

Power of Influence An Empirical Study on the Effects of Influencer Marketing, Attractiveness, and Posting Frequency on Brand Awareness in the Muslim Fashion Industry

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh influencer marketing, daya tarik influencer, dan frekuensi posting terhadap brand awareness pada Amy Collection, sebuah butik fashion muslimah di Balikpapan. Pendekatan penelitian yang digunakan adalah kuantitatif dengan desain eksplanatori. Data dikumpulkan melalui kuesioner tertutup menggunakan skala Likert 5 poin kepada 100 responden yang pernah berbelanja di Amy Collection, dengan teknik purposive sampling. Analisis data dilakukan menggunakan Partial Least Squares-Structural Equation Modeling (PLS-SEM) melalui SmartPLS. Hasil penelitian menunjukkan bahwa influencer marketing, daya tarik influencer, dan frekuensi posting berpengaruh positif dan signifikan terhadap brand awareness. Secara spesifik, konten promosi autentik meningkatkan keterikatan emosional konsumen, daya tarik personal influencer memperkuat persepsi positif merek, dan frekuensi posting yang konsisten menjaga visibilitas merek tanpa menimbulkan kejenuhan. Temuan ini memperkuat teori Word of Mouth, Source Attractiveness, dan Content Consistency, serta konsisten dengan penelitian terdahulu. Implikasi praktis penelitian ini adalah perlunya pemilihan influencer yang sesuai citra merek dan pengaturan frekuensi posting yang optimal. Kebaruan penelitian ini terletak pada fokusnya pada industri fashion muslimah lokal di Indonesia.

Kata Kunci: Influencer Marketing; Daya Tarik Influencer; Frekuensi Posting; Brand Awareness; Fashion Muslimah

Abstract

This study aims to analyze the effect of influencer marketing, influencer attractiveness, and posting frequency on brand awareness at Amy Collection, a Muslim fashion boutique in Balikpapan. The research employed a quantitative approach with an explanatory design. Data were collected through a closed-ended questionnaire using a 5-point Likert scale from 100 respondents who had shopped at Amy Collection, selected via purposive sampling. Data analysis was conducted using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS. The results indicate that influencer marketing, influencer attractiveness, and posting frequency have a positive and significant effect on brand awareness. Specifically, authentic promotional content enhances consumers' emotional engagement, influencers' personal attractiveness strengthens positive brand perception, and consistent posting frequency maintains brand visibility without causing audience fatigue. These findings reinforce the Word of Mouth, Source Attractiveness, and Content Consistency theories and are consistent with previous research. The practical implication is the need to select influencers aligned with the brand image and to manage optimal posting frequency. The novelty of this research lies in its focus on the local Muslim fashion industry in Indonesia.

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Introduction

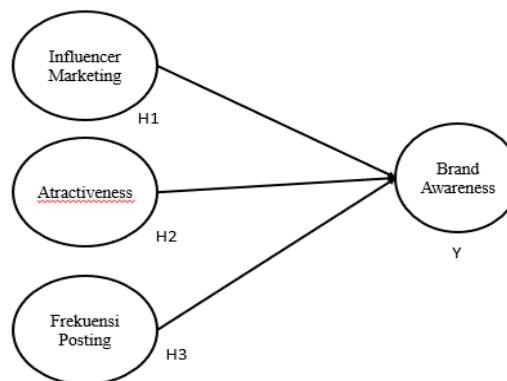
The development of the digital economy has driven a major transformation in marketing strategies across various sectors, including among Micro, Small, and Medium Enterprises (MSMEs). In Indonesia, as of August 2023, approximately 27 million MSMEs have been digitally integrated, with a target of reaching 30 million by the end of 2024 (Hidayat, F., 2023). This transformation is considered crucial for expanding market reach and enhancing competitiveness amid increasingly digitalized consumer behavior. One digital strategy that is now widely adopted by MSMEs is influencer marketing, which involves leveraging public figures or content creators on social media platforms such as Instagram, TikTok, and YouTube to convey brand messages in a personal manner. Influencers are deemed effective in building emotional closeness and trust with audiences, thereby increasing brand awareness and consumer purchase intention (Pandey et al., 2023). Previous research shows that influencer marketing campaigns can increase brand awareness by up to 70% among consumers exposed to promotional content from influencers (Pandey et al., 2023). Factors such as influencer credibility, visual appeal, personality, and consistent content frequency play an important role in shaping brand image and purchase decisions (Prajapati, 2023).

