



Mediating Effect of Brand Image in Influencer Marketing's Impact on Repurchase Intention of Scarlett Whitening

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ABSTRACT

This study aims to investigate the role of brand image in mediating the effect of online influencer marketing on repurchase intention, focusing on the Scarlett Whitening brand in Denpasar. The research employs a quantitative approach with a sample of 110 respondents who are consumers of Scarlett Whitening in Denpasar. Data was collected through questionnaires and analyzed using Structural Equation Modeling - Partial Least Squares (SEM-PLS). The findings reveal that online influencer marketing positively influences repurchase intention, with brand image acting as a significant mediator in this relationship. Furthermore, brand image is positively associated with both online influencer marketing and repurchase intention. The study highlights the critical role of brand image in enhancing the effectiveness of influencer marketing strategies, thereby contributing to increased repurchase intention. These results provide valuable insights for marketers aiming to optimize consumer retention through influencer marketing by leveraging a strong brand image.

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1. INTRODUCTION

The development of social media as an online shopping platform has caused many brands to utilize it for promoting and selling their products, one of which is the Scarlett Whitening beauty product. Scarlett Whitening is a well-known Indonesian brand offering skin care products. As a well-established brand, Scarlett Whitening constantly strives to increase sales and retain customers for repeat purchases. This effort is made by improving the brand image through the use of influencers as promotional media on the internet (Hermanda et al., 2019). The use of influencers as promotional media on the internet is expected to contribute to sales as influencers typically have a large number of followers and can influence them to purchase the product (Tr et al., 2022).

Online influencer marketing is a form of marketing that uses influencers, such as celebrities with a large following on social media, to promote products (Zukhrufani & Zakiy, 2019). It is undeniable that influencers have a significant impact on their followers on social media, making influencers a valuable asset in promotional activities. However, influencers do not always convince social media users to make purchases. Based on a preliminary survey conducted by the researchers in 2022 on 20 people who have purchased Scarlett Whitening products in Denpasar, it was found that 55% of respondents stated that their purchase was simply an attempt due to the influence of the influencer promoting the product, but after using the product, they felt that the promotion did not match the results of using the product. Additionally, 60% of the respondents stated that their purchase was more influenced by the product's price rather than the influencer's promotion.

Based on this initial survey, it was found that some buyers were interested in the influencer, while others paid less attention to influencer marketing, focusing more on the product price. This situation highlights the need for further research to understand the impact of online influencer marketing on repurchase intention. Research by (Putri & Widodo, 2022) shows that marketing using influencers has a positive effect on repurchase intention, while research by (Tr et al., 2022) indicates that online influencer marketing does not significantly affect repurchase intention. The inconsistency of these findings calls for further investigation into the impact of online influencer marketing on repurchase intention.

Brand image plays a crucial role in the initial perception of a product, and consumers tend to repurchase products that have a good brand image. This is because consumers perceive a positive brand image not only as a reflection of product quality but also of the exposure the product receives when used or purchased. Therefore, consumers still consider brand image as one of the factors influencing repurchase intention. Brand image is the total perception that a consumer has regarding the quality of a product or service (Restuputra & Rahanatha, 2020).

A good brand image can make it easier for consumers to create or recognize positive perceptions of the product, increasing the likelihood of repurchase. A positive brand image encourages consumers to make purchasing decisions, whereas a poor brand image tends to deter them from buying the product.

Based on these observations, this study uses brand image as a mediating variable in the effect of online influencer marketing on repurchase intention. Previous research by (Hermanda et al., 2019) suggests that brand image is a critical factor that drives consumers' desire to buy a product. Another study by (Restuputra & Rahanatha, 2020) highlights that a good brand image creates a positive impression, making purchases more likely. Denpasar, as the economic center of Bali Province, has a population that is familiar with technology, and online shopping via social media is widespread. This makes Denpasar an ideal location for this study.

2. METHOD

This study was conducted in Denpasar with respondents being consumers of Scarlett Whitening. A quantitative approach was used to measure the influence of independent variables on dependent variables. The population of this study is all Scarlett Whitening consumers in Denpasar, whose exact number is unknown. The sample selection technique used in this study was purposive sampling, which selects respondents based on specific criteria. Primary data was collected using questionnaires, and secondary data was used for analysis. The data was analyzed using SEM, with the help of Smart PLS software for quantitative data processing.

