

The Influence of Product Quality and Influencer Marketing on Purchase Intention for Karung Jantan Brand through Customer Engagement as A Moderating Variable

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ABSTRACT

The accelerating digital transformation of the fashion industry has considerably intensified competitive dynamics among local brands, rendering product quality, influencer marketing, and consumer engagement increasingly instrumental in shaping purchase intention. This study examines the effects of product quality and influencer marketing on consumers' purchase intention toward the Karung Jantan brand, while positioning customer engagement as a moderating construct. A quantitative research approach was adopted, involving Generation Z consumers in Bali selected through purposive sampling. Primary data were elicited through a five-point Likert-scale questionnaire and subsequently examined using Partial Least Squares Structural Equation Modelling (PLS-SEM) with SmartPLS 4.1. The analytical framework incorporated measurement-model evaluation, structural-model assessment, and bootstrapping procedures for hypothesis verification. The findings indicate that product quality and influencer marketing both exert positive and statistically significant effects on purchase intention. Customer engagement further demonstrates a significant moderating role by amplifying the relationship between product quality and purchase intention, as well as intensifying the influence of influencer marketing on purchase intention. The model also exhibits substantial explanatory and predictive capability. These findings accentuate the importance of an integrated marketing paradigm that synergises superior product quality, strategically calibrated influencer marketing, and sustained customer engagement to foster stronger consumer purchase intention and reinforce the competitive positioning of local fashion brands.

Keywords: Product Quality, Influencer Marketing, Customer Engagement, Purchase Intention

INTRODUCTION

The global fashion industry has undergone substantial expansion, driven by evolving lifestyles, technological innovation, digitalisation, and trend-oriented consumption (Nabillah et al., 2023). In Indonesia, fashion represents a prominent creative-economy sector, while digitalisation has intensified market competition and transformed consumer purchasing behaviour, particularly among Millennials and Generation Z. Kadafi et al., (2023) contend that the proliferation of local fashion brands necessitates increasingly adaptive strategies to accommodate heterogeneous consumer preferences, while Arhofa and Andarini (2023) highlight the transformative role of

technological advancement and internet accessibility in shaping social-media-based information and purchasing decisions. Social media has consequently evolved into an influential marketing ecosystem, with YouTube, Facebook, TikTok, and Instagram recording approximately 143 million, 122 million, 108 million, and 103 million Indonesian users, respectively (Global Digital Insights, 2025). This extensive digital penetration provides substantial opportunities for fashion brands to enhance visibility, cultivate brand awareness, and influence consumer behaviour, particularly through visually immersive platforms such as TikTok and Instagram (Sefani et al., 2025).

Karung Jantan, an Indonesian local fashion brand, exemplifies this phenomenon through its intensive utilisation of TikTok and Instagram, particularly via influencer collaborations. TikTok is predominantly employed for short-form videos featuring influencers wearing its products, while Instagram facilitates visually curated Reels. Such practices underscore the growing prominence of influencer marketing in shaping consumer perceptions and purchase intention. Arhofa and Andarini (2023) indicate that influencers facilitate information acquisition and product evaluation, whereas Hidayati et al., (2024) demonstrate that influencer reputation can shape followers' perceptions and behavioural responses. Despite this intensive promotional activity, however, favourable consumer responses are not necessarily assured.

A discernible contradiction emerges from consumer reviews of Karung Jantan products on e-commerce platforms. Several consumers reported excessively thin materials, inaccurate sizing, and defective products involving holes or tears (Figure 1).



Source: Tiktok Shop and Shopee, (Karung Jantan), 2026

Figure 1. Consumer Reviews of Karung Jantan Products

These complaints suggest potential deficiencies in product quality, which may adversely affect consumer evaluations and purchase intention. Ramadhina and Mugiono (2022) identify product quality as an important determinant of consumer satisfaction and purchase intention. Within e-commerce environments, quality perceptions are particularly consequential because consumers depend heavily on product descriptions,

visual representations, influencer endorsements, and peer reviews when forming expectations. A discrepancy between promotional claims and actual product performance may consequently diminish perceived value and consumer confidence.

