

Influencer Personal Branding and Customer Engagement in Purchase Decisions for Wardah Products

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Abstract

This study aims to examine the influence of influencer personal branding and customer engagement on purchase decisions for Wardah products, with a case study conducted in Bengkulu City. This research employed a quantitative descriptive approach. The population consisted of consumers of Wardah products in Bengkulu City, with samples selected using a purposive sampling technique. Data were collected through questionnaires. The data analysis techniques included descriptive analysis and inferential analysis using SPSS, multiple linear regression analysis, and the coefficient of determination (R^2). The results indicate that influencer personal branding has a positive effect on purchase decisions for Wardah products in Bengkulu City. This finding suggests that stronger personal branding developed by influencers is associated with higher consumer purchase decisions for Wardah products. Customer engagement also shows a positive effect on purchase decisions, implying that increased consumer involvement and interaction with the product lead to higher purchasing decisions. Furthermore, influencer personal branding and customer engagement simultaneously have a positive and significant effect on purchase decisions for Wardah products in Bengkulu City, demonstrating that both independent variables play an important role in enhancing consumers' purchasing decisions.

Keywords: Influencer Personal Branding, Customer Engagement, Purchase Decision, Wardah Products, Digital Marketing

INTRODUCTION

The beauty industry in Indonesia has experienced significant growth, driven by increasing public awareness of skincare, advancements in digital technology, and the expanding penetration of social media. This growth has intensified competition among cosmetic brands, both local and global, in attracting consumer attention (Rahmawati & Adriyanto, 2025a). Consumers now consider not only product quality but also information obtained through social media, user reviews, and influencer recommendations (Khalifah et al., 2025). This shift in behavior indicates that purchase decisions for beauty products are increasingly influenced by digital communication and brand consumer interactions (Aurelia, 2025). In this context, local brands such as Wardah strive to maintain their market position through digital marketing strategies that leverage influencers while strengthening engagement with consumers.

Purchase decision represents the final stage of the consumer decision-making process, which involves need recognition, information search, evaluation of alternatives, and the act of purchasing (Allya Ramadhina & Mugiono, 2022). In the beauty industry, these decisions are not solely based on functional product benefits but are also shaped by emotional aspects such as trust, brand affinity, and recommendations from credible sources. One important factor influencing this process is influencer personal branding (Aliffia & Purnama, 2022). Strong personal branding reflects authenticity, consistency, and credibility, which can foster audience trust toward recommended products (Purwati & Cahyanti, 2022). Influencers with clear and consistent personal images tend to be more effective in shaping consumer perceptions and encouraging purchase decisions (Ghadani et al., 2022).

In addition to influencer personal branding, customer engagement has become a critical component of digital marketing (Ali & Aan Widodo, 2022). Customer engagement reflects the level of consumer involvement through interactions such as commenting, sharing content, and demonstrating emotional attachment to a brand (Chan et al., 2021). High engagement can strengthen consumer brand relationships and increase the likelihood of purchasing behavior (Paramitha, 2018). However, a large number of followers or high brand exposure does not necessarily translate into purchase decisions if the interactions fail to build trust and emotional connection (Sasongko &



Setyawati, 2022). The use of influencers and social media has been actively implemented to enhance brand visibility. Nevertheless, preliminary observations indicate that consumer purchase decisions have not been formed optimally (Taufik et al., 2022). Some consumers still question the credibility of influencers promoting the products, while social media interactions have not yet reflected strong consumer engagement (Sharma & Sharma, 2025). This condition suggests that influencer personal branding and customer engagement have not fully encouraged consumers to make purchase decisions. Therefore, this study is important to empirically examine the influence of influencer personal branding and customer engagement on purchase decisions for Wardah products, with a case study conducted in Bengkulu City.

LITERATURE REVIEW

Purchase Decision

Purchase decision represents the final stage in the consumer decision-making process, manifested through the actual action of buying a product or service (Ardiansyah & Sarwoko, 2020). This process involves several stages, including need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Hidayah & Arsyad, 2025). In the digital marketing environment, this process is increasingly influenced by information obtained through social media, user reviews, and recommendations from credible influencers (Chasanah & Prihatiningtyas, 2022). Moreover, purchase decisions also reflect consumers' preferences for products perceived to provide optimal benefits and fulfill their needs (Tulong et al., 2022).

Purchase decisions are influenced not only by rational considerations but also by emotional and social factors that develop through consumer interaction with brands. Consumer engagement on social media, such as commenting, sharing content, and providing reviews, can enhance trust and strengthen purchase intentions (Rahayu et al., 2020). These interactions foster relationships between consumers and brands, which ultimately influence actual purchase decisions (Oktoza & Arianto, 2023). Furthermore, the credibility of information sources, particularly influencers, has been shown to play a crucial role in shaping consumer perceptions of products and encouraging purchase decisions (Sihombing & Nasib, 2020).

Purchase decision can therefore be understood as the outcome of consumers' evaluation process influenced by information, social interaction, and trust in the brand (Sutrisno & Haryani, 2017). In the digital era, consumers increasingly rely on other users' experiences, brand communication, and influencer-based marketing strategies when determining their purchasing choices (Amelia et al., 2023).

