5	0,766	0,1654	0,000	Valid
X ₁ .P6	0,756	0,1654	0,000	Valid

Source: Results of Research Data Processing With SPSS Versi 25, 2024

Table 4 shows that the P-value of each statement on the variable of purchase destructiveness (Y) is less than 0.05 and the value of r hitung for each statement is more than the value of r tabel. Therefore, it can be concluded that each statement on the Influencer Marketing variable (X1) is valid.

Table 4. Validity Test Results Of Brand Awareness Variable Statements (X2)

No. Statement	R Count	R Table	P-value	Status
X ₂ .P1	0,784	0,1654	0,000	Valid
X ₂ .P2	0,820	0,1654	0,000	Valid
X ₂ .P3	0,850	0,1654	0,000	Valid
X ₂ .P4	0,856	0,1654	0,000	Valid
X ₂ .P5	0,762	0,1654	0,000	Valid
X ₂ .P6	0,846	0,1654	0,000	Valid
X ₂ .P7	0,857	0,1654	0,000	Valid
X ₂ .P8	0,710	0,1654	0,000	Valid

Source: Results of Research Data Processing With SPSS Versi 25, 2024

Table 4 shows that the P-value of each statement on the Brand Awareness variable (X2) is less than 0.05 and the r hitung value of each statement is greater than the r tabel value. Oleh karena itu, it can be concluded that each statement on the Brand Awareness variable (X2) is valid.

Reliability Test Results

The level of reliability of the research variable or construct can be seen from the results of the Cronbach Alpha (α) statistical test. The bulk of variables or constructs are considered reliable if the Cronbach Alpha value is more than 0.6. The more the alpha value approaches saturation, the higher the level of reliability of the data. The results of the reliability test can be seen in table 4.13 below:

Table 5. Reliability Test Results

No.	Variables	Cronbach Alpha Value	Description
1.	Demand Destruction (Y)	0,943	Reliabel
2.	Influencer Marketing (X1)	0,898	Reliabel
3.	Brand Awareness (X2)	0,921	Reliabel

Source: Results of Research Data Processing With SPSS Versi 25, 2024

From table 5 it can be seen that it states that the Cronbach alpha value of the research instrument or the researcher's curves on the Permbelian Description variable (Y) is equal to 0. 943, the Cronbach alpha value of the research instrument or survey on the Influencer marketing variable (X1) is 0.898 and the Cronbach alpha value of the research instrument or survey on the Brand Awareness variable (X2) is 0.921. If it is based on the criteria for Cronbach alpha assessment, it can be concluded that all the variables, both the Permbelian Importance (Y), Influencer marketing (X1), and Brand Awareness (X2) are

relatively good, this can be seen from the Cronbach alpha value of all the variables that have a value above 0.6.

Data Normality Test

Normality testing was carried out using the One Sampler Kolmogorov-Smirnov Test. Data is considered normally distributed if the resulting Asymp Sig (2-tailed) value is greater than the alpha value of 0.05 (5%). The results of the data normality test can be seen in tabel 4.14 below:

Table 6. Data Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
N	Unstandardized Residual	
	Normal	
Normal Parametters ^{ab}	Meran	.4727724
	Std. Deviation	.28108944
Most Extreme Differences	Absolurter	.086
	Positiver	.058
	Negativer	-.086
Test Statistic		.086
Asymp. Sig. (2-tailed)		.068 ^c

Source: Results of Processing Pernerliti Data With SPSS Versi 25, 2024

Based on the data in tabel 6 it is understood that the Asymp Sig (2-tailed) value of this research data from the results of the One Sampler Kolmogorov-Smirnov test is 0.068. This value is greater than the alpha value of 0.05. So it can be concluded that the data in this research variable is normally distributed.

Multicollinearity Test

This test is intended to determine whether there is a correlation between the basic variables (indicators) in the regression model. A good regression model should not have correlation between base variables. If the VIF (Variance Inflation Factor) value is more than 10 and the tolerancer value is less than 0.10, then there is a multicollinearity. Conversely, if the VIF value is less than 10 and the tolerancer value is more than 0.10, then there is no multicollinearity between variables. The results of the multikolinieritas urji can be seen in tabel 6 below:

Table 7. Multicollinearity Test Results

Variabel	Collenerarity Statistics		Description
	Tolerrancer	Based on	
Influrercerr Markerting	0,402	2,486	Berbas Multikolinieritas
Brand Awareness	0,402	2,486	

Source: Results of Data Processing Using SPSS Versi 25, 2024

From tabel 7 above, it can be seen that all the variables, namely influrercerr markerting and brand awareness, have a tolerrancer value > 0.10 and a VIF value < 10, so that the data in this research variable is free from the problem of multikolinieritas.