Preliminary observations further indicate that Karung Jantan experienced an approximately 12% decline in sales during 2023–2025, despite intensified digital promotion. This incongruity suggests that promotional exposure alone may be insufficient to stimulate purchase intention when consumers encounter quality-related concerns or demonstrate limited interaction with the brand. Accordingly, Karung Jantan provides a pertinent empirical context for examining the interplay between product quality, influencer marketing, customer engagement, and purchase intention.

Customer engagement may constitute a consequential moderating mechanism within these relationships, as heightened engagement can foster trust, emotional attachment, perceived value, and enduring consumer–brand relationships (Iman and Kurniawati, 2023). Consumers who actively interact with brand content and participate in brand-related activities may demonstrate greater receptiveness to influencer recommendations and product information, while stronger engagement can also reinforce trust in influencers and amplify their persuasive effect on purchase intention (Nora and Farasandy, 2023). Nevertheless, empirical findings remain equivocal, as Hidayati et al., (2024) reported an insignificant influence of influencer marketing on purchase intention, whereas Agustini et al., (2022) identified a significant effect; similarly, Nabillah et al., (2023) found no significant relationship between product quality and purchase intention, contrasting with Susanto and Realize (2022). These discrepancies underscore an unresolved research lacuna concerning the contextual determinants of product quality and influencer marketing effectiveness, particularly given the paucity of empirical studies positioning customer engagement as a moderating construct within Indonesian local fashion brands operating through e-commerce platforms.

Accordingly, this research investigates how product quality and influencer marketing shape consumers' purchase intention, while considering customer engagement as a moderating mechanism. The study is intended to enrich the broader discourse on digitally mediated consumer behaviour and provide practical implications for local fashion enterprises in refining product excellence, influencer-based promotion, and consumer engagement. Based on this research focus, the study is entitled “The Influence

of Product Quality and Influencer Marketing on Purchase Intention of the Karung Jantan Brand through Customer Engagement as a Moderating Variable”.

THEORY BASIS

Ajzen (1991) formulates the Theory of Planned Behavior (TPB) as an elaboration of the Theory of Reasoned Action, asserting that behavioural intention is principally determined by three interrelated antecedents: attitude toward the behaviour, subjective norm, and perceived behavioural control. Within the present study, product quality represents consumers’ evaluative attitudes toward the product, whereas influencer marketing encapsulates social influence conveyed through recommendations and persuasive endorsements. Perceived behavioural control refers to consumers’ perceptions regarding the accessibility and feasibility of acquiring Karung Jantan products. Customer engagement is incorporated as a moderating construct, reflecting the extent to which consumers’ active involvement with the brand may amplify the effects of product quality and influencer marketing on purchase intention.

Kotler and Keller (2012) in Aini and Andjarwati (2020) conceptualise product quality as a product’s inherent capacity to perform in accordance with, or exceed, consumers’ anticipated expectations. Mulia (2020) further delineates product quality as the degree to which a product is capable of accommodating consumers’ needs, preferences, and expectations. Accordingly, product quality encompasses the extent to which a product successfully fulfils both its functional requirements and experiential expectations. Mullins et al., (2008) in Kumrotin et al., (2021) identify several fundamental dimensions of product quality, encompassing performance, durability, conformance to specifications, features, reliability, aesthetics, and perceived quality.

Influencer marketing constitutes a contemporary promotional strategy that leverages individuals possessing substantial social visibility and persuasive influence to endorse brands or products through digital platforms (Agustin and Amron, 2022). Chopra et al., (2021) in Seruni et al., (2024) describe it as a collaborative marketing practice between brands and influential individuals whose prominence within social media or particular fields enables them to shape audience perceptions and responses. According to Agustin and Amron (2022) in Ashari et al., (2024), influencer marketing encompasses visibility, credibility, attractiveness, and power.

