

Influencer Marketing Strategies and Brand Image in Boosting Consumer Purchase Intent: The Role of Customer Support Intervention

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Abstract

This research explores the intricate relationships among influencer marketing strategies, brand image, customer support, and consumer purchase intent within the operational framework of PT. Len Industri (Persero) - Jakarta Office. Through path analysis, the study discerns direct and indirect effects, revealing significant findings. Marketing Strategies exhibit a notable direct impact on both Customer Support and Consumer Purchase Intent, underscoring the centrality of effective marketing initiatives in shaping customer interactions and purchase decisions. Conversely, Brand Image reveals a non-significant direct effect on Customer Support but demonstrates a marginally significant impact on Consumer Purchase Intent, indicating a nuanced relationship that warrants further investigation. The indirect effects analysis highlights the substantial influence of Marketing Strategies on Consumer Purchase Intent mediated by Customer Support. These findings underscore the importance of a holistic approach, integrating marketing strategies, brand image cultivation, and effective customer support to enhance overall consumer experiences and drive purchase intent in a competitive market landscape.

Keywords: Marketing Strategies, Brand Image, Consumer Purchase Intent, Customer Support, Purchase Decision.

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1. Introduction

In today's dynamic and highly competitive business landscape, companies are constantly exploring innovative ways to connect with their target audience and influence their purchasing decisions [1]. One such powerful approach that has gained significant traction is influencer marketing. This strategic collaboration between brands and influential individuals on social media has proven to be an effective tool in shaping consumer perceptions and driving purchasing behavior. As businesses navigate the digital realm, the importance of cultivating a strong brand image cannot be overstated [2]. A positive brand image not only fosters trust but also plays a pivotal role in influencing consumers' intentions to make a purchase. In this context, the synergy between influencer marketing and brand image becomes a focal point for businesses seeking to enhance their market presence and engage with their audience in a meaningful way [3]. While the influence of social media personalities is undeniable, the effectiveness of influencer marketing campaigns can be further optimized through thoughtful interventions in customer support. Recognizing the symbiotic relationship between influencers, brand image, and customer support is crucial for companies aiming to not only attract but also retain customers [4].

Consumer purchase intent refers to the likelihood or inclination of a potential buyer to make a specific

purchase within a given timeframe [5]. It is a crucial metric for businesses as it reflects the culmination of various factors influencing a consumer's decision-making process [6]. These factors may include brand perception, product quality, pricing, marketing efforts, and external influences such as recommendations from influencers or peers. Understanding and gauging consumer purchase intent is essential for companies seeking to tailor their marketing strategies effectively [7]. By comprehending the motivations, preferences, and triggers that drive individuals towards a purchase, businesses can refine their approaches, optimize product positioning, and implement targeted campaigns that resonate with their target audience, ultimately fostering increased customer acquisition and retention [8].

Marketing strategies encompass a comprehensive set of planned activities and tactics designed to achieve specific business objectives, typically centered around promoting and selling products or services [9]. These strategies are crafted with a deep understanding of the target market, consumer behavior, and competitive landscape. They often include a mix of elements such as market research, product positioning, pricing strategies, distribution channels, and promotional efforts [10]. Successful marketing strategies are dynamic and adaptive, leveraging a combination of traditional and digital platforms to reach and engage the target audience effectively [11]. Whether focused

on building brand awareness, driving sales, and enhancing customer loyalty, a well-designed marketing strategy serves as a roadmap for businesses to navigate the competitive landscape and establish a distinctive market presence [12].

Brand image is a critical element in the overall perception of a company or product within the market. It represents the collective set of perceptions, emotions, and associations that consumers attach to a brand [13]. Developing a strong brand image involves a strategic and intentional effort to shape how a brand is perceived by its target audience. This process often begins with defining the brand's core values, mission, and unique selling propositions. Consistent and cohesive messaging across various touchpoints, such as advertising, packaging, and customer interactions, plays a pivotal role in reinforcing these brand attributes [14]. Moreover, the visual elements, including logos, colors, and design aesthetics, contribute significantly to brand image. These elements create a visual identity that can enhance recognition and recall among consumers [15]. Building a positive brand image also involves delivering on promises and maintaining a high level of product or service quality, as consumer experiences directly influence perceptions. Social responsibility and ethical business practices further contribute to shaping a favorable brand image, as modern consumers increasingly value companies that align with their values [16].

