
The Influence of Influencers and Copywriting on Purchase Interest Mediated by Brand Awareness (Study of Scarlett Consumers in Malang)

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ABSTRACT

This study seeks to analyze the impact of perceived value on repurchase intention among GoSend service users in Malang City. The study utilizes a quantitative methodology centered on analyzing customer behavior using explanatory research. The study population comprises consumers who have previously employed GoSend services. A sample size of 165 respondents was established using Malhotra's formula, selected by non-probability selection employing a purposive sampling strategy. Participants were mandated to have utilized GoSend services at least once and to dwell in Malang City.

Data collection was executed by online surveys disseminated via links and QR codes. The questionnaire comprises indicators intended to assess perceived value, its constituents, and repurchase intention. Data analysis was conducted utilizing Structural Equation Modeling (SEM) with SmartPLS software to investigate the variables' correlations and validate the research model.

The results indicate that perceived value substantially affects the repurchase intention of GoSend users. Elements influencing perceived value, including application incentives, perceived ubiquity, and visual appeal, were recognized as significantly and positively affecting users' decisions to utilize GoSend services regularly. Application incentives significantly enhance users' sense of value by providing tangible benefits that promote service loyalty. The perceived ubiquity, indicating the service's accessibility and simplicity, enhances users' favorable assessments of GoSend. The visual appeal of the application's design and interface enhances perceived value by delivering an intuitive and pleasurable user experience.

These findings emphasize the significance of perceived value in affecting consumer loyalty and repurchase behavior. Service providers such as GoSend are urged to consistently improve elements that influence perceived value by providing competitive incentives, ensuring effortless access, and refining application design to align with changing user expectations.

This research provides valuable information for digital service companies seeking to enhance their market presence and retain clients in a competitive landscape. Nonetheless, it recognizes constraints, including an exclusive emphasis on perceived value and its immediate constituents. Future research should investigate additional pertinent elements, including service reliability, user trust, and post-purchase assistance, to enhance the knowledge of the determinants of repurchase intention in digital services.

Keywords: Perceived Value, Repurchase Intention, Application Incentives, Perceived Ubiquity, Visual Attractiveness.

INTRODUCTION

Swift technological advancements characterize the era. In 2023, the total number of internet users in Indonesia was 215,626,156, constituting 78.19 percent of the country's total population of 275,773,901. This technical advancement also influences other sectors, such as business. In this context, technology advancements have impacted marketing tactics, as demonstrated by several studies. The advancement of information technology can transform how individuals engage in purchasing and selling transactions. The marketing mix has four primary elements: product, place, pricing, and promotion. Advertising is a crucial aspect of the promotion component. *Advertising* is any marketing communication that seeks to present items and communicate their values to consumers. Social media has enabled marketers to access a broader audience, unrestricted by geographic and demographic limitations. Instagram is a social networking platform with significant potential for advertising purposes. In January 2023, the number of Instagram users in Indonesia hit 104,175,200. Instagram is the predominant platform women in Indonesia utilize to seek beauty-related information. Figure 1 illustrates the hierarchy of social media utilized by Indonesian women in their pursuit of beauty knowledge.