3. RESULT AND DISCUSSION

3.1 Outer Model Evaluation Results

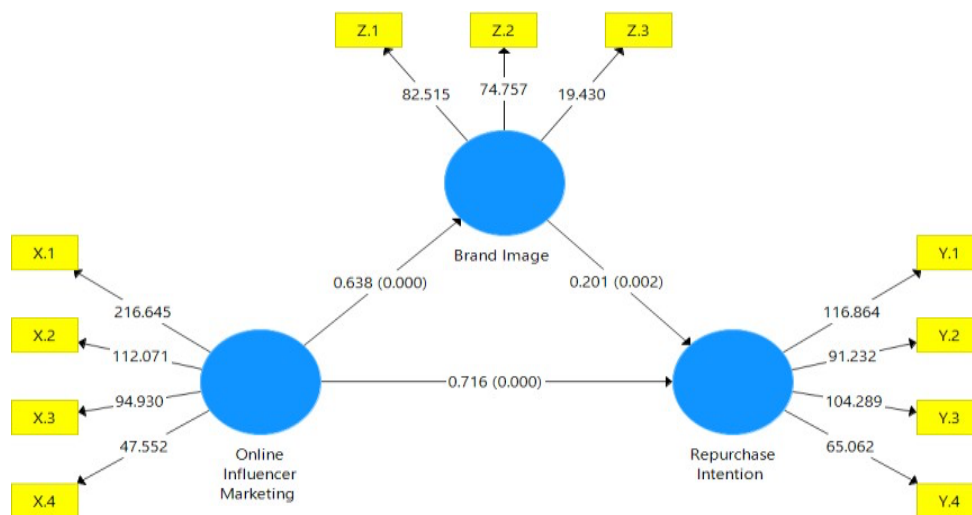


Figure 1. Outer Model

Figure 1 above shows the results of the structural model analysis using SEM-PLS, which illustrates the relationship between online influencer marketing and repurchase intention with brand image as a mediating variable. The online influencer marketing construct is measured through four indicators (X1–X4) with relatively high loading values, indicating that these indicators effectively represent the variable. Brand image as a mediating variable is measured through three indicators (Z1–Z3), while repurchase intention as the endogenous variable is measured through four indicators (Y1–Y4).

The path test results show that online influencer marketing significantly affects brand image with a coefficient of 0.638 and a significance value of 0.000. Furthermore, brand image also significantly affects repurchase intention with a coefficient of 0.201 and a significance value of 0.002, although its effect is relatively small. Meanwhile, the direct effect of online influencer marketing on repurchase intention has a coefficient of 0.716 with a significance value of 0.000, indicating that this path has the strongest contribution to the model.

Table 1. Results of Convergent Validity Test

	Brand Image	Online Influencer Marketing	Repurchase Intention
X.1		0.979	
X.2		0.968	
X.3		0.963	
X.4		0.902	
Y.1			0.971
Y.2			0.965
Y.3			0.971
Y.4			0.949
Z.1	0.946		
Z.2	0.918		
Z.3	0.832		

The values in the discriminant validity test are all greater than 0.7, which suggests that the correlations between the latent variables are appropriately distinct. This indicates the model is well constructed, and the variables do not overlap, supporting the discriminant validity of the research data.

Table 2. Results of Discriminant Validity Test of Latent Variables

	Brand Image	Online Influencer Marketing	Repurchase Intention
Brand Image	0.900		
Online Influencer Marketing	0.638	0.954	
Repurchase Intention	0.658	0.845	0.964

The values in the discriminant validity test are all greater than 0.7, which suggests that the correlations between the latent variables are appropriately distinct. This indicates the model is well constructed, and the variables do not overlap, supporting the discriminant validity of the research data.

Table 3. Results of Convergent AVE (Average Variance Extracted) Test

	Average Variance Extracted (AVE)
Brand Image	0.809
Online Influencer Marketing	0.909
Repurchase Intention	0.929

All AVE values are above 0.5, indicating that the data is valid and the constructs are measured well. AVE above 0.5 demonstrates that more than 50% of the variance is explained by the constructs, ensuring that the variables accurately represent their intended concepts.