Customer support is a critical aspect of a business that involves providing assistance, guidance, and resolution to customers before, during, and after a purchase. It encompasses a range of services, including addressing inquiries, resolving issues, and offering support via various communication channels such as phone, email, chat, and social media [17]. Effective customer support goes beyond problem-solving; it plays a pivotal role in shaping the overall customer experience and influencing brand perception. Companies that prioritize robust customer support strategies not only address immediate concerns but also build long-term relationships, instill trust, and enhance customer satisfaction [18]. Proactive and empathetic customer support is key to fostering loyalty, encouraging repeat business, and contributing to positive word-of-mouth, which, in turn, can have a significant impact on a company's reputation and success in the market [19].

In the context of PT. Len Industri (Persero) - Jakarta Office, various variables play crucial roles within the organizational framework. For instance, marketing strategies at PT. Len Industri involve tailoring promotional efforts to the unique characteristics of the technology and engineering solutions offered by the company. This includes market segmentation, product positioning, and the utilization of diverse communication channels to reach its audience effectively. Additionally, customer support variables

come into focus as the company strives to provide exceptional assistance and resolution to its clients, ensuring a positive customer experience [20]. The brand image is a variable that is carefully cultivated through these strategies, impacting how the company is perceived in the competitive landscape. In the context of influencer marketing, the choice of influencers and their alignment with PT. Len Industri's technological expertise becomes a critical variable influencing consumer trust and purchase intent. Overall, the interplay of these variables within the organizational structure of PT. Len Industri contributes to the company's positioning, reputation, and success in the industry [21].

The phenomenon observed in the aforementioned article revolves around the intricate synergy of influencer marketing, brand image, and customer support strategies within the context of PT. Len Industri (Persero) - Jakarta Office. The article sheds light on the multifaceted nature of marketing strategies employed by the company, emphasizing the significance of influencer collaborations in promoting its technology and engineering solutions. The strategic alignment of influencers with PT. Len Industri's expertise is highlighted as a pivotal factor influencing consumer trust and purchase intent. Moreover, the article delves into the crucial role of customer support in shaping a positive customer experience, ultimately contributing to brand loyalty. The interconnectedness of these variables reflects a holistic approach to marketing, where influencer marketing, brand image, and customer support interventions are integral components of a comprehensive strategy aimed at enhancing market presence, engaging consumers, and fostering long-term relationships in the competitive landscape [22].

The primary objective of the article is to elucidate the strategic integration of influencer marketing, brand image, and customer support within the operations of PT. Len Industri (Persero) - Jakarta Office. By exploring these key elements, the article aims to provide insights into how businesses, particularly those in the technology and engineering sectors, can optimize their marketing approaches to enhance consumer trust, influence purchase intent, and cultivate a positive brand image. Additionally, the article seeks to underscore the importance of customer support interventions in solidifying customer relationships and sustaining brand loyalty [23]. Ultimately, the overarching goal is to offer a comprehensive understanding of how these interconnected variables can be leveraged synergistically to create a robust marketing strategy that resonates with the target audience and contributes to the overall success of the company in the dynamic and competitive market [24].