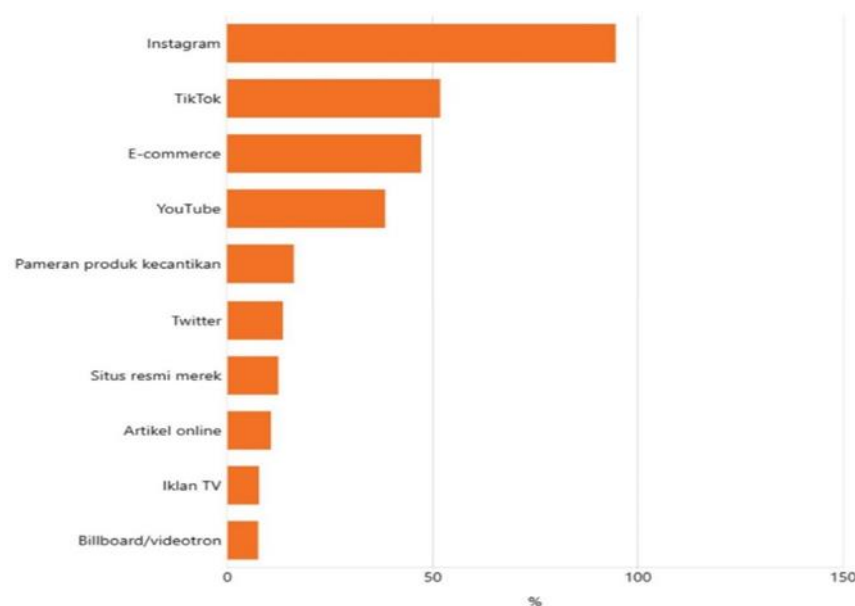


Figure 1. Indonesian Women's Preferences in Searching for Beauty Information Through Media (2022)

Scarlett is a cosmetic product brand that employs social media for marketing to generate consumer purchasing interest. The utilization of influencers in marketing positively affects customer purchasing interest. Influencers are individuals with substantial followings on social media, enabling them to sway others to undertake specific acts. Influencer marketing tactics can enhance brand or consumer awareness. The existence of influencers might affect brand awareness. Copywriting can impact brand awareness. Copywriting exerts considerable power in capturing consumer attention. Alongside copywriting and influencer engagement, brand awareness can substantially and favorably impact customer purchasing

interest. This study was conducted to assess the influence of influencers, copywriting, and brand awareness on customer purchasing interest in Scarlett in Malang City. (Ariasih, Rahmantari & Mahendra, 2023; Sutrisno & Parso, 2023; Hafizah & Kussudyarsana, 2024)

Influencer marketing involves enlisting prominent online personalities to disseminate a brand's message to their audience via sponsored content. Influencers accurately embody the ideals that people associate with a business or product. They disseminate information regarding specific products, potentially affecting consumer choices. Influencer benchmarks may utilize four metrics represented by the term VISCAP, which denotes Visibility, Credibility, Attractiveness, and Power. (Wei, Huat & Thurasamy, 2023; Chen, Chou, Hongsuchon, Ruangkanjanases, Kittikowit & Lee, 2022)

Copywriting is the strategic application of language to persuade or promote. Copywriting is the act of composing messages intended for advertising or various marketing reasons. *Copywriting* is a pragmatic and cost-effective promotional strategy that yields significant results. Copywriting is essential for content marketing and the success of a brand's marketing and advertising strategy. Copywriting is a crucial marketing communication instrument that enhances a brand's image, elevates awareness, and captivates the target audience's attention. (Widodo & Salamah, 2023; Looi, Kemp & Song, 2023; Wu, Nambisan, Xiao & Xie, 2022)

Consumer interest is defined by the likelihood of customers purchasing or switching from one brand to another. Purchase intention is a cognitive declaration by consumers indicating a desire to acquire a good. Purchase intention refers to consumers' desire to acquire a product, utilizing information search as a criterion in selecting products that satisfy their needs. (Laradi, Berber, Rehman, Hossain, Hiew & Illés, 2023; Xu, Zhu, Metawa & Zhou, 2022; Wuisan, & Handra, 2023)

Brand recognition is predominantly established through genuine personas and authenticity, whereas purchase intention largely relies on real-life figures, their contributions, and the alignment between influencers and their audiences. Brand awareness denotes the intensity of a brand's recognition among consumers. (Ekaputra & Sundjaja, 2023; Hung, Tse & Chan, 2022)

Brand awareness as the capacity of prospective consumers to identify or recall that a brand is associated with a specific product category. The significance of brand awareness in total brand equity is contingent upon the degree of awareness attained by a brand. (Daswan, Juharsah, Sinarwati, Daswan, Hartini & Makkulau, 2024; Wei, Huat & Thurasamy, 2023)

This study seeks to investigate the impact of influencers and copywriting on purchase intention, mediated by brand awareness, among Scarlett consumers in Malang City. This study employed a quantitative methodology with an explanatory research approach. The participants in this study were Instagram users who had encountered Scarlett advertising and resided in Malang City. A sample of 140 respondents was obtained using the Malhotra formula through purposive sampling. Data analysis was conducted with SmartPLS to ascertain the association among variables. This study offers academic and practical insights into how marketing methods involving influencers and copywriting, bolstered by brand knowledge, might affect customer decision-making. The study's conclusions are anticipated

to serve as a reference for Scarlett and other companies in formulating more efficient marketing strategies in the digital age.