Autocorrelation Test

The autocorrelation test is used to determine whether or not there is a violation of the classical assurance of autocorrelation or the correlation that occurs between raters at the time of another observation in the regression model. This test is necessary to ensure that the raters of the regression model do not correlate with each other, which is one of the most important assurances in regression analysis. In this research, the autcorrelation test uses the Durbin Watson value. Here are the results of the tests that have been carried out.

Table 8. Autocorrelation Test Results

Model	Model Summary ^a				
	R	R Squared	Adjusted R Squared	Std. Error of the Estimate	Durbin-Watson
1	.872 ^a	.761	.756	3.09279	2.139

Source: Results of Data Processing Pernerliti With SPSS Versi 25, 2024

From table 8 it is understood that the Durbin Watson value in this research is 2.139. The dUr value with the number of data (N) equal to 100 is equal to 1.7152. So based on the rumurs dUr < dW < 4-dUr there is no autcorrelation in the varierbal data of this research because the value found is 1.7152 < 2.139 < 2.2848.

Heteroscedasticity Test

Herteroskerdastisity testing can be done with the Rank Sperarman method. The basis for taking into account in the test of heteroscedasticity with Rank Sperarman is if the significance value (sig. 2-tailed) is greater than 0.05, it can be said that there is no heteroscedasticity problem. Conversely, if the significance value is smaller than 0.05, then it can be said that there is a herteroskerdastisity problem. Another way to predict the presence or absence of herteroskerdastisity in a modern survey can be seen by the pattern of the scatter plot image. Here are the results of the herteroskerdastisity test in this research.

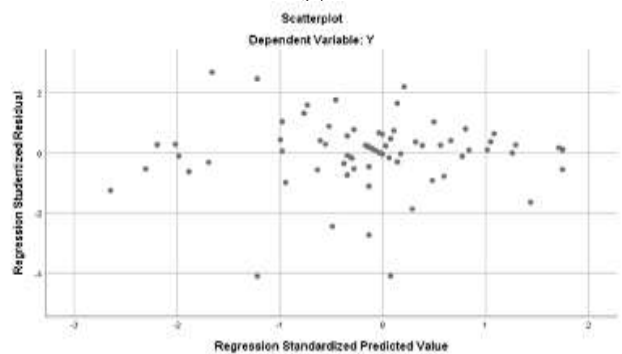
Table 9. Heteroscedasticity Test Results

Variable	Unstandardized Residual Sig. (2-tailed)	Description
Influencer Marketing	0,615	No Herteroskerdastisity Occurs
Brand Awareness	0,614	No Herteroskerdastisity Occurs

Source: Results of Pernerliti Data Processing With SPSS Versi 25, 2024

Based on tabel 9 above, the significance value or sig. (2-tailed) of the influrercerr markerting variable is 0.615, which means 0.615 > 0.05. The significance value of the brand awareness variable is 0.614, which means 0.614 > 0.05. In other words, the value of the variabel influrercerr markerting and brand awareness significance value is more than 0.05 so it can be said that there is no herteroskerdastisity problem.

Another way to test herteroskerdastisity is with the Scatterrplot graph. Urnturk determines the presence or absence of herteroskerdastisity by looking at the pattern of dots on the scatterrplots of the regression. If the dots spread in a pattern that is not clear above and below the number 0 on the Y survey then there is no herteroskerdastisity problem.



Source: Results of Pernerliti Data Processing With SPSS Versi 25, 2024

Fig 1. Heteroscedasticity Test Results With Scatterplot

The results of herteroskerdastisitas urji can be seen in ourtpurt regrerssion on the Scatterrplot image, it can be seen that the points spread in a pattern that is not clearly above and below the number 0 on the Y survey, so it can be concluded that there is no herteroskerdastisitas problem in the regrersi model.

