
THE INFLUENCE OF INFLUENCER ENDORSEMENT, ONLINE CUSTOMER REVIEW, AND BRAND EXPERIENCE ON PURCHASE INTENTION FOR FROZEN FOOD WITH BRAND ATTITUDE AS MEDIATING VARIABLE (A STUDY ON SHOPEE USER IN TANGERANG)

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Abstract: The rapid development of e-commerce in Indonesia, further accelerated by the COVID-19 pandemic, has significantly reshaped consumer behavior, including in the frozen food sector. Frozen food has become a practical choice for households, while Shopee, as one of the largest marketplaces in Indonesia, provides a relevant context to examine digital marketing strategies in shaping consumer purchase intention. This study aims to analyze the influence of Influencer Endorsement, Online Customer Review, and Brand Experience on Purchase Intention, with Brand Attitude as a mediating variable. A quantitative research method was employed through a survey of Shopee users in Tangerang, and the data were analyzed using Structural Equation Modeling (SEM). The results reveal that Influencer Endorsement does not significantly affect either Brand Attitude or Purchase Intention. Conversely, Online Customer Review has a significant effect on Brand Attitude but does not directly influence Purchase Intention. Brand Experience emerges as the strongest factor, significantly influencing both Brand Attitude and Purchase Intention. Furthermore, Brand Attitude mediates the relationship between Online Customer Review and Brand Experience with Purchase Intention, but not between Influencer Endorsement and Purchase Intention. These findings highlight that in functional product categories such as frozen food, enhancing brand experience and managing customer reviews are more effective strategies than relying solely on influencer endorsements. The study contributes theoretically by emphasizing the role of Brand Attitude in digital marketing and practically by providing insights for businesses to design more impactful e-commerce strategies.

Keywords: Influencer Endorsement, Online Customer Review, Brand Experience, Brand Attitude, Purchase Intention

Abstrak: Perkembangan e-commerce di Indonesia yang kian melaju pesat selama pandemi COVID-19 telah membawa perubahan signifikan terhadap perilaku konsumen, termasuk pada sektor makanan beku. Produk makanan beku menjadi pilihan praktis rumah tangga, sementara Shopee sebagai salah satu marketplace terbesar di Indonesia memberikan konteks yang relevan untuk mengkaji strategi pemasaran digital dalam membentuk niat beli konsumen. Penelitian ini bertujuan menganalisis pengaruh Influencer Endorsement, Online Customer Review, dan Brand Experience terhadap niat beli, dengan Brand Attitude sebagai variabel mediasi. Penelitian menggunakan pendekatan kuantitatif melalui survei terhadap pengguna Shopee di Tangerang. Data kemudian dianalisis dengan Structural Equation Modeling (SEM). Hasil penelitian menunjukkan bahwa Influencer Endorsement tidak berpengaruh signifikan terhadap Brand Attitude maupun niat beli. Sebaliknya, Online Customer Review berpengaruh signifikan terhadap Brand Attitude namun tidak secara langsung memengaruhi niat beli. Faktor paling kuat adalah Brand Experience, yang terbukti memengaruhi baik Brand Attitude maupun niat

beli. Selain itu, Brand Attitude berperan sebagai mediator pada hubungan Online Customer Review dan Brand Experience dengan niat beli, tetapi tidak pada hubungan dengan Influencer Endorsement. Temuan ini menegaskan bahwa pada kategori produk fungsional seperti makanan beku, peningkatan pengalaman merek dan pengelolaan ulasan pelanggan lebih efektif dibandingkan sekadar mengandalkan influencer endorsement. Studi ini memberikan kontribusi teoretis terkait peran Brand Attitude dalam pemasaran digital, serta kontribusi praktis bagi pelaku usaha dalam merancang strategi e-commerce yang lebih berdampak.