However, the effectiveness of influencer marketing is not absolute. Several studies indicate that the success of this strategy is highly influenced by the alignment between influencer characteristics and the target audience, as well as the transparency of the promotional content (Rahman, 2023). Moreover, although influencer marketing can increase interaction and brand recall, its long-term impact on purchasing behavior is not always significant (Mandiri et al., 2022).

Butik Emy Collection, as one of the local brands in the women's fashion industry, has utilized influencer marketing as its main strategy to reach consumers. Promotional practices are carried out through creative content collaborations such as product unboxing, reviews, and aesthetically designed visual campaigns on social media. However, the effectiveness of this strategy has not yet been academically measured, particularly in relation to increasing brand awareness, purchase intention, and consumer purchase decisions.

Therefore, it is important to conduct research to gain a deeper understanding of the influence of influencer marketing including influencer attractiveness and posting frequency on brand awareness for Butik Emy Collection. The results of this study are expected to serve as a strategic reference for marketing decision-making based on data and consumer behavior in today's digital era.

Figure 1. The Conceptual Model



Hypothesis

Hypothesis development is based on relevant theories and previous research findings discussed earlier. The aim is to rationally explain the relationship between the variables studied, namely Influencer Marketing, Influencer Atractiveness, Posting Frequency, and Brand Awareness.

The Influence of Influencer Marketing on Brand Awareness

Influencer marketing is a modern marketing approach that involves public figures on social media to deliver promotional messages in a personal and authentic manner. This approach is considered effective in building brand awareness because it can create an emotional connection with the audience. When consumers see products promoted by influencers they trust and follow, they are more likely to recognize and remember the brand (Pandey et al., 2023; Prajapati, 2023).

H1: Influencer marketing has a positive effect on consumer brand awareness of Butik Emy Collection.

The Influence of Influencer Atractiveness on Brand Awareness

Influencer attractiveness consists of visual aspects, personality, communication style, and value alignment with the audience. These factors influence audience perceptions and interest in the content delivered. Influencers with high attractiveness are able to create a positive brand image, increase brand recognition, and build a stronger emotional bond between the brand and consumers (Mandiri et al., 2022; Arzhanova et al., 2022).

H2: Influencer attractiveness has a positive effect on consumer brand awareness of Butik Emy Collection.

The Influence of Posting Frequency on Brand Awareness

The frequency of content posting by influencers is directly related to how often the audience is exposed to brand messages. Repeated exposure can strengthen consumer memory of a product or brand. However, there is a threshold where excessive frequency can cause saturation or ad fatigue. Therefore, a posting frequency strategy that is consistent yet

proportional is considered important for effectively building brand awareness (Tchelidze, 2023; Rahman, 2023).

H3: Posting frequency has a positive effect on consumer brand awareness of Butik Emy Collection.

Method

Study employs a quantitative approach with an explanatory research design aimed at testing the relationship between independent and dependent variables through statistical hypothesis testing. This approach aligns with the positivist paradigm, which emphasizes objectivity, numerical measurement, and generalization of findings (Sugiyono, 2019). The population of this research consists of all consumers who have made purchases at Butik Emy Collection, located on the second floor of Sepinggan Market, South Balikpapan. The sampling technique used is purposive sampling, a method of sample selection based on specific criteria, particularly consumers who have direct experience shopping at the boutique (Sugiyono, 2019).

Primary data were collected through a closed-ended questionnaire designed using a 5-point Likert scale, ranging from 1 = Strongly Disagree to 5 = Strongly Agree. This technique was chosen because it can measure respondents' attitudes, opinions, and perceptions toward the variables being studied (Sugiyono, 2019). The data were also supported by preliminary interviews as an initial study to identify real-world phenomena.

The variables used in this study consist of three independent variables:

Influencer Marketing (X1): A marketing strategy that leverages individuals with influence on social media to create a positive perception of the brand (Sudha & Sheena, 2017). Indicators: credibility, expertise, audience reach, content relevance, and engagement.

Influencer Attractiveness (X2): Personal qualities that make influencers liked and trusted by the audience, including appearance, personality, communication style, and emotional connection (Kotler & Keller, 2016). **Posting Frequency (X3):** The number and consistency of promotional uploads by influencers over a certain period (De Veirman et al., 2017).

The dependent variable is: **Brand Awareness (Y):** The extent to which consumers recognize and recall a brand (Kotler & Keller, 2016). Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. PLS was chosen because it can handle complex models with small sample sizes and does not require the data to be normally distributed (Ghozali, 2021). The analysis steps include: **Outer Model Evaluation:** *Convergent Validity Test:* Considered valid if factor loading ≥ 0.70 and Average Variance Extracted (AVE) > 0.50 , *Discriminant Validity Test:* Ensures that each construct has higher indicator loadings compared to other constructs through cross-loading analysis. *Reliability Test:* Assessed through Composite Reliability and Cronbach's Alpha with a threshold of ≥ 0.70 .