Table 4. Results of Cronbach's Alpha Reliability Test

	Cronbach's Alpha
Brand Image	0.883
Online Influencer Marketing	0.966
Repurchase Intention	0.975

The Cronbach's Alpha values for all variables exceed 0.7, which confirms that the data in this research are reliable. A value greater than 0.7 indicates good internal consistency and the reliability of the measurement instruments.

Table 5. Results of Composite Reliability Test

	Composite Reliability
Brand Image	0.927
Online Influencer Marketing	0.976
Repurchase Intention	0.981

All composite reliability values exceed 0.7, indicating that the constructs in the research are reliable and internally consistent. Composite reliability assesses the consistency of indicators measuring the latent variables, confirming the reliability of the research model.

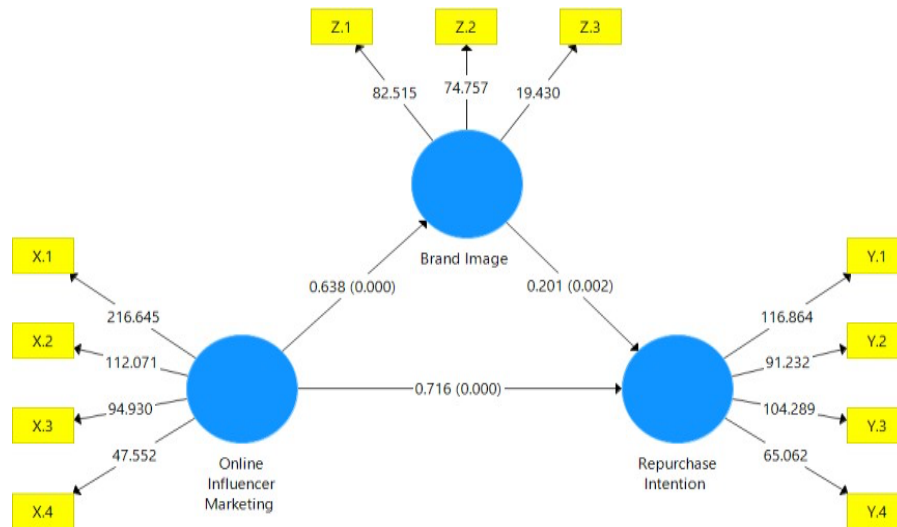


Figure 2. Inner Model

The figure above represents the structural model evaluation, which shows the relationships between online influencer marketing, brand image, and repurchase intention. Online influencer marketing (X) is measured through four indicators (X1–X4), brand image (Z) through three indicators (Z1–Z3), and repurchase intention (Y) through four indicators (Y1–Y4).

The path analysis reveals that online influencer marketing has a positive and significant effect on brand image, with a coefficient of 0.638 ($p = 0.000$). This indicates that the more effective the influencer marketing strategy, the stronger the brand image formed. Moreover, online influencer marketing also significantly affects repurchase intention, with a coefficient of 0.716 ($p = 0.000$), suggesting that influencer-based marketing strategies can increase consumers' intentions to repurchase. Brand image also positively affects repurchase intention with a coefficient of 0.201 ($p = 0.002$), indicating that a positive brand image strengthens consumers' willingness to repurchase. Additionally, brand image significantly mediates the relationship between online influencer marketing and repurchase intention.

Table 6. Hasil Uji R-square

	R Square	R Square Adjusted
Online Influencer Marketing	0.407	0.402
Repurchase Intention	0.737	0.732

The R-square values indicate the strength of the relationships between the variables. The R-square value of 0.407 for online influencer marketing and 0.737 for repurchase intention indicate that the model explains a significant portion of the variance in these variables. The adjusted R-square values also suggest that the model is well-fitted to the data.

Table 7. Hasil Uji F-square

	Brand Image	Online Influencer Marketing	Repurchase Intention
Brand Image		0.687	0.091
Online Influencer Marketing			1.157
Repurchase Intention			

The F-square values indicate the effect size of the relationships. The values for brand image affecting online influencer marketing and online influencer marketing affecting repurchase intention suggest a strong effect, with F-square values greater than 0.35. However, the effect of brand image on repurchase intention is smaller, as indicated by an F-square value between 0.02 and 0.15.