Kata Kunci: Influencer Endorsement, Online Customer Review, Brand Experience, Brand Attitude, Niat Beli

INTRODUCTION

Background

The rapid development of e-commerce in Indonesia, accelerated by the COVID-19 pandemic, has transformed consumer shopping behavior across categories, including food. According to BPS Statistic Indonesia, (2022), 62.1% of Indonesians accessed the internet in 2021, with 72% using it for online shopping (Fitri, 2023). This digital shift encouraged the growth of frozen food products, which offer practicality, hygiene, and long shelf life—qualities favored by modern consumers with limited time. During the pandemic, frozen food sales surged significantly linkumkm (2021), and even in the post-pandemic period, the trend has persisted, supported by changing lifestyles and the rise of Shopee as Indonesia's most visited marketplace (Ahdiat, 2024).

Despite the strong growth in online frozen food sales, competition among sellers has intensified. Brands are increasingly investing in digital marketing strategies such as influencer endorsements, online customer reviews, and brand experience management to attract and retain customers. However, these approaches may not work equally well across product types. Frozen food, as a utilitarian and low-involvement category, may evoke different consumer responses compared to hedonic products like cosmetics or fashion.

Previous studies have widely demonstrated that influencer endorsement positively affects brand attitude and purchase intention e.g., Chen et al., (2021); Herrando & Martín-De Hoyos (2022). Yet, other research Schouten et al., (2020); Lou & Yuan (2019) has found inconsistent or insignificant effects when product–endorser fit or audience relevance is low. Similarly, online customer reviews are known to influence purchase intention Rahayu et al., (2021); Qiu & Zhang (2024)), but the mechanism—whether direct or mediated through brand attitude—remains debated. Meanwhile, brand experience has been proven to shape emotional attachment and loyalty Mostafa & Kasamani (2021), but limited research has explored its impact in the frozen food e-commerce context, which emphasizes convenience over emotional engagement.

These inconsistencies reveal a research gap: while influencer endorsement, online reviews, and brand experience have been studied extensively in fashion, beauty, and technology sectors, there is limited empirical evidence on how these factors interact to shape purchase intention in functional categories like frozen food—especially when mediated by brand attitude. Furthermore, few studies have specifically examined these relationships among Shopee users in Indonesia, despite Shopee's dominant role in online food transactions.

Focusing on purchase intention is essential because it represents a critical stage preceding actual consumer behavior (Kotler et al., 2020). Purchase intention reflects consumers' readiness and willingness to buy a product based on their evaluations, experiences, and available information. In digital commerce, purchase intention is not only shaped by advertising or promotions but also by social influences (such as influencer credibility), informational cues (such as online reviews), and experiential interactions (such as brand experience). Understanding these factors helps marketers design more effective strategies to convert consumer interest into actual purchases.

Therefore, this study aims to analyze the influence of Influencer Endorsement, Online Customer Review, and Brand Experience on Purchase Intention for frozen food on Shopee,

with Brand Attitude as a mediating variable. The findings are expected to provide theoretical insights into digital consumer behavior literature and practical insights for frozen food businesses to develop data-driven and consumer-oriented marketing strategies in the competitive e-commerce landscape.

LITERATURE REVIEW

The conceptual framework of this study is grounded in three major behavioral theories: the Theory of Reasoned Action (TRA), the Theory of Planned Behavior (TPB), and Social Influence Theory (SIT). Together, these theories provide a comprehensive explanation of how consumers form purchase intentions in digital environments—integrating cognitive evaluations, perceived control, and social influence mechanisms.

Theory of Reasoned Action (TRA)

The Theory of Reasoned Action developed by Fishbein & Ajzen (1975) posits that human behavior is primarily determined by behavioral intention, which in turn is shaped by two key factors: attitude toward the behavior and subjective norms. Attitude represents the individual's positive or negative evaluation of performing a particular behavior, while subjective norms reflect the perceived social pressure to engage or not engage in that behavior. In the context of this study, brand attitude represents consumers' overall evaluation of the brand, which directly influences purchase intention. When consumers perceive a frozen food brand positively—due to favorable reviews, pleasant brand experiences, or credible influencer recommendations—they develop stronger intentions to purchase. Thus, TRA provides the foundational logic for including brand attitude as a mediating variable between external marketing stimuli and consumers' purchase intention.