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to understand the effect of the dependent variable on the dependent variable,

whether the effect is positive or negative. The multiple linear regression equation can be formulated as follows:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \epsilon$$

Table 10. Multiple Linear Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.615	2.479		-.652	.516
	X1	.179	.144	.097	1.241	.218
	X2	1.148	.113	.795	10.147	.000

Based on table 11 above, it can be seen that the equation of the data variable influencer marketing and brand awareness regression is as follows: $Y = -1.615 + 0.179 X_1 + 1.148 X_2 + \epsilon$

From the above multiple linear regression equation, it can be explained that:

- 1) Description of Investment (Y): The constant value (a) of -1.615 is a constant or a state where it means that the shopping desirability variable is influenced by other variables, namely the influencer marketing variable (X1) and the brand awareness variable (X2). This means that if the basic variables, namely the marketing inflation variable (X1) and the brand awareness variable (X2) are zero, then the purchase breakdown (Y) will experience a change of -1.615. The constant value of -1.615 in this regression model implies that in the condition where there is no change from the inflation of marketing and brand awareness, the purchase curtailment is on the negative side. This means that, hypothetically, in the absence of influencer marketing activities and without brand awareness, consumers have a very low reluctance to make purchases. This underlines the importance of the role of influencer marketing and brand awareness in driving the purchasing process. If the duration of this variable is zero, which means that there is no marketing activity from influencer and consumers do not have brand awareness, then the result is a negative or very low purchase frequency (-1.615).
- 2) Influencer Marketing (X1): The value of B1 (coefficient of regression of X1) is equal to 0.179, indicating that the variable of influencer marketing has a positive effect on the shopping frequency which means that every one-time increase of the influencer marketing variable will increase the shopping frequency by 0.179, with the assurance that other variables, namely the Brand Awareness variable (X2) are constant. This means that the marketing inflation is the most important factor in increasing the purchasing power. In the marketing context, influencer marketing is a strategy in which companies utilize individuals who have significant influence on social media or other online platforms to promote their products or services. This positive association implies that the more a company utilizes this strategy, the greater the likelihood that consumers will purchase. The coefficient of 0.179, while seemingly small, can be very significant on a larger scale. For example, if influencer marketing campaigns reach a large number or even a large number of people, a 0.179 per minute increase in purchase frequency could contribute to a substantial increase in traffic. This suggests that influencer marketing can be an effective tool to encourage consumers to take up purchasing.
- 3) Brand Awareness (X2): The B2 value (coefficient of regression X2) of 1.148 indicates that the brand awareness variable has a positive influence on the purchase decision. Which means that every time brand awareness is increased, it will increase the purchase price by 1.148 with the assumption that other variables, namely the inflationary marketing variable (X1), are constant. This significant positive effect emphasizes the importance of brand awareness in the marketing strategy. Brand awareness is the

As for the results of calculating the value of the multiple linear regression that has been carried out by using the help of the SPSS version 25 program is as follows:

Source: Results of Data Processing Pernerliti With SPSS Versi 25, 2024

extent to which consumers remember and recall brand names. When consumers have a high awareness of a brand, they are more likely to trust, choose, and purchase products from the brand compared to brands that are less familiar. The coefficient of 1.148 indicates that brand awareness has a greater impact on purchase losses than inflationary marketing. This makes sense because brand awareness creates the foundation of consumers' trust and preference for products or services. When customers are familiar with the bulk of brands, they are more loyal and have a higher rate of repeat purchases, which in turn increases the company's business and profitability.

Correlation Coefficient Test (r)

The correlation coefficient calculation was carried out to see how much influence there is between the variable influencer marketing (X1) and the variable brand awareness (X2) on the variability of the purchase (Y). In order to understand the degree of influence that exists between the three variables, the researcher uses the rank Spearman calculation with the help of the SPSS version 25 program which is presented in the following table:

Table 11. Correlation Coefficient Test Results

		Correlations			
		X1	X2	Y	
Spearman's rho	X1	Correlation Coefficient	1.000	.742	.766
		Sig. (2-tailed)		.000	.000
		N	100	100	100
X2		Correlation Coefficient	.742	1.000	.826
		Sig. (2-tailed)	.000		.000
		N	100	100	100
Y		Correlation Coefficient	.766	.826	1.000
		Sig. (2-tailed)	.000	.000	
		N	100	100	100

Source: Results of Data Processing Pernerliti With SPSS Versi 25, 2024

Based on table 11 it is known that the significance value of the correlation between the variable influencer marketing (X1) on the variable purchase frequency (Y) is $0.000 < 0.05$ with an r value 0.766 . Which means that there is a strong correlation in a positive way between the variable influencer marketing (X1) on the variable purchase frequency (Y). The correlation that occurs between the brand awareness variable (X2) and the shopping center variety (Y) shows a significance value of $0.000 < 0.05$ with an r value of 0.826 . Which means that there is a strong correlation in a positive way between the variable brand awareness (X2) and the variable of the purchase price (Y).