3.2 Q-Square Analysis

The Q-square (Q^2) value is used to assess the predictive relevance of the model in Structural Equation Modeling (SEM). It helps determine whether the model can effectively predict the dependent variables based on the observed data. In SEM, a Q^2 value greater than 0 indicates that the model has predictive relevance, whereas a Q^2 value less than 0 suggests that the model lacks predictive relevance. The Q^2 value is calculated using the following formula:

$$Q^2 = 1 - [(1 - R_1^2) \times (1 - R_2^2)]$$

Where:

R_1^2 is the R-square value of the independent variable (Online Influencer Marketing in this case).

R_2^2 is the R-square value of the dependent variable (Repurchase Intention).

For this study, the values for R_1^2 (Online Influencer Marketing) and R_2^2 (Repurchase Intention) are:

$$R_1^2 = 0.407$$

$$R_2^2 = 0.737$$

Calculation:

$$Q^2 = 1 - [(1 - 0.407) \times (1 - 0.737)]$$

$$Q^2 = 1 - [0.593 \times 0.263]$$

$$Q^2 = 1 - 0.156$$

$$Q^2 = 0.844$$

Since the Q^2 value is 0.844, which is greater than 0, we can conclude that the model has **predictive relevance**. This means that the model effectively predicts the repurchase intention based on the data provided and the relationships identified between online influencer marketing and brand image. The model's predictions are meaningful and provide valuable insights into the influence of influencer marketing strategies.

3.3 Discussion

Based on the data analysis results, the p-value for the effect of online influencer marketing on repurchase intention was found to be 0.000, which is less than the significance level of 0.05. This indicates that online influencer marketing has a significant positive effect on repurchase intention for Scarlett Whitening in Denpasar. Therefore, the hypothesis is accepted. This suggests that the better the online influencer marketing strategy, the higher the likelihood of repurchase intention for Scarlett Whitening in Denpasar. Conversely, if the quality of online influencer marketing decreases, repurchase intention for Scarlett Whitening will also decline.

The p-value for the effect of online influencer marketing on brand image was also 0.000, which is less than the significance level of 0.05. With a beta value of 0.638 and a t-statistic of 14.039 (which is greater than the t-table value of 1.96), it can be concluded that online influencer marketing has a positive and significant effect on brand image for Scarlett Whitening in Denpasar. Hence, this hypothesis is accepted as well. This implies that if the brand image improves, the effectiveness of online influencer marketing will also increase. Conversely, if the brand image weakens, the effectiveness of online influencer marketing will diminish.

Similarly, the p-value for the effect of brand image on repurchase intention was 0.002, which is less than 0.05. The beta value of 0.201 and a t-statistic of 3.104 (which is greater than the t-table value of 1.96) indicate that brand image has a significant positive effect on repurchase intention for Scarlett Whitening in Denpasar. Therefore, the hypothesis is accepted. This suggests that the better the brand image, the higher the likelihood of repurchase intention for Scarlett Whitening in Denpasar. Conversely, a poor brand image would decrease the likelihood of repurchase intention.

The analysis also showed that the p-value for the mediating effect of brand image on the relationship between online influencer marketing and repurchase intention was 0.006, which is less than the significance level of 0.05. The beta value of 0.128 and a t-statistic of 2.797 (which is greater than the t-table value of 1.96) confirm that brand image positively mediates the effect of online influencer marketing on repurchase intention for Scarlett Whitening in Denpasar. Therefore, this hypothesis is accepted. This means that a better brand image strengthens the influence of online influencer marketing on repurchase intention, leading to increased consumer purchasing behavior.

4. CONCLUSION

Based on the analysis, the study presents several important findings. First, online influencer marketing significantly influences repurchase intention for Scarlett Whitening in Denpasar. Second, brand image positively influences both online influencer marketing and repurchase intention. Third, brand image mediates the relationship between online influencer marketing and repurchase intention. These findings suggest that strengthening brand image and utilizing effective influencer marketing strategies can boost repurchase intention for Scarlett Whitening. The practical implication for Scarlett Whitening management in Denpasar is to leverage influencers with high engagement and a strong fit with the target market to further enhance the brand's image and stimulate consumer repurchase behavior.

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