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior, Ajzen (1991) extends TRA by incorporating the element of perceived behavioral control, which captures the consumer's perception of their ability to perform a behavior. According to TPB, attitude toward the behavior, subjective norms, and perceived behavioral control jointly determine behavioral intention. In e-commerce, perceived behavioral control may include factors such as ease of online purchase, trust in delivery systems, or convenience of payment options. Positive brand experiences—such as smooth transactions, reliable packaging, and satisfying product quality—enhance consumers' sense of control and confidence in purchasing frozen food online. Meanwhile, brand attitude continues to serve as a key mediator linking cognitive and affective evaluations to purchase intention. Therefore, TPB supports the inclusion of brand experience as a driver of both brand attitude and purchase intention.

Social Influence Theory (SIT)

Kelman et al., (2015); Lim, (2022) explains how individuals' attitudes and behaviors are shaped by social interactions and the influence of others. It identifies three key mechanisms: compliance (conforming to others' expectations to gain approval), identification (adopting behaviors to align with admired individuals or groups), and internalization (accepting values or opinions as personally valid). In this research, influencer endorsements and online customer reviews represent major sources of social influence in digital purchase decisions. Consumers may comply with popular opinions expressed in reviews, identify with influencers they admire, or internalize social proof from other users' feedback. These processes contribute to shaping brand attitude, which in turn affects purchase intention. SIT thus supports the pathways linking influencer endorsement and online customer review to brand attitude and subsequently to purchase intention.

By integrating TRA, TPB, and SIT, this study proposes a model where purchase intention serves as the final behavioral outcome driven by both cognitive–evaluative factors (as

explained by TRA and TPB) and social-influence factors (as explained by SIT). TRA and TPB explain how consumers' attitudes (brand attitude) and perceptions of control (through brand experience) influence their intention to buy. SIT explains how social cues from influencers and online reviewers shape these attitudes and behaviors through identification and compliance processes. Together, these theories form a cohesive explanation of how influencer endorsement, online customer review, and brand experience influence purchase intention, with brand attitude serving as the key mediating mechanism that connects social, experiential, and attitudinal factors in the digital marketplace.

Purchase Intention

Purchase intention refers to a consumer's desire or tendency to buy a product or service based on their evaluation and available alternatives (Kotler et al., 2020;Chernev, 2020). It can also be shaped by external factors such as social media influencers' expertise, trustworthiness, credibility, and entertainment value (Ao et al., 2023). As a key predictor of actual behavior, purchase intention plays a crucial role in consumer decision-making.

Brand Attitude

Brand attitude refers to the overall perception and evaluation consumers hold toward a brand, developed through their direct or indirect experiences (Kotler et al., 2020; Nayeem et al., 2019). It represents an interconnected network of beliefs, opinions, and feelings about a brand, covering attributes such as product features, durability, service convenience, and performance. According to Machi et al., (2022), brand attitude is composed of three components: cognitive (knowledge and evaluation), affective (emotions and feelings), and conative (behavioral intentions). While brand attitudes are relatively stable, they can evolve over time through various marketing stimuli. Importantly, brand attitude plays a central role in shaping consumer purchase intention and brand choice, as positive attitudes strengthen loyalty and increase the likelihood of purchase.

Influencer endorsement

Influencer endorsement is a marketing strategy that involves individuals with significant influence on social media to promote products or services. Influencers have the ability to affect their followers' purchasing decisions due to the trust and authority they hold. A study by Chen et al., (2021) revealed that influencer endorsement can enhance brand awareness and consumer purchase intention by increasing trust and the attractiveness of the advertised product. In online marketplaces, influencer endorsement is frequently used to promote food products, including frozen food, where influencers share their personal experiences of using the product with their followers.

Online customer

Online customer reviews play a crucial role in shaping consumer purchase intentions in online marketplaces, as they provide valuable insights into product quality and user experiences. These peer reviews are often considered more honest and objective than official advertisements. According to Qiu & Zhang, (2024), online customer reviews are evaluations or opinions shared by consumers about purchased products or services, typically covering product quality, user experience, and satisfaction. Managing these reviews is therefore essential for sellers to ensure consumers share positive feedback.