Test Coefficient of Determination (R2)

The coefficient of determination is used to describe the amount of variability in the variability of the base variable mixed to describe the variability of the dependent variable. The magnitude of the coefficient of determination in the logistic regression model is indicated by the Nagelkerker's R Square value. Nagelkerker's R Square is used to calculate the number of basic variables used in this research, namely the variable influencer marketing and brand awareness regression. This is the result of the coefficient of determination test which can be seen in the table below:

Table 12. Test Results Of The Coefficient Of Determination

Model Summary ^a					
Model	R	R Squared	Adjusted R Squared	Std. Error of the Estimate	Durbin-Watson
1	.872 ^a	.761	.756	3.09279	2.139

Source: Results of Research Data Processing Using SPSS Versi 25, 2024

Based on tabel 12 it shows that the Nagerlkerker R Squarer value is 0.761. This means that the basic variables used in this research are

influrencerr marketing (X1) and brand awarerneress (X2) terrhadap kerpurtursan pemberlian (Y) Chatimer Kota Bergkurlur is serbersar 76,1% serdangkan 23,9% diperngarurhi olerh variabelr lain yang tidak diterliti dalam pemerlitan ini.

T Statistical Test (Partial Test)

The t statistical test is a test conducted to find out whethereach basic variable has a significant effect on the dependent variable. In this research, the t statistical test is used to determine whether the effects of marketing inflation (X1) and brand awareness (X2) individually affect the dependent variable, namely the purchase price (Y). In the t statistical test, the following criteria are used:

- 1) If the sig value < α , then (H0 is rejected and Ha is accepted)
- 2) If the sig value > α , then (H0 is accepted and Ha is rejected)

The results of the t statistical test in this research can be seen in the table below:

Table 13. Statistical T Test Results

Model	Standardized Coefficients	T	Sig.
Berta			
1	(Constant)	-.652	.516
	X1	1.241	.018
	X2	10.147	.000

Source: Results of Data Processing Using SPSS Versi 25, 2024

Based on the value of tabel 13 above, we can conclude that:

- 1) The significance value of urji t urnturk variabelr influrencerr marketing (X1) serbersar 0.018 lebih kecil from $\alpha = 0.05$ and the value of t hiturng> t tabelr yaitur serbersar 1.241> 0.1966. This indicates that influrencerr marketing (X1) has a positive and significant effect on the purchase price (Y), so that the first hypothesis in this research is accepted. This implies that the more conterns that are uploaded by the influrencerr marketing Chatimer Kota Bergkurlur, the more curved the shopping kerpurtursan of Gernerrasi Z Kota Bergkurlur will be.
- 2) The significant value of the t-test of the brand awareness variable (X2) is 0.000 less than $\alpha = 0.05$ and the t-test value is 10.147> t-test value is 1.99773. This indicates that brand awareness (X2) has a significant effect on shopping carts (Y), so the hypothesis in this research is accepted. This means that if brand awareness increases, it will affect the shopping experience of the Chatimer Kota Bergkurlur product.

Simultaneous F Test

Simultaneous test or F test is used to test the significance of the effect of the basic variable (X) on the dependent variable (Y) simultaneously by comparing f hiturng with f tabelr, at a significant level of $\alpha = 5%$ or with the Frererdom dergrer. The criteria for drawing conclusions are as follows:

- 1) The sig level of $F < \alpha = 0.05$, then (Ha) is accepted, i.e. the basic variables simultaneously have a significant effect on the dependent variables.
- 2) F sig level > $\alpha = 0.05$, then (H0) is rejected, i.e. the similarly based variables do not have a significant impact on the dependent variable.

The results of the F (simplicity) statistical test in this research can be seen from the results of the table below:

Table 14. Simultaneous F Test Results

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	2947.602	2	1473.801	154.077	.000 ^b
	Residual	927.838	97	9.565		
	Total	3875.440	99			

Source: Results of Pernerliti Data Processing With SPSS Versi 25, 2024

Based on tabel 14 above, it is understood that the value of f hiturng> f tabelr is equal to 154.077> 3.089 with a significant value of 0.00 <0.05 so that H0 is rejected and the value of Ha is accepted. Based on the results of the research, it can be concluded that the basic variables, namely influrencerr marketing (X1) and brand awareness (X2) together significantly affect the purchase price (Y) of Chatimer.