Sharma (2022) in Zulhaidar (2024) conceptualises customer engagement as an interactive process encompassing consumers' emotional, cognitive, and physical involvement with a company through product or service experiences. Bening and Kurniawati (2019) in Hanifah (2024) similarly characterise it as a psychological state emerging from intensive consumer–business interactions and experiences. Customer engagement therefore represents the depth of consumers' relational involvement with a brand. Razmus (2021) in Lisdayanti and Nilasari (2025) identifies three dimensions: cognitive engagement, emotional engagement, and behavioural engagement.

Kotler and Keller (2009) in Caniago and Rustanto (2022) define purchase intention as a behavioural response reflecting consumers' inclination and willingness to purchase a particular product. Swastha (2019) in Lestari (2024) further associates purchase intention with consumers' prospective commitment to undertake a purchase. According to Ferdinand (2006) in Luthfiyatillah et al., (2020), purchase intention comprises transactional intention, referential intention, preferential intention, and exploratory intention.

METHOD

This research adopts a quantitative methodological framework involving Generation Z consumers in Bali who have been exposed to or engaged with Karung Jantan's social-media content. Respondents were selected through purposive sampling, while primary data were obtained by administering a structured questionnaire employing a five-point Likert scale through Google Forms. The empirical data were subsequently processed using Partial Least Squares Structural Equation Modelling (PLS-SEM) facilitated by SmartPLS 4.0. The evaluation procedure comprised an assessment of the measurement model, including convergent validity, discriminant validity, and construct reliability, followed by an examination of the structural model based on the coefficient of determination (R^2) and predictive relevance (Q^2). Hypothesis verification was performed through the bootstrapping procedure, with inferential decisions determined by T-statistics and P-values using a 5% significance threshold.

RESULTS

Validity and Reliability Testing

SmartPLS 4.1 results confirm that all indicators achieved outer loadings above 0.70, substantiating satisfactory convergent validity. HTMT coefficients below 0.90 further affirm adequate discriminant validity. Reliability indices were exceptionally strong, with Cronbach's Alpha ranging from 0.915–0.957 and Composite Reliability from 0.942–0.965. These findings collectively attest to the measurement model's high psychometric rigour, internal coherence, and measurement dependability.

Structural Model Evaluation

The structural model produced an R^2 value of 0.533, indicating that product quality, influencer marketing, customer engagement, and their moderating effects collectively explain 53.3% of the variance in purchase intention. The remaining 46.7% is attributable to other factors beyond the proposed model. Furthermore, the Q^2 value of 0.400 confirms satisfactory predictive relevance, demonstrating that the model possesses adequate explanatory and predictive capacity in interpreting consumers' purchase intention toward Karung Jantan products.

Hypothesis Testing

Based on the empirical analysis conducted using SmartPLS 4.1 and the bootstrapping technique, the hypothesised relationships among the constructs can be interpreted as follows:

1. Hypothesis 1 (Product Quality → Purchase Intention)

The structural-model estimation indicates that product quality has a positive and statistically significant association with purchase intention. The obtained path coefficient is positive, while the corresponding t-statistic exceeds the critical threshold and the P-value remains below the 5% significance level. This evidence confirms that favourable perceptions of product quality are accompanied by stronger consumer purchase intention toward Karung Jantan products. The statistical evidence therefore provides sufficient grounds for accepting the first hypothesis.

2. Hypothesis 2 (Influencer Marketing → Purchase Intention)

The empirical findings reveal a positive and statistically significant relationship between influencer marketing and purchase intention. The estimated path

coefficient demonstrates a positive direction, supported by a t-statistic substantially exceeding the established critical value and a P-value below the prescribed significance threshold. These results suggest that persuasive influencer-generated communication can contribute meaningfully to consumers' inclination to purchase Karung Jantan products. Accordingly, the second hypothesis is supported by the empirical evidence.