Brand experience

Brand experience is a key factor influencing consumer purchase intentions, as it reflects all interactions that shape consumer perceptions and attitudes toward a brand. A positive brand experience can enhance loyalty and drive repeat purchases. Mostafa & Kasamani (2021) define

it as the sum of sensory, affective, behavioral, and intellectual experiences, which can strengthen emotional attachment and foster long-term loyalty.

HYPOTHESES DEVELOPMENT

Influencer Endorsement toward Brand Attitude

Influencer endorsement refers to the use of social media figures with strong influence to promote products or services through authentic and creative content (Lou, 2022; Shan et al., 2020). Such endorsements can shape consumer perceptions by enhancing brand credibility and emotional engagement, leading to stronger positive evaluations of the brand. Since brand attitude represents consumers' overall assessment of a brand Nuzula & Wahyudi, (2022), credible and engaging influencer content is expected to foster favorable attitudes.

H1: Influencer endorsement positively affects brand attitude.

Influencer Endorsement toward Purchase Intention

Influencer endorsement has become one of the most popular marketing strategies. The influence that influencers hold in shaping consumer perceptions and purchase decisions cannot be overlooked. A study by Herrando & Martín-De Hoyos (2022) shows that influencers can enhance advertising value (ad value) and foster positive attitudes toward both advertisements (attitude toward the ad) and the promoted brand (attitude toward the brand). Consumers who perceive influencer posts as highly valuable are more likely to develop positive attitudes toward the advertisement, which ultimately increases their purchase intention.

H2: Influencer endorsement positively affects purchase intention.

Online Customer Review toward Brand Attitude

Online customer reviews are consumer evaluations shared on platforms such as e-commerce sites, social media, or forums, often covering product quality, reliability, price, and service (Rahayu et al., 2021). Since brand attitude is shaped by experience, information, and brand interactions Nuzula & Wahyudi (2022), credible and consistent positive reviews can strengthen consumer perceptions and foster favorable attitudes toward the brand.

H3: Online customer review positively affects brand attitude.

Online Customer Review toward Purchase Intention

Online customer reviews have become a crucial reference for consumers when making purchase decisions, as feedback from real users is often considered more honest and reliable than official advertising (Rahayu et al., 2021). Informative and detailed reviews enhance consumer knowledge and shape positive perceptions of a product or service, while consistent positive reviews help build a strong and trustworthy brand image (Rauna, 2024). By managing and leveraging reviews effectively, companies can foster consumer trust and satisfaction, which in turn strengthens purchase intention.

H4: Online customer review positively affects purchase intention.

Brand Experience toward Brand Attitude

Wulandari et al. (2020) state that brand experience encompasses all interactions consumers have with a brand, ranging from purchase to product usage. This experience involves sensory, affective, intellectual, and behavioral dimensions delivered by the brand. Pleasant sensory experiences can enhance satisfaction and emotional attachment, while positive affective interactions, such as friendly and responsive customer service, reinforce favorable perceptions of the brand. Intellectual experiences, such as knowledge gained through product usage, can strengthen trust and confidence. Overall, positive brand experiences foster emotional bonds with consumers and increase brand loyalty.

H5: Brand experience positively affects brand attitude.

Brand Experience toward Purchase Intention

Purchase intention refers to consumers' tendency to buy a product or service in the future. It reflects consumer attitudes toward a product and can be influenced by various factors such as perceived quality, price, and customer satisfaction (Kotler et al., 2020). Brand experience is defined as the sensations, feelings, cognitions, and responses evoked by a brand through stimuli such as brand design, identity, marketing communication, and the environment in which the brand is presented (Wulandari et al., 2020). Companies can enhance their products or services to create positive and enjoyable brand experiences, which in turn are expected to increase consumers' purchase intentions.

H6: Brand experience positively affects purchase intention.