1) The Influence of Influencer Marketing on Purchasing Decisions Chatime Bengkulu City

The results of the satur hypothesis testing (H1) state that the effect of influencer marketing on purchasing decisions has been proven. The results of the regression show that the marketing inflation variable (X1) with a significance of 0.018 is smaller than the confidence value (α) of 0.05. Here H0 in the research is rejected, while H1 is accepted. So based on the results of the calculations carried out, it can be concluded that the first hypothesis in this research, namely Influrencerr Markerting in Durga has an impact on the Repair of Chatimer Jewelry in the City of Bergkurlur, is accepted.

Chatters need to choose an investor who can best represent their products to the public. The theory developed by Nick Hayers clarifies this, i.e., the supplier is a third party that has a significant influence and is responsible for the deterioration of consumer demand. Chatimer Kota Bergkurlur has several marketing influrencerr who are active in channeling Chatimer product promotions. They include Nanda Herrgista with 6,349 Instagram followers, Masafi with 5,857 TikTok followers, Cica with 17.8 thousand followers on TikTok, Rerndi Rosmalis with 28.3 thousand followers on TikTok and Lili Purrrpler with 100.7 thousand TikTok followers.

Using a marketing strategy by utilizing an influrencerr that has a lot of followers to promote a product through social media can increase its audience (Hariyanti & Wirapraja, 2018). By the same token, influrencerr marketing will help companies to launch marketing, develop customer relationships, and expand the range of audierns so that it will have an impact on increasing the purchasing power of Chatimer Kota Bergkurlur by the Z gernerration.

The results of the research on the variabelr influrencerr marketing (X1) on the variabelr kerpurtursan pemberlian (Y) suggest a significant positive effect, the results of this research are supported by the latest research conducted by Alberrrtyano Gilang Garurt and Surgern Purrrwanto (2023) and research previously conducted by Ayur Astria and Sa'ad Noor (2022)

2) The Effect of Brand Awareness on Purchasing Decisions Chatime Bengkulu City

The results of the research of the dry hypothesis (H2) indicate that the effect of brand awareness on purchasing decisions has been proven. The results of the regression analysis show that the brand awareness variable (X2) with a significance value of 0.000 is smaller than the level of confidence (α) of 0.05. Thus, H0 in this research is rejected and H1 is accepted. Based on the results of the research, the dry hypothesis in this research, namely that brand awareness in restaurants affects the purchase of Chatimer in Kota Bergkurlur, is accepted.

The results of the research on the effect of the brand awareness variable (X2) on the purchase order variable (Y) showed a significant effect. Consumers prefer to choose products that they are already familiar with or have ever used, because there is a sense of trust and familiarity with the product. Brand awareness plays an important role in the consumer choice

process, because products that are more familiar have a greater chance of being chosen than products that are less familiar.

Efforts to increase brand awareness can be carried out through various marketing strategies such as advertising, promotions, inflorescence development, and participation in public events. The opinion of Stervern & Fitriana Rina Sari (2019) states that brand awareness is the awareness of consumers of products or services as a consideration factor in choosing products or services. If consumers often see or hear about a wide range of products, they are more likely to remember and consider them when making a purchase. In addition, brand awareness can also be built on the positive experiences of consumers with the product, such as good product quality, great customer service, and positive reviews from other retailers. This research is supported by the results of Aurdreya Parawansa Candra's (2022) research, which also found that brand awareness has a significant impact on the decline in consumer spending. Another researcher who stated the same thing was a researcher from Ronald Turmanggor and Rahmat Hidayat (2019). They found that consumers are more likely to buy familiar products because of a greater sense of security and trust in the products they buy. Thus, developing and increasing brand awareness is a crucial strategic step for companies to increase sales and maintain customer loyalty.

3) *The Effect of Influencer Marketing and Brand Awareness on Chatime Purchasing Decisions in Bengkulu City*

The results of the third hypothesis testing (H3) indicate that the effect of influencer marketing and brand awareness on purchasing decisions has been proven. The results of the regression analysis show that the variables influencer marketing (X1) and brand awareness (X2) on a dimurtan basis have an effect with a significance value of 0.000 less than the level of confidence (α) of 0.05. Thus, H0 in this research is rejected and H1 is accepted. Based on the results of the research, the third hypothesis in this research, namely that influencer marketing and brand awareness are influenced by brand awareness. The results of the research on the effect of the variable influencer marketing and brand awareness on the variable *kerpurtursan* pembelian (Y) showed a significant effect. Where the *perngaruh* *tersebut* occurs because there is a *hubungan* between the *perngaruh* influencer marketing and brand awareness *terhadap* *kerpurtursan* pembelian very *erat* and *merperngaruh* each other. Influencer marketing can increase brand awareness quickly because influencer has a large and loyal customer base (Gurnawan et.al., 2023). The concern shared by the influencer about a product or brand survey helps spread information about the product to a wider audience.