Inner Model Evaluation:

Coefficient of Determination (R^2): Values ≥ 0.67 are considered strong, 0.33 moderate, and 0.19 weak, *Effect Size (f^2):* Values of 0.02 = small, 0.15 = medium, and 0.35 = large, *Model Fit:* Measured using the Standardized Root Mean Square Residual (SRMR) (< 0.08) and Normed Fit Index (NFI) (> 0.90) (Ghozali, 2021).

Data analysis

General Overview of the Research Object. Amy Collection is a Muslimah fashion boutique located in Balikpapan, targeting women aged 18–45 years. Its marketing strategies include influencer marketing through Instagram and WhatsApp Business.

Table 1. Respondent Characteristics

Characteristics	Category	Frequency	Percentage (%)
Gender	Female	92	92%
	Male	8	8%
Age	18–25 years	36	36%
	26–35 years	40	40%
	>35 years	24	24%
Highest Education	High School	25	25%
	Diploma/Bachelor's Degree	65	65%
	>Bachelor's Degree	10	10%
Occupation	Housewife	30	30%
	Student/Employee	60	60%
	Other	10	10%

Source: Processed data, 2025

The majority of respondents had a work tenure of between 4–6 years, totaling 30 individuals (30%), followed by those who had worked for 1–3 years, totaling 28 individuals (28%). Respondents with a work tenure of 7–10 years numbered 18 individuals (18%), while those who had worked for less than 1 year and more than 10 years each totaled 12 individuals (12%).

Uji Validitas dan Reliabilitas

Table 2. Results of Convergent Validity and Reliability

Variable	Loading Factor (range)	AVE	Composite Reliability	Cronbach's Alpha	Information
Influencer Marketing	0.71 – 0.85	0.642	0.891	0.854	Valid & Reliabel
Influencer Attraction	0.72 – 0.88	0.663	0.902	0.872	Valid & Reliabel
Frekuensi Posting	0.70 – 0.86	0.627	0.880	0.841	Valid & Reliabel
Brand Awareness	0.73 – 0.90	0.658	0.895	0.860	Valid & Reliabel

Source: Processed data, 2025

All variables in this study have AVE values above 0.50. An AVE value greater than 0.50 indicates that each construct has met the criteria for convergent validity, meaning that these variables are able to explain more than 50% of the variance of their indicators (Hair et al., 2014).

Evaluasi Inner Model
Table 3. Coefficient of Determination (R²)

Dependent Variable	R ²	Interpretation
Brand Awareness	0.673	Strong

Source: Processed data, 2025

Table 4 Hypothesis Test Results (Bootstrapping Output)

Hypothesis	Influence Path	Coefficient	t-statistic	p-value	Results
H1	Influencer Marketing → Brand Awareness	0.431	6.721	0.000	Accepted
H2	Daya Tarik → Brand Awareness	0.327	4.982	0.000	Accepted
H3	Frekuensi Posting → Brand Awareness	0.289	4.127	0.000	Accepted

Source: Processed data, 2025

Influencer marketing has been proven to increase brand awareness through authentic content that fosters emotional engagement (Pandey et al., 2023). The personal attractiveness of influencers enhances positive brand perception through emotional connection and trust (Arzhanova et al., 2022). Posting frequency and consistency strengthen brand recall, provided that it is not excessive (Tchelidze, 2023).

Table 5. Partial Test (T)

Independent Variable	Regression Coefficient	t-hitung	Sig. (p-value)	Keterangan
X1 (Influencer Marketing)	0.318	4.512	0.000	Signifikan
X2 (Daya Tarik)	0.277	3.876	0.000	Signifikan
X3 (Frekuensi Posting)	0.224	3.214	0.002	Signifikan

Source: Processed data, 2025

Based on the t-test results in Table 5, it is shown that:

X1 (Influencer Marketing) has a t-value of 4.512 with a significance level of $0.000 < 0.05$, indicating a significant effect on Brand Awareness (Y). X2 (Attractiveness) has a t-value of 3.876 with a significance level of $0.000 < 0.05$, indicating a significant effect on Brand Awareness (Y). X3 (Posting Frequency) has a t-value of 3.214 with a significance level of $0.002 < 0.05$, indicating a significant effect on Brand Awareness (Y).