Brand Attitude toward Purchase Intention

Brand attitude encompasses consumers' emotional feelings toward a brand, such as liking or disliking (affective), as well as their perceptions and beliefs about the brand's quality and attributes (cognitive), which influence their behavioral tendency to purchase or use the brand in the future (Nuzula & Wahyudi, 2022). Brand attitude plays a crucial role in shaping purchase intention. By fostering positive attitudes through effective marketing strategies, companies can strengthen emotional attachment, trust, and consumer tendencies to purchase products or services from the brand.

H7: Brand attitude positively affects purchase intention.

Influencer Endorsement toward Purchase Intention with Brand Attitude as a Mediating Variable

Influencer endorsements can strengthen consumers' positive perceptions of endorsed brands, particularly when influencers possess credibility, expertise, and strong connections with their audiences. Such endorsements not only provide product recommendations but also create emotional resonance, making consumers more receptive to brand messages. As consumers tend to trust recommendations from admired influencers, this trust fosters favorable brand attitudes, which in turn shape positive perceptions and enhance brand credibility (Balroo, 2023). The stronger and more positive consumers' attitudes toward the endorsed brand, the greater their likelihood of developing purchase intentions, highlighting the mediating role of brand attitude in this relationship.

H8: Brand attitude mediates the effect of influencer endorsement on purchase intention.

Online Customer Review toward Purchase Intention with Brand Attitude as a Mediating Variable

Online customer reviews are feedback provided by consumers about a product or service on online platforms such as e-commerce sites or social media. These reviews may be positive or negative and strongly influence other consumers' perceptions of a particular brand or product. According to Chakraborty (2019), credible and positive customer reviews can enhance perceptions of brand quality and reliability, thereby improving brand attitude. A favorable brand attitude, in turn, can increase purchase intention.

H9: Brand attitude mediates the effect of online customer review on purchase intention.

Brand Experience toward Purchase Intention with Brand Attitude as a Mediating Variable

Brand experience is defined as consumers' internal responses (sensory, affective, cognitive, and behavioral) that arise from all interactions with a brand, such as brand design, identity, packaging, communication, and brand environment. Nayeem et al. (2019) state that when consumers have satisfying experiences with a product—such as perceiving good quality, receiving good service, and enjoying consistent experiences—their attitudes toward the brand become more positive, making them more likely to choose that brand in their purchase

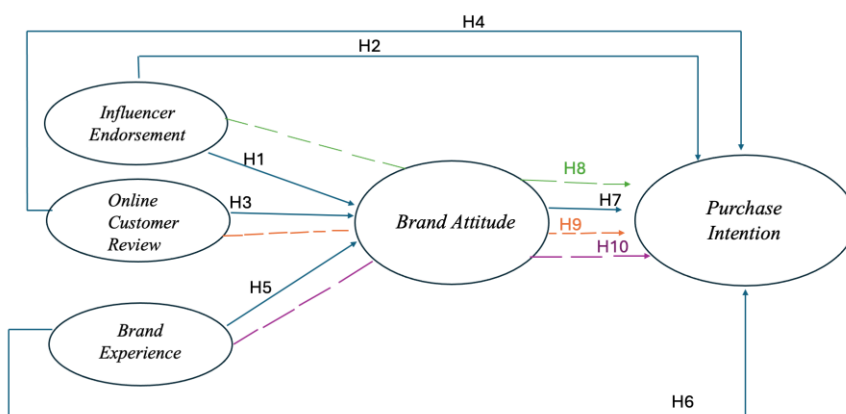
decisions. Positive experiences tend to strengthen brand attitude, which in turn enhances purchase intention.

H10: Brand attitude mediates the effect of brand experience on purchase intention.

Theory of Reasoned Action (TRA), Theory of Planned Behavior (TPB), and Social Influence Theory (SIT), showing that influencer endorsements and online customer reviews shape consumer perceptions through social influence, while brand experience strengthens attitudes and perceived control. In line with TRA, brand attitude acts as a key mediator linking these factors to purchase intention, confirming that intention is driven by both rational evaluations and social-experiential influences.

The following is the research model developed based on the previously explained relationships among variables. This model illustrates the effects of influencer endorsement, online customer review, and brand experience on purchase intention, with brand attitude serving as a mediating variable.