METHOD

This study employs a quantitative methodology utilizing an explanatory research design to elucidate the causal relationship among the examined variables. The research was carried out in Malang City, which was selected because 23 percent of its population is aged 15 to 30, aligning with Scarlett's primary target demographic. This study does not restrict the age of respondents to that range, acknowledging the possibility of purchasers from other age demographics.

The research population comprises Instagram users residing in Malang City who have encountered Scarlett adverts and fulfill the target market requirements. The sampling strategy is a nonprobability method with a purposive sampling approach. Participants are chosen according to criteria pertinent to the research aims, including possessing the Instagram application, having encountered Scarlett advertising, and residing in Malang City.

The research questionnaire comprises 35 items that signify signs for each variable. According to the Naresh K. Malhotra calculation, the minimum sample size should be four to five times the number of items in the questionnaire. Consequently, a minimum of 140 responders is required for the sample size. This strategy guarantees that the data collected is enough for statistical analysis employing established procedures.

Primary data were collected via online questionnaires disseminated through links or QR codes. The questionnaire employed a closed format utilizing a Likert scale of 1–5, prompting respondents to evaluate each item according to their experiences and beliefs related to influencers, copywriting, brand awareness, and buying intention concerning Scarlett products. (Han & Du, 2023; Yandri & Marsasi, 2024; Chan & Ramlan, 2024)

The gathered data were examined utilizing the Structural Equation Modeling (SEM) technique with the assistance of SmartPLS software version 4.0. Structural Equation Modeling (SEM) analyzes the interrelationships among variables within the research framework. This methodology enables researchers to examine both direct and indirect links among independent variables (influencers and copywriting), mediating variables (brand awareness), and dependent variables (purchase intention).

The model's validity and reliability were assessed via outer model testing, encompassing concept validity and indicator reliability evaluations. Subsequently, structural testing was conducted to assess the causal link among variables in the inner model. These measures guarantee that the study model is dependable for elucidating the phenomena under investigation.

This methodical approach is anticipated to yield valid data that can serve as a reference for building marketing strategies for the Scarlett product, particularly with influencers and compelling copywriting.

RESULTS AND DISCUSSION

The data analysis results in Table 1 indicate that influencer, copywriting, and brand awareness significantly affect other variables in the study model. The subsequent section provides a comprehensive analysis of each identified association.

Table 1. Results Of Path Coefficient, R-Square, And Hypothesis Analysis

	Original Sample (O)	Sample Mean (M)	T Statistics (O/STDEV)	P values	Decision
Influencer (X1) > Brand Awareness (Z)	0.309	0.307	2.497	0.014	Significantly Influential
Copywriting (X2) > Brand Awareness (Z)	0.338	0.320	2.929	0.004	Significantly Influential
Influencer (X1) > Minat Beli (Y)	0.231	0.227	2.300	0.023	Significantly Influential
Copywriting (X2) > Minat Beli (Y)	0.546	0.530	7.831	0.000	Significantly Influential
Brand Awareness (Z) > Minat Beli (Y)	0.454	0.454	5.753	0.000	Significantly Influential

The study results in Table 1 indicate a substantial causal association among influencer, copywriting, brand awareness, and buy intention variables. The impact of influencers on brand awareness was determined to be positive and significant, evidenced by a coefficient of 0.309, a T-statistic of 2.497 (>1.96), and a P value of 0.014 (<0.05). The findings suggest that influencers' strategic utilization can enhance brand awareness of Scarlett products. Influencers possessing a commendable reputation, substantial credibility, and a profound emotional bond with their audience can enhance brand recognition within the target market. This result affirms that the influence of social media personalities in enhancing brand recognition is significant and must be noticed in the current marketing environment.

Moreover, copywriting demonstrated a favorable and significant impact on brand awareness, evidenced by a coefficient of 0.338, a T-statistic of 2.929 (>1.96), and a P value of 0.004 (<0.05). This result suggests that compelling copywriting can enhance customer awareness of the Scarlett brand. Innovatively crafted, pertinent, and comprehensible messaging will enhance consumer recognition and recall of the brand. In this regard, copywriting is a crucial component of Scarlett's marketing communication strategy for establishing a robust brand image in consumers' thoughts.