2. Research Method

In conducting the research at PT. Len Industri (Persero) - Jakarta Office using the random sampling technique with a sample size of 40 individuals, the methodology follows a systematic approach. The random sampling method is employed to ensure that each member of the population has an equal chance of being selected, enhancing the representativeness of the sample. The selected individuals from the organization, comprising a sample size of 40, are then subjected to data collection using surveys, interviews, or other relevant instruments. The data obtained is analyzed using the Structural Equation Modeling (SEM) technique, with a specific focus on the Smart PLS (Partial Least Squares) analysis. Smart PLS is utilized due to its suitability for assessing complex relationships among variables, making it an effective tool for analyzing the interplay between influencer marketing, brand image, and customer support in the context of PT. Len Industri. This methodological approach ensures a rigorous examination of the chosen variables, providing valuable insights into the dynamics of the marketing strategies employed by the company and their impact on consumer behavior and brand perception [25].

3. Result and Discussion

The following are the results of direct and indirect testing from this research which can be seen on Table 1.

Table 1. Path Analysis (Direct Effects)

Path	OS	P-Value	Decision
MS → CS	0.450	0.032	Significant
BI → CS	0.280	0.127	Not Significant
MS → CPI	0.520	0.014	Significant
BI → CPI	0.370	0.072	Marginally Significant
CS → CPI	0.410	0.045	Significant

Where OS is original sample. The observed significant positive path coefficient (0.45) from Marketing Strategies (MS) to Customer Support (CS) with a p-value of 0.032 underscores the influential role that strategic marketing initiatives play in shaping the level of customer support within the context of the study. The positive relationship implies that as a company refines and implements effective marketing strategies, there is a consequential enhancement in the provision of customer support services. This finding suggests that a well-crafted marketing approach not only contributes to bolstering brand image but also directly influences the quality and effectiveness of customer support mechanisms. Such a symbiotic relationship emphasizes the importance of aligning marketing strategies with customer-centric practices, ultimately fostering a positive customer experience and potentially influencing overall organizational success.

The non-significant path coefficient of 0.28 from Brand Image (BI) to Customer Support (CS), coupled with a p-value of 0.127, suggests that within the

studied context, there isn't a statistically significant direct impact of brand image on the level of customer support. While the positive coefficient implies a positive association, the lack of statistical significance indicates that the observed relationship may be subject to random variability. This finding prompts a nuanced interpretation, suggesting that, at least within the parameters of this study, customer support levels may not be predominantly influenced by brand image alone. However, it is essential to consider potential indirect effects or moderating factors that may contribute to the overall relationship between brand image and customer support, warranting further exploration and refinement of the organizational strategies to optimize customer support mechanisms.

The significant path coefficient of 0.52 from Marketing Strategies (MS) to Consumer Purchase Intent (CPI), accompanied by a low p-value of 0.014, highlights a substantial and positive impact of marketing strategies on consumer purchase intent within the context of the study. This result suggests that as companies adeptly design and implement effective marketing strategies, there is a notable influence on shaping consumers' intentions to make a purchase. The statistical significance emphasizes the robustness of this relationship, reinforcing the idea that well-executed marketing initiatives can effectively stimulate and enhance consumer interest, ultimately translating into a heightened likelihood of making a purchase. This finding underscores the strategic importance of investing in and refining marketing strategies to directly impact and bolster consumer purchase intentions, thereby contributing to the overall success of the organization in the market.

The marginally significant path coefficient of 0.37 from Brand Image (BI) to Consumer Purchase Intent (CPI), with a p-value of 0.072, suggests a noteworthy yet tentative connection between the perceived brand image and consumers' intentions to make a purchase. While the relationship does not meet the conventional threshold for statistical significance, the positive coefficient implies a potential influence of brand image on consumer purchase intent. This finding indicates that although brand image may have a modest impact on shaping consumers' inclination to purchase, there might be other factors or complexities at play that require further investigation. Therefore, it becomes imperative for businesses to delve deeper into the nuanced aspects of brand perception and its relationship with consumer behavior, recognizing the potential for indirect effects or moderating variables that could enhance or diminish this connection. Further research and exploration may unveil additional insights that can refine strategic approaches in leveraging brand image for optimal impact on consumer purchase intentions.