Thus, partially, all three independent variables (X1, X2, and X3) have a significant effect on Brand Awareness at Amy Collection.

Discussion

The Influence of Influencer Marketing on Brand Awareness

The results of this study show that influencer marketing has a positive and significant effect on consumer brand awareness of Amy Collection, with a t-statistic value of 6.721 and a p-value < 0.05. This finding indicates that the more effective the influencer marketing strategy implemented, the higher the level of brand awareness in consumers' minds. This finding supports the Word of Mouth (WOM) theory, which states that recommendations from trusted third parties are more convincing than traditional promotions (Keller, 2020). Content delivered personally and authentically by influencers can create a strong emotional attachment between the brand and the audience (Pandey et al., 2023). This aligns with the findings of Prajapati (2023), which state that product recommendations from influencers can significantly enhance brand recognition. Therefore, a consistent and well-directed influencer marketing strategy can serve as an effective tool for building Amy Collection's brand equity in the Muslim fashion segment.

The Influence of Influencer Attractiveness on Brand Awareness

The analysis results indicate that influencer attractiveness has a positive and significant effect on brand awareness, with a t-statistic value of 4.982 and a p-value < 0.05. This means that the influencer's physical appearance, communication style, and personality contribute significantly to increasing brand recognition. This finding is in line with the Source Attractiveness theory, which states that the attractiveness of a communicator enhances the audience's acceptance of the message (McGuire, 1985, in Kotler & Keller, 2016). Research by Arzhanova et al. (2022) confirms that personal attractiveness can strengthen emotional connections and create a positive brand image. Similarly, Mandiri et al. (2022) found that the credibility and visual appeal of influencers enhance consumer trust in the brand. These results emphasize that the selection of influencers by Amy Collection should consider the alignment of the influencer's character with the brand image to ensure that promotional messages are more effective.

The Influence of Posting Frequency on Brand Awareness

The findings reveal that posting frequency has a positive and significant effect on brand awareness, with a t-statistic value of 4.127 and a p-value < 0.05. Consistency in promotional uploads by influencers has been proven to maintain brand visibility in the minds of audiences. This is consistent with the Content Consistency theory, which states that regular content publication strengthens audience loyalty (Tuten & Solomon, 2018). The finding also supports research by Tchelidze (2023), which states that repeated exposure to a brand through social media can enhance brand recall. Furthermore, Rahman (2023) affirms that consistent but not excessive posting frequency can improve consumers' positive perception of a brand.

Therefore, Amy Collection should maintain a well-scheduled posting frequency to ensure that the brand remains relevant and memorable to consumers. These research findings are consistent with previous studies, such as Putri & Pratiwi (2021), which found that influencer marketing positively affects purchasing decisions through increased brand awareness; Anggraeni & Hapsari (2022), which proved that influencer attractiveness influences purchase intention and brand recognition; and Fadillah & Rahmawati (2020), which showed that posting frequency improves brand recall and consumer trust. The consistency of these results strengthens the conclusion that the combination of influencer marketing, attractiveness, and posting frequency is a key factor in building brand awareness in the fashion industry.

Conclusion

Based on the results of data analysis and the discussion carried out, it can be concluded that the implementation of an influencer marketing strategy at Amy Collection has been proven to significantly increase brand awareness. Promotional content delivered by influencers in a personal and authentic manner is able to build emotional attachment with the audience, making the brand more recognizable and memorable to consumers. This is in line with the view that properly managed influencer marketing can expand brand reach and strengthen its positive image in the eyes of the target market (Pandey et al., 2023; Prajapati, 2023).

In addition, influencer attractiveness has been proven to be an important factor in shaping brand awareness. An appealing physical appearance, a pleasant personality, and a communication style that resonates with the audience make promotional messages more easily accepted. The alignment between the influencer's character and Amy Collection's brand image further reinforces positive perceptions and enhances brand recall in consumers' minds (Arzhanova et al., 2022; Mandiri et al., 2022).

Consistent posting frequency by influencers also contributes positively to increasing brand awareness. Regularly uploaded content maintains brand exposure and ensures that the audience remains connected to the latest information about Amy Collection's products. Nevertheless, posting frequency must be managed proportionally to avoid causing audience fatigue (Tchelidze, 2023; Rahman, 2023).

Overall, this study confirms that Amy Collection's success in building brand awareness is influenced by the right combination of influencer marketing strategy, the influencer's personal attractiveness, and consistent posting frequency. When managed effectively, these three factors can serve as the main strengths in reinforcing the brand's position amid competition in the local fashion industry.

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