Moreover, influencers demonstrated a positive and significant impact on purchase intention, evidenced by a coefficient of 0.231, a T-statistic of 2.300 (exceeding 1.96), and a P value of 0.023 (below 0.05). The availability of influencers capable of delivering

favorable reviews of Scarlett items can incentivize consumer purchases. The authenticity and character of influencers aligned with Scarlett's brand values and image can enhance consumer trust, thereby elevating buy intention.

Copywriting significantly impacts purchase intention, evidenced by a coefficient of 0.546, a T-statistic of 7.831 (exceeding 1.96), and a P value of 0.000 (below 0.05). The results affirm that effectively crafted marketing messages can substantially influence customers' purchasing decisions. Effective copywriting that captures attention articulates product advantages succinctly and instills a feeling of urgency will enhance consumer motivation to acquire Scarlett products promptly.

Brand knowledge exerts a positive and substantial effect on purchase intention, evidenced by a coefficient of 0.454, a T-statistic of 5.753 (>1.96), and a P value of 0.000 (<0.05). Elevated brand recognition enhances consumer confidence in the products, augmenting buy intention. In this setting, brand awareness is a crucial connection between marketing communications and purchasing decisions.

This investigation indicates that brand awareness modulates the impact of influencers and copywriting on purchase intention. Influencers and copywriting not only directly affect purchase intention but also enhance brand awareness. This discovery underscores the significance of a cohesive marketing strategy, wherein each component enhances the others to achieve the intended objectives.

This study emphasizes the significance of employing effective influencers and copywriting to enhance brand awareness and influence Scarlett's customers' purchasing decisions. A social media marketing plan that integrates these three components may be crucial for Scarlett in capturing consumer interest and enhancing its market competitiveness.

Figure 2 is a research model diagram illustrating the relationships among the variables: influencers (X1), copywriting (X2), brand awareness (Z), and purchase interest (Y). This graphic illustrates a sophisticated causal link framework employing the Structural Equation Modeling (SEM) methodology:

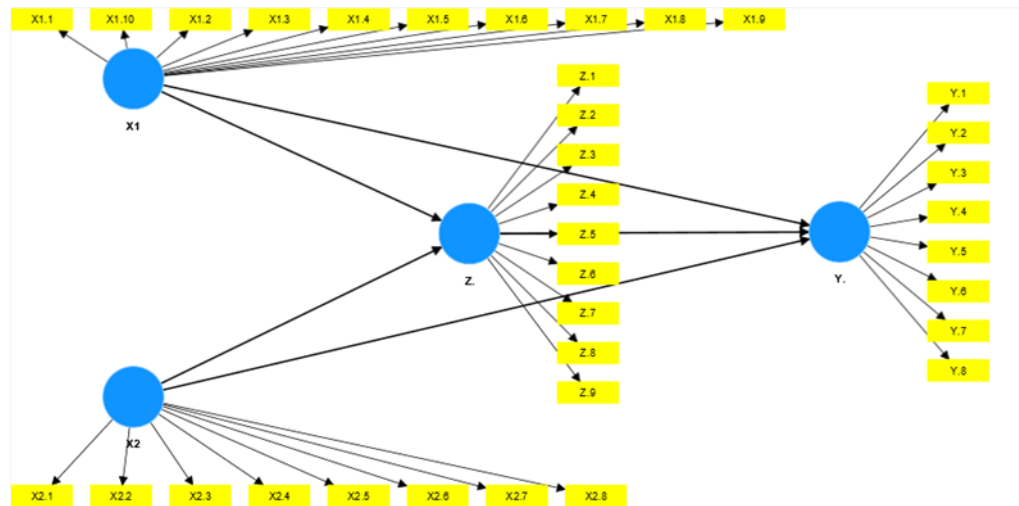


Figure 2. Examination of the Outer Model

Figure 2 depicts the research model, demonstrating the interrelationship among four primary variables: influencer (X1), copywriting (X2), brand awareness (Z), and buy intention (Y). The four variables are interconnected in their influence on consumer purchasing decisions for Scarlett items in Malang City. The graphic illustrates the influence of exogenous factors (X1 and X2) on the endogenous variable (Y), both directly and indirectly via the mediating variable (Z). This document comprehensively analyzes each variable and the causal relationships within this model.