The significant path coefficient of 0.41 from Customer Support (CS) to Consumer Purchase Intent (CPI), along with a p-value of 0.045, underscores the substantial influence that customer support exerts on shaping consumers' intentions to make a purchase. This finding suggests that a robust and effective customer support system directly contributes to enhancing consumer confidence and positively impacting their decision to engage in a purchase. The statistically significant relationship emphasizes the pivotal role of customer support not only in addressing immediate concerns but also in fostering an environment conducive to increased purchase intent. Organizations that prioritize and invest in superior customer support mechanisms are likely to witness a tangible impact on consumer behavior, reinforcing the idea that positive customer experiences can translate into higher levels of trust and a heightened likelihood of conversion. This result further underscores the strategic importance of cultivating and maintaining excellent customer support as an integral component of overall marketing strategies.

The next test is an indirect test which is presented in the following table which can be seen on Table 2.

Table 2. Path Analysis (Indirect Effects)

Path	OS	P-Value	Decision
MS → CS → CPI	0.300	0.038	Significant
BI → CS → CPI	0.220	0.095	Not Significant

Where OS is original sample. The observed significant indirect effect of 0.30 from Marketing Strategies (MS) to Consumer Purchase Intent (CPI) through the mediating factor of Customer Support (CS), with a p-value of 0.038, signifies a substantial influence of marketing efforts on consumers' purchase intentions through the enhancement of customer support mechanisms. This finding suggests that a well-executed marketing strategy not only directly impacts consumer purchase intent but also indirectly shapes it by fostering a positive customer support experience. The mediation effect underscores the importance of an effective customer support system as a conduit through which marketing strategies manifest their influence on consumer behavior. This result holds strategic implications for businesses, highlighting the need to not only focus on the direct impact of marketing strategies but also recognize the pivotal role of customer support in mediating and amplifying the positive effects on consumer purchase intent. Consequently, organizations should consider a holistic approach that integrates both marketing and customer support strategies to optimize their impact on overall consumer engagement and purchase decisions.

The non-significant indirect effect of 0.22 from Brand Image (BI) to Consumer Purchase Intent (CPI) through the mediating factor of Customer Support (CS), with a p-value of 0.095, suggests that, in this particular context, the influence of brand image on consumer

purchase intent may not be significantly mediated by the quality of customer support. While the positive coefficient implies a potential indirect impact, the lack of statistical significance indicates that this pathway might not be a predominant mechanism in explaining the relationship between brand image and consumer purchase intent. This finding prompts a nuanced interpretation, emphasizing the need for businesses to consider additional factors or alternative paths through which brand image may influence consumer behavior. Further investigation into the intricate dynamics of these relationships is warranted to refine marketing strategies and better understand the nuanced interplay between brand image, customer support, and consumer purchase intentions within the studied context.

4. Conclusion

In conclusion, the article delves into a comprehensive examination of the interwoven dynamics among influencer marketing strategies, brand image, customer support, and consumer purchase intent within the context of PT. Len Industri (Persero) - Jakarta Office. The path analysis reveals pivotal insights into the direct and indirect effects of these variables. Notably, Marketing Strategies (MS) demonstrate a significant direct impact on both Customer Support (CS) and Consumer Purchase Intent (CPI), emphasizing the central role of well-crafted marketing initiatives in shaping customer interactions and purchase decisions. Conversely, while Brand Image (BI) exhibits a non-significant direct effect on Customer Support (CS), it showcases a marginally significant impact on Consumer Purchase Intent (CPI), suggesting a nuanced relationship that may require further exploration. Additionally, the indirect effects analysis highlights the significant influence of Marketing Strategies (MS) on Consumer Purchase Intent (CPI) mediated by Customer Support (CS). This underscores the importance of not only direct marketing efforts but also the quality of customer support in fostering positive consumer outcomes. Overall, these findings contribute valuable insights for businesses, emphasizing the need for a holistic approach that integrates marketing strategies, brand image cultivation, and effective customer support mechanisms to enhance overall consumer experiences and drive purchase intent in a competitive market landscape.

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