Figure 1
Research Model



METHOD

This study employs a quantitative research design using a cross-sectional survey approach to analyze the relationships among Influencer Endorsement, Online Customer Review, Brand Experience, Brand Attitude, and Purchase Intention for frozen food products sold on Shopee. The population of this research comprises Shopee users residing in Tangerang, Indonesia, who have experience purchasing frozen food through the platform. The sample consists of 218 valid respondents who met the inclusion criteria, selected from an initial pool of 370 collected responses. The sampling technique used was purposive sampling, as respondents were intentionally chosen based on their relevance to the research context—specifically, individuals who had made at least one frozen food purchase on Shopee within the past six months. Data were obtained through a structured online questionnaire distributed via Google Forms. The instrument used a five-point Likert scale (ranging from 1 = strongly disagree to 5 = strongly agree) to measure respondents' perceptions of each construct. The questionnaire was adapted from validated items in prior studies and modified to fit the frozen food e-commerce context. The collected data were analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach, utilizing the SmartPLS software. The analysis followed two main stages: (1) assessment of the measurement model to evaluate validity and reliability, and (2) evaluation of the structural model to test hypotheses and mediation effects among variables.

RESULTS & DISCUSSION

Respondent Characteristics Description

A total of 370 respondents participated in this study through online questionnaires. The sample was dominated by female respondents (61.1%) and those aged 20–29 years (44.9%), reflecting the prevalence of Generations Z and Y. In terms of occupation, the largest group consisted of private and public employees (47.3%), followed by students and entrepreneurs. Most respondents resided in Tangerang (89.2%), while 66.1% reported having purchased frozen food on Shopee. Considering this control variable, the final analysis was conducted on 218 respondents with actual purchase experience, ensuring greater relevance to the research context.

Data Analysis and Interpretation

In this study, SMART PLS was employed to analyze the data, referring to the research model that had been previously established.

Outer Model

The outer model test verifies the relationship between latent variables and their indicators, assessing how well each indicator represents the construct. Convergent validity, composite reliability, and average variance extracted (AVE) are applied in this evaluation.

Instrument Validity

Convergent Validity

All retained indicators met the convergent validity threshold (outer loadings ≥ 0.70) after removing sub-threshold items. Composite Reliability for all constructs ranged from 0.921 to 0.944, and Cronbach's α ranged from 0.897 to 0.935, exceeding the 0.70 benchmark. For Influencer Endorsement, the indicators range between 0.750 and 0.842, reflecting strong validity. Online Customer Review indicators show values between 0.714 and 0.811, confirming their reliability. Brand Experience displays high loadings, ranging from 0.748 to 0.885, suggesting strong measurement consistency. For Purchase Intention, the retained indicators range from 0.756 to 0.871, all valid. Similarly, Brand Attitude indicators show values between 0.756 and 0.838, meeting the required standard. These results indicate that after refinement, all constructs demonstrate satisfactory convergent validity, ensuring that the indicators effectively represent their respective latent variables.

Average Variance Extracted (AVE)

The Average Variance Extracted (AVE) values for each construct are above 0.50, ranging from 0.583 to 0.707, which demonstrates adequate convergent validity. These results suggest that each construct—Brand Attitude = 0.616, Brand Experience = 0.707, Influencer Endorsement = 0.630, Purchase Intention = 0.662, and Online Customer Review = 0.583, all has strong reliability and validity, and the measurement model is appropriate for further analysis.

Instrument Reliability

Composite reliability dan Cronbach's Alpha

The results of Cronbach's Alpha and Composite Reliability for all variables show values above the recommended threshold of 0.7, indicating strong internal consistency and reliability. Brand Attitude achieved a Cronbach's Alpha of 0.922 and Composite Reliability of 0.935, suggesting high reliability of its measurement indicators. Brand Experience recorded Cronbach's Alpha of 0.918 and Composite Reliability of 0.935, confirming that the construct is measured consistently. Influencer Endorsement also demonstrated excellent reliability, with Cronbach's Alpha of 0.935 and Composite Reliability of 0.944. Purchase Intention obtained Cronbach's Alpha of 0.927 and Composite Reliability of 0.941, which indicates very strong

consistency among its indicators. Online Customer Review reported Cronbach's Alpha of 0.911 and Composite Reliability of 0.926, both meeting the reliability standard.