The exogenous variables in this research include influencer (X1) and copywriting (X2). Both serve as determinants that directly and indirectly affect brand awareness.

The Influencer variable (X1) is assessed using ten indicators (X1.1 to X1.10), encompassing factors such as influencer credibility, authenticity of shared material, follower count, and relevance to Scarlett's target market. Credible influencers establish emotional relationships with their audiences, ultimately enhancing consumer awareness of the Scarlett brand. In this setting, influencers serve as intermediaries between products and consumers, facilitating trust and enhancing engagement.

Copywriting, evaluated using eight metrics (X2.1 to X2.8), emphasizes the caliber of the marketing message conveyed. Innovative, pertinent, and compelling communications significantly contribute to capturing consumer interest. Effective copywriting enhances brand visibility and immediately impacts consumer purchasing interest.

Brand awareness serves as a mediating variable linking the effects of influencers (X1) and copywriting (X2) on purchase intention (Y). Nine variables (Z.1 to Z.9) assess this variable, encompassing consumers' brand recognition, logo or slogan recall, and favorable associations with Scarlett products.

Brand awareness is crucial in the decision-making process for purchases. Increased brand awareness among customers correlates with a more favorable view of the product.

Brand awareness is crucial to Scarlett's marketing strategy, as increased brand recognition correlates with a higher likelihood of consumer purchases.

The primary objective of this approach is the variable of purchasing intention. Eight measures (Y.1 to Y.8) assess this variable, which encompasses customers' purchasing intent, openness to experimentation, and confidence in the advantages of Scarlett products. Influencers, copywriting, and brand awareness affect the intention to purchase.

The intention to purchase indicates the efficacy of Scarlett's marketing plan. If influencers and copywriting generate a compelling appeal and elevated brand awareness, buyers are more inclined to demand Scarlett products.

This association demonstrates that influencers play a significant role in enhancing brand awareness. Influencers pertinent to the Scarlett brand can provide an emotional resonance that shapes consumer views of the brand.

Creative and persuasive marketing communications can enhance consumer awareness of Scarlett's items. Proficient copywriting enhances product recognition and retention among consumers.

Besides affecting brand awareness, influencers can also directly impact purchasing interest. This condition occurs when consumers are confident in influencers' reviews or product endorsements.

The apparent correlation between copywriting and purchasing interest indicates that a compelling marketing message can prompt consumers to purchase urgently.

This link establishes that brand awareness is crucial in cultivating consumer trust in Scarlett products. Elevated brand recognition instills greater confidence in consumers when purchasing the product.

Brand awareness is an intermediary between influencers and copywriting regarding purchasing interest. Heavier brand awareness amplifies the impact of the two external variables on purchasing interest.

This model is a framework for Scarlett to develop a robust marketing plan. Scarlett can utilize pertinent influencers whose audiences align with their target market. Furthermore, Scarlett needs to cultivate innovative and captivating copywriting to enhance the allure of their marketing message.

Moreover, enhancing brand recognition should be a crucial goal. Scarlett can leverage a blend of influencers and copywriting to enhance the brand image and consumers' perceptions. By comprehending these relationships, Scarlett may build a more targeted and effective marketing plan, substantially enhancing consumer purchasing interest.

This figure underscores the significance of synergy among influencers, copywriting, and brand recognition in developing an effective marketing plan for Scarlett products in Malang City.

Influencers significantly shape consumer impressions of the Scarlett brand. Credible influencers with a substantial following and relevance to the target market help enhance brand awareness among consumers. Moreover, favorable evaluations or endorsements from influencers foster consumer confidence, enhancing purchasing interest.

This discovery aligns with prior studies indicating that influencer marketing is an effective strategy for enhancing brand equity and augmenting consumer engagement.