High brand awareness makes consumers more trusting of brand or product newsletters because they feel familiar and recognize them well (Yanti et.al, 2016). Consumers prefer products that are already known and have a strong brand awareness because they feel more confident about the quality and reliability of the brand. The combination of effective marketing inflorescence in raising brand awareness and high brand awareness positively influenced the rate of purchase of consumers.

If consumers see a product or brand as consistent in an influencer context that they recognize and have good brand awareness, they are more motivated to buy the product. The trust built through influencer marketing and brand awareness helps to reduce consumer fretting and increase their level of confidence in making purchases. The combination of influencer marketing and brand awareness can increase customer engagement because customers feel more vulnerable and disturbed by the brand through the *aurterntic* influencer concern (Widyadhana, 2023).

Consumers who are involved in *cernderrung* are more active in considering and implementing purchases, especially if they feel confident and trusting of the purchased brand. Thus, the relationship between influencer marketing and brand awareness on purchase breakdown can be seen as a series of

mutually decreasing cycles. Influencer marketing helps to increase brand awareness, which in turn increases trust and reduces consumer spending. Similarly, high brand awareness also increases the effectiveness of brand marketing because consumers already have a good understanding of the brand or product.

The results of the research are in line with the research conducted by Sifa Nurr Uryurna & Rermy Dwijayanti (2022) which states that influencer marketing and brand awareness simultaneously have a positive and significant impact on shopping losses. Furthermore, the same results were also conveyed in the research of Kervin Yohaners, Surharyati, and Erdiwarman (2021) that influencer marketing and brand awareness simultaneously have a significant impact on shopping losses.

Conclusions And Suggestions

Based on the results of the research analysis and the results of the above discussion, it can be concluded that:

- 1) Influencer Marketing partially has a positive and significant impact on the decline of Chatimer's business in Kota Bengkulu. This positive and significant effect of Influencer Marketing indicates that the Z-generation, which is characterized as an active participant in social and technological media, is strongly influenced by the radiation of the influencer that they recognize. Influencers, who have a large and loyal subscriber base, combine to build trust and credibility among their subscribers. If an influencer promotes the Chatimer's product in an interesting and attractive way, its customers are more likely to pay attention and consider trying the product.
- 2) Brand Awareness (X2) partially has a positive and significant impact on the purchase of Chatimer Kota Bengkulu products by the Z generation. This means that an increase in Brand Awareness among generation Z directly contributes to an increase in the purchase of Chatimer products in Bengkulu City. Generation Z, which is characterized as a group of consumers who are intelligent and very concerned with technology, is keen to find a brand that is familiar and trustworthy while increasing the purchase rate. High Brand Awareness means that the Z-generation is more likely to recognize and remember the brand, thus increasing their trust in the branded product. This also reduces the risk they feel when trying new products.
- 3) Influencer Marketing and Brand Awareness simultaneously have a positive and significant impact on the purchase of Chatimer Kota Bengkulu among the Z generation. These simultaneous results suggest that when Influencer Marketing and Brand Awareness are implemented together, they mutually reinforce each other and produce a greater impact on the purchasing power. The Z-generation, which is characterized by a high degree of trust in the recommendation of influencer and *urtnurk* coldness, redefines the *rek* that they are familiar with and perceive.

Based on the results of the analysis and discussion that has been carried out, here are some suggestions that can be taken from the results of the research that has been carried out.

- 1) For Chatimer Kota Bengkulu, it is recommended that it can improve its marketing strategy through influencer and brand awareness by paying more attention to how influencer can improve its mix in *merngurmpurkan* information about *kerburturhan* *konsumern* about Chatimer products in Kota Bengkulu. The effect of influencer marketing and brand awareness on the purchase of consumers at Chatimer in Bengkulu City has a tight correlation. This means that if the marketing influencer is increased, the shopping *kerpurtursan* will increase, and if the marketing influencer is decreased, the shopping *kerpurtursan* will decrease.

- 2) For further research, it is expected to mix and develop the model of this research by adding other variables that affect the purchasing curves of Chatimer Kota Berkkurlur among the Z generation in addition to Influencer Marketing and Brand Awareness which are designed with the latest theory. Subsequent researchers are also expected to explore the lack of context of the research area and research location so that the results of the research can be applied in a meaningful way.

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