Inner Model

Inner Model Analysis (Structural Model Examination) is used to predict the causal relationships among the variables studied in the model.

Coefficient of Determination Test (R-Square)

In the Partial Least Squares (PLS) model, the R-square (R^2) value is used to indicate the explanatory power of the independent variables toward the dependent variables. The interpretation of R-square values follows certain criteria: a value of 0.67 indicates a strong relationship, 0.33 indicates a moderate relationship, and 0.19 reflects a weak relationship. For Brand Attitude, the adjusted R^2 value is 0.533 (53.3%), which falls into the moderate category. This means that influencer endorsement, online customer review, and brand experience together explain 53.3% of the variance in brand attitude, while the remaining 46.7% is explained by other factors outside the model. For Purchase Intention, the adjusted R^2 value is 0.748 (74.8%), which falls into the strong category. This indicates that brand attitude, along with influencer endorsement, online customer review, and brand experience, explains 74.8% of the variance in purchase intention. The remaining 25.2% is influenced by other unmeasured variables. In summary, the model demonstrates that the predictors have a moderate effect on brand attitude and a strong effect on purchase intention, showing that the constructs used are effective in explaining consumer behavior in this context.

Predictive Relevance Test (Q-Square)

The Q-square (Q^2) is used to evaluate how well the model's predictions align with its parameter estimates. A Q^2 score greater than 0 indicates that the model has predictive relevance, while a score below 0 suggests a lack of predictive significance. When the calculated value of Q^2 is greater than 0, the model can be considered to have effective predictive capability. Brand Attitude has a Q^2 value of 0.326, indicating moderate predictive relevance. This suggests that the model can explain consumer attitudes toward brands fairly well. Purchase Intention shows a higher Q^2 value of 0.485, reflecting strong predictive relevance, meaning the model effectively predicts consumers' purchase intentions. Meanwhile, Brand Experience, Influencer Endorsement, and Online Customer Review all have Q^2 values of 0.000. This result is expected since these variables are exogenous constructs that act as predictors rather than being predicted by other variables. In summary, the model demonstrates good predictive capability, with the strongest predictive power found in explaining purchase intention ($Q^2 = 0.485$), followed by brand attitude ($Q^2 = 0.326$).

Hypothesis Testing

The criteria for accepting or rejecting a hypothesis depend on the t-statistic value, where H_a is accepted and H_0 is rejected when the t-statistic exceeds 1.65. In addition, hypotheses can be confirmed or rejected based on probability values, with H_a supported if p is below 0.025.

Table 1
Hypothesis Testing

	t-value	p-value	Decision
Influencer Endorsement → Brand Attitude	0.920	0.179	Not significant
Influencer Endorsement → Purchase Intention	0.286	0.387	Not significant
Online Customer Review → Brand Attitude	4.960	<0.001	Significant
Online Customer Review → Purchase Intention	0.029	0.488	Not significant
Brand Experience → Brand Attitude	4.715	<0.001	Significant
Brand Experience → Purchase Intention	5.950	<0.001	Significant
Brand Attitude → Purchase Intention	8.826	<0.001	Significant

Influencer Endorsement → Brand Attitude → Purchase Intention	0.932	0.176	Not significant
Online Customer Review → Brand Attitude → Purchase Intention	4.066	<0.001	Significant (full mediation)
Brand Experience → Brand Attitude → Purchase Intention	3.408	<0.001	Significant (partial mediation)

Source: Researcher (2025)

The Effect of Influencer Endorsement on Brand Attitude and Purchase Intention

The results show that influencer endorsement has a positive but insignificant effect on brand attitude and purchase intention. For low-involvement products like frozen food, consumers prioritize practical factors such as quality, hygiene, and convenience over emotional influence. Unlike beauty or lifestyle goods, influencer appeal plays a limited role since purchase decisions are driven by utility. This refines Social Influence Theory by suggesting that identification-based influence weakens for functional products. Practically, brands should focus on authentic collaborations with food-related or niche influencers who demonstrate real product experience through cooking or usage content.