Factors Influencing Purchase Decisions

Purchase decisions are influenced by various factors derived from both consumer characteristics and the external environment. Social factors such as reference groups, family, and individuals' roles within their social environment can shape consumer preferences toward particular products (Akhtar et al., 2016). In addition, personal factors including age, occupation, lifestyle, and economic conditions also contribute to determining consumer choices (N. Haryanti et al., 2022).

The advancement of digital technology has introduced new factors affecting purchase decisions, particularly through social media and e-commerce platforms (Kans & Campos, 2024). Consumer interaction with brand content, the level of engagement, and two-way communication between consumers and companies can enhance trust and encourage purchase decisions (Purwanto et al., 2022), influencer-based marketing strategies have become increasingly important, as they are capable of building positive perceptions and strengthening consumer confidence in products (Silva, 2025)(van Anh Pham et al., 2024). Purchase decisions therefore represent the outcome of a complex interaction among social, personal, psychological, and digital technological factors (Ardiansyah & Sarwoko, 2020). The combination of credible information, consumer engagement, and effective marketing communication can reinforce consumer confidence and lead to actual purchase decisions (Umam et al., 2022).

Influencer Personal Branding

Influencer personal branding refers to a strategic process through which individuals build a strong, authentic, and consistent self-image in the public sphere, particularly through social media platforms (Irnaza & Imron, 2023). Personal branding is understood as an individual's effort to develop and maintain a positive reputation that distinguishes them from others and enhances audience trust (Peng, 2022). In practice, personal branding is shaped by consistency in communication, presentation style, personal values, and unique characteristics displayed to the public (D. Siregar et al., 2024). Such consistency is essential because it strengthens positive perceptions and increases individual credibility in the eyes of the audience (Febrian & Solihin, 2024). Moreover, personal branding also encompasses appearance, knowledge, communication style, and personal traits that are continuously presented, thereby creating a memorable and trustworthy impression (Destitha et al., 2024).

Within the social media environment, individuals with strong personal branding and a significant number of followers are commonly referred to as influencers (Ali & Aan Widodo, 2022). Influencers are individuals capable of shaping audience perceptions, attitudes, and decisions through consistently shared content (Layli et al., 2022). Credibility, popularity, and emotional closeness with the audience make influencer recommendations highly impactful on consumer behavior (Pujiastuti et al., 2020). Influencers who demonstrate authentic images, relevant expertise, and consistent communication tend to be more trusted, enabling them to shape opinions and influence consumers' purchase decisions (Alfiannor, 2024).

Influencer personal branding reflects a combination of authenticity, unique character, and credibility that is continuously developed through social media (Pramesti et al., 2025). A strong self-image allows influencers to establish emotional relationships with their followers and enhance trust in the information they provide (Retnosari & Nadlifatin, 2024). This trust becomes a crucial factor that can influence consumer preferences and purchasing decisions when selecting a product (Rahmawati & Adriyanto, 2025b).

Customer Engagement

Customer engagement has become an essential concept in modern marketing, as high levels of audience participation can create strong relationships between consumers and brands (Steinhoff et al., 2022). In the context of social media content marketing, customer engagement can be measured through various forms of interaction such as likes, comments, and shares (Engelina, 2024). The higher the level of these interactions, the greater the consumer response and interest in a particular brand (Suwarsih et al., 2021).

Customer engagement is defined as a psychological state that emerges when individuals actively interact and connect with an organization's activities or offerings (Cut Tamara Falajunah & Ratih Hendayani, 2024). This concept emphasizes interactions that go beyond transactional activities, reflecting brand-focused behaviors driven by customers' motivational impulses (Sikki et al., 2021). A high level of customer engagement indicates consumer participation in interactive processes that ultimately generate customer-based outcomes, such as loyalty, while strengthening a company's competitive advantage (Sulciman et al., 2025).

Customer engagement also reflects the extent to which consumers interact and become emotionally involved with a brand. Such involvement is demonstrated through active participation, including providing reviews, sharing content, and recommending products to others (Yulandari & Jatmiko, 2024). High engagement levels can enhance brand credibility through testimonials and user-generated content (Prayoga & Arianto, 2023). Furthermore, customer engagement represents a process of customer involvement across multiple communication channels to strengthen customer relationships, improve retention, and foster loyalty (Zhang, 2026). Based on these perspectives, customer engagement can be understood as the level of active consumer involvement in cognitive, emotional, and behavioral interactions with marketing content or product-related activities, particularly through social media (Tatikonda et al., 2024). This engagement extends beyond transactional behavior and includes participation such as providing reviews, sharing content, and recommending products to other users.

Hypothesis

The Influence of Influencer Personal Branding on Purchase Decisions

Influencer personal branding represents a digital marketing strategy capable of shaping consumer perceptions and behavior (Manurung et al., 2025). Influencers who demonstrate credibility, authenticity, and consistency in delivering messages can build audience trust, thereby increasing the likelihood of consumers making purchase decisions (Manurung et al., 2025). The trust established through influencer personal branding also contributes to the development of emotional relationships between consumers and brands, which ultimately influence consumer purchasing preferences (Sürücü, 2024).