Through innovative, pertinent, and compelling copywriting, marketing communications have demonstrated efficacy in enhancing brand recognition and stimulating purchase intent. Effective copywriting captures consumer attention and communicates product information appealingly, ultimately enhancing the intention to purchase.

This condition aligns with the marketing communication hypothesis, which posits that the caliber of marketing messaging significantly influences the efficacy of communication between brands and consumers.

The study's findings indicate that brand awareness significantly mediates the interaction between influencers and copywriting about purchase interest. Brand awareness is essential for cultivating emotional connections and consumer trust in the Scarlett brand. Consumers with a strong familiarity with the brand are more inclined to trust product assertions and exhibit greater confidence in attempting the product.

Scarlett may effectively leverage influencer marketing tactics by choosing relevant influencers who possess significant appeal within the target demographic. Moreover, it is essential to allocate time and resources to the creation of innovative and compelling copywriting material. Scarlett must concentrate on enhancing brand recognition through diverse marketing strategies, both digital and traditional, to fortify the brand's image in consumers' perceptions.

Malang City, characterized by a predominantly youthful population, represents a promising market for Scarlett. The younger demographic is more susceptible to the effects of social media personalities and engaging marketing materials; hence, the findings of this study are pertinent to enhancing Scarlett's marketing approach in the urban context.

This study demonstrates that influencers and copywriting significantly affect Scarlett's consumer purchase interest directly and via brand awareness mediation. Consequently, Scarlett must enhance the efficacy of its marketing plan to optimize market potential in Malang City.

CONCLUSION

This study offers significant insights into the impact of influencers and copywriting on consumer purchase interest in Scarlett in Malang City while accounting for the mediating role of brand awareness. The study's results demonstrate that all examined variables significantly influence customer purchasing interest patterns, directly and indirectly. This

document presents a summary and the implications of the research findings. Influencers exert a beneficial and substantial impact on Scarlett's consumer brand awareness. This result affirms that influencers can serve as an efficient marketing channel to enhance consumer awareness of the product. The legitimacy and appeal of influencers pertinent to the target demographic are the primary determinants in fostering a favorable opinion of the Scarlett brand. This result enables Scarlett to concentrate more on partnering with influencers with robust ties with their audience.

Copywriting significantly influences brand awareness. Strategically crafted marketing communications effectively capture consumer attention and enhance awareness of the Scarlett brand. The ability to craft pertinent and compelling communications is essential for effectively shaping consumer perceptions about Scarlett products.

The study's findings indicate that both influencers and copywriting exert a positive and significant impact on Scarlett consumers' purchasing interests. The presence of influencers stimulates purchasing interest via recommendations and reviews perceived by consumers as authentic. Conversely, engaging and informative copywriting can evoke emotional responses that affect customer buying choices.

Brand awareness is a crucial intermediary between the factors of influencers and copywriting about purchasing interest. This result indicates that elevated brand recognition can enhance the correlation between marketing strategy and consumer purchase interest. Increased customer awareness of the Scarlett brand correlates with heightened product quality confidence and a stronger purchase propensity. Enhancing brand awareness should be the primary emphasis of Scarlett's marketing plan.

This study's results offer some strategic recommendations for Scarlett. To enhance revenue and keep customers, Scarlett must strategically leverage the impact of influencers by choosing people with significant appeal in the target demographic. Furthermore, Scarlett must persist in cultivating unique and pertinent copywriting to maintain competitiveness in the face of evolving consumer preferences. Enhanced and comprehensive promotional strategies can assist Scarlett in engaging a broader audience, particularly within the younger demographic, which constitutes the primary target market.

While making a substantial contribution, this study has certain shortcomings that warrant consideration. This study employs influencers and copywriting as independent factors, with brand awareness serving as a mediating variable. It is advisable to incorporate additional pertinent variables, such as visual content, online consumer evaluations, or social media involvement, to provide a more comprehensive understanding of the elements influencing purchase intention.

This study substantiates that influencers and copywriting are crucial components of a marketing plan that effectively enhances brand recognition and purchase intention among Scarlett consumers in Malang City. By leveraging the findings from this study, Scarlett can enhance its market position and cultivate stronger ties with consumers. A practical

marketing approach centered on brand awareness will enable Scarlett to maintain relevance and competitiveness in the expanding beauty business.

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