3. Hypothesis 3 (Customer Engagement $\times$ Product Quality $\rightarrow$ Purchase Intention)

The moderation analysis demonstrates that customer engagement significantly enhances the relationship between product quality and purchase intention. The interaction effect is positive, while the resulting t-statistic surpasses the critical value and the P-value falls below the 5% significance criterion. This finding implies that consumers with stronger levels of engagement with the brand are more responsive to favourable perceptions of product quality when forming purchase intentions. Hence, customer engagement functions as a reinforcing moderating mechanism, providing empirical support for the third hypothesis.

4. Hypothesis 4 (Customer Engagement $\times$ Influencer Marketing $\rightarrow$ Purchase Intention)

The results further establish that customer engagement significantly amplifies the effect of influencer marketing on purchase intention. The interaction coefficient indicates a positive moderating direction, accompanied by a t-statistic exceeding the critical threshold and a P-value below the accepted significance level. This finding suggests that influencer marketing becomes more influential in generating purchase intention when consumers maintain stronger and more sustained engagement with the brand. The fourth hypothesis is therefore empirically supported, confirming the reinforcing role of customer engagement within the proposed relationship.

Discussions

The empirical evidence confirms that product quality positively and significantly influences purchase intention. Consumers' favourable perceptions of performance, durability, specification conformity, and overall quality can strengthen their inclination to purchase Karung Jantan products. Within the Theory of Planned Behavior, product quality contributes to the development of positive attitudes toward purchasing behaviour,

thereby reinforcing behavioural intention (Ajzen, 1991). This result is consistent with findings from Susanto and Realize (2022), Pramesti et al., (2024), Mohd et al., (2013) in Sundari and Lailla (2025), and Puspitasari (2016) in Riyanto and Satinah (2023).

Influencer marketing also demonstrates a positive and significant effect on purchase intention. Influencers perceived as credible, appealing, and persuasive can strengthen consumers' willingness to consider and purchase Karung Jantan products. Endorsements, product demonstrations, and authentic consumption narratives can enrich consumers' informational resources and reduce uncertainty during product evaluation. From the TPB perspective, this mechanism corresponds primarily with subjective norm, as influential social figures can shape consumers' perceptions of socially supported purchasing behaviour (Ajzen, 1991). The finding is supported by Al-Mu'ani et al., (2023), George et al., (2025), Lengkawati and Saputra (2021) in Agustin and Amron (2022), Marsha Putri (2024), and Agustini et al., (2022).

Customer engagement significantly strengthens the relationship between product quality and purchase intention. Consumers who actively interact with brand content, examine product information, communicate feedback, and participate in brand-related activities tend to develop more favourable and informed evaluations of product quality. Such involvement enhances the persuasive relevance of quality perceptions and subsequently reinforces purchase intention. In TPB, customer engagement can intensify attitude formation by encouraging deeper cognitive evaluation of product attributes (Ajzen, 1991). This result is consistent with Nabillah et al., (2023) and Hunowu et al., (2023).

Customer engagement likewise strengthens the relationship between influencer marketing and purchase intention. Greater consumer involvement increases receptiveness to influencer-generated information because highly engaged consumers are more inclined to seek, process, and interact with brand-related communications. This sustained interaction can heighten message salience and facilitate the internalisation of influencer recommendations. From the TPB perspective, engagement can reinforce subjective norm by intensifying consumers' exposure to socially mediated information and persuasive cues (Ajzen, 1991). These findings are aligned with Hidayati et al., (2024), Hariyanti and Wirapraja (2018) in Seruni et al., (2024), and Israr et al., (2025).

CONCLUSION

The findings of this study demonstrate that purchase intention toward the Karung Jantan brand is significantly influenced by product quality and influencer marketing. Higher product quality and more effective influencer marketing can substantially enhance consumers' propensity to purchase. Customer engagement further strengthens both relationships, indicating that active consumer involvement amplifies the effectiveness of product quality and influencer marketing in stimulating purchase intention. Therefore, Karung Jantan should pursue an integrated marketing strategy that combines consistent product improvement, effective influencer utilisation, and sustained customer engagement to cultivate stronger consumer purchase intention.

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