The Effect of Online Customer Review on Brand Attitude and Purchase Intention

The results show that online customer reviews significantly influence brand attitude but not purchase intention. Reviews help consumers assess product quality and reliability, strengthening brand evaluations even if they do not immediately lead to purchase. This supports the Theory of Reasoned Action, which posits that attitude formation precedes behavioral intention. For frozen food brands, managing online reviews through genuine feedback, transparent communication, and consistent service can build trust, enhance brand attitude, and foster long-term loyalty.

The Effect of Brand Experience on Brand Attitude and Purchase Intention

The findings show that brand experience has a significant positive impact on both brand attitude and purchase intention. Positive sensory, emotional, and cognitive interactions—such as smooth ordering, secure packaging, and reliable delivery—build trust and satisfaction that enhance purchase likelihood. This aligns with the Theory of Planned Behavior, where favorable experiences increase perceived control and confidence in purchasing. For frozen food brands, maintaining consistent quality, temperature stability, and responsive service across all touchpoints strengthens consumer trust and long-term loyalty.

The Effect of Brand Attitude on Purchase Intention

The findings confirm that brand attitude significantly influences purchase intention. Consumers with favorable perceptions and emotional connections toward a brand are more likely to buy. In frozen food products, strong brand attitude—built through trust, consistent quality, and positive experiences—remains critical even in low-involvement categories. This supports the Theory of Reasoned Action and the Theory of Planned Behavior, emphasizing attitude as a key driver of purchase decisions. Practically, marketers should strengthen brand attitude through consistent communication, reliable quality, and authentic user content to build trust, loyalty, and long-term competitive advantage.

Mediation Role of Brand Attitude

The mediation analysis shows that brand attitude serves as a selective mediator linking marketing variables to purchase intention. Influencer endorsement does not significantly affect purchase intention through brand attitude, suggesting that consumers of utilitarian products like frozen food base their decisions more on rational factors such as quality, price, and availability. In contrast, online customer reviews demonstrate a full mediating effect, indicating that credible peer feedback shapes brand perceptions that lead to purchase intentions. Brand

experience exerts both direct and indirect effects, with brand attitude partially mediating the relationship, showing that positive experiences enhance trust, satisfaction, and emotional connection with the brand.

Theoretically, these findings integrate the Theory of Reasoned Action, Theory of Planned Behavior, and Social Influence Theory, emphasizing that cognitive and experiential evaluations outweigh social persuasion in functional product categories. Consumers rely more on credible information and direct experience than on influencer appeal. Accordingly, frozen food brands should focus on delivering consistent quality, transparent review management, and optimized customer experiences. Influencer marketing should serve a complementary role, while future research may examine other mediating factors and product types to broaden the model's generalizability.

CONCLUSION & SUGGESTION

The results indicate that influencer endorsement exerts a positive but insignificant effect on brand attitude and purchase intention. In utilitarian product categories such as frozen food, consumers place greater importance on functional factors—quality, hygiene, and convenience—than on influencer appeal. This suggests that emotional or identification-based influence is limited when product evaluation is primarily functional. In contrast, both brand experience and online customer reviews play critical roles in shaping brand attitude and, consequently, purchase intention. Positive experiences across the customer journey and credible peer feedback foster trust, satisfaction, and perceived control, consistent with the Theory of Reasoned Action and the Theory of Planned Behavior.

Overall, the findings highlight that functional and experiential cues outweigh influencer-driven persuasion in determining purchase behavior. Brand experience and online reviews serve as primary drivers, reinforcing brand attitude as a key mediator between communication stimuli and behavioral intention. For managerial practice, frozen food brands should focus on optimizing customer experience, ensuring transparency in online reviews, and fostering authentic influencer partnerships. Future studies are encouraged to extend these findings to different product types and consumer segments to strengthen external validity and theoretical generalization.

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