Strong personal branding enables influencers to become trusted sources of information for consumers when evaluating products. When influencers present authentic, communicative, and audience-relevant images, consumers are more likely to develop positive perceptions toward the promoted products (Pratiwi et al., 2021). Furthermore, personal branding characteristics such as credibility, attractiveness, and expertise have been shown to significantly influence purchase decisions by enhancing trust and fostering positive attitudes toward brands (Tobing et al., 2021).

In beauty product marketing, influencer personal branding plays a crucial role in shaping consumer purchase decisions, as consumers tend to follow recommendations from influencers perceived to have relevant experience and knowledge about the products (Harianto et al., 2025). Consumers who feel a sense of closeness with influencers are also more likely to be persuaded to try and purchase recommended products (Amelia et al., 2025). Therefore, stronger influencer personal branding leads to higher consumer confidence in making purchase decisions. Based on the theoretical framework and prior research findings, the following hypothesis is proposed:

H1: Influencer Personal Branding has a positive and significant effect on Purchase Decisions.

The Influence of Customer Engagement on Purchase Decisions

Customer engagement is an important factor in digital marketing that plays a role in building relationships between consumers and brands (Paramitha, 2018). A high level of consumer engagement can enhance interaction, trust, and emotional closeness to a product, thereby encouraging consumers to make purchase decisions (Ali, 2019). Consumer involvement through social media, such as commenting, sharing content, and participating in brand-related activities, has been shown to influence positive consumer perceptions toward the offered products (Nurul Imani et al., 2023).

Customer engagement reflects a psychological state in which consumers actively interact with a company's activities, extending beyond transactional relationships and focusing on consumer experiences with the brand (Rahmawati & Adriyanto, 2025b). High engagement levels promote loyalty and increase the likelihood of repeat purchases as well as recommendations to others (Tuti, 2022). Furthermore, intensive interaction between consumers and brands through social media can strengthen emotional bonds that contribute to improved purchase decisions (Pratama et al., 2024).

Customer engagement can also be manifested through consumers' active participation in various marketing activities, such as providing reviews, sharing experiences, and interacting with promotional content. Such participation enhances consumer trust in the brand and reinforces purchase intentions (Suraña-Sánchez et al., 2024). Consumers who are actively engaged tend to develop more positive perceptions of products and demonstrate a stronger tendency to make purchase decisions (Djohan et al., 2025). In beauty product marketing, consumer engagement through social media enables two-way communication between companies and consumers, allowing consumers to feel valued and part of the brand community. This condition can increase consumer confidence in selecting and purchasing products (Ashiq & Hussain, 2024). The higher the level of customer engagement, the greater the likelihood that consumers will make firm and sustainable purchase decisions. Based on the theoretical framework and previous research findings, the following hypothesis is proposed:

H2: Customer Engagement has a positive and significant effect on Purchase Decisions.

The Influence of Influencer Personal Branding and Customer Engagement on Purchase Decisions

Consumer purchase decisions represent the outcome of an evaluation process based on various sources of information received through marketing communication and brand interaction. In digital marketing, influencer personal branding and customer engagement are two important factors that simultaneously influence consumer purchase decisions (Sharma & Sharma, 2025). Influencers with strong personal branding can build trust and credibility toward products, while customer engagement strengthens consumers' emotional connections with brands, thereby encouraging purchase decisions (Afiftama & Nasir, 2024).

Credible influencer personal branding shapes consumer perceptions of products, particularly when influencers demonstrate authenticity and consistency in delivering marketing messages (S. Haryanti et al., 2019). On the other hand, consumer involvement through active interactions such as commenting, sharing content, and participating in brand-related activities can strengthen relationships between consumers and companies. The combination of these two factors has been shown to significantly increase consumer interest and purchase decisions (Sharma & Sharma, 2025).

The synergy between influencer personal branding and customer engagement also creates a more interactive marketing experience. Influencers with positive images can attract consumer attention, while customer engagement ensures two-way communication that strengthens trust and loyalty toward the brand (Walgaa et al., 2024). This condition indicates that purchase decisions are influenced not only by influencer credibility but also by the level of consumer involvement in the company's marketing activities (Suleiman et al., 2025).

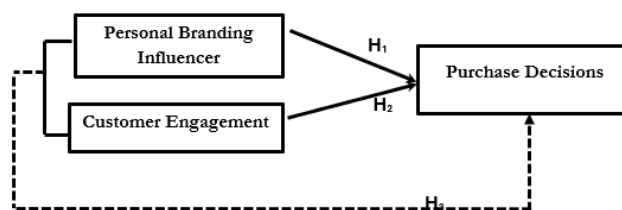
In the context of beauty product marketing, consumers tend to consider influencer recommendations while also paying attention to their experiences and interactions with brands through social media. When strong influencer personal branding is supported by high customer engagement, consumers become more confident in selecting products and show a greater tendency toward repeat purchases (Yulandari & Jatmiko, 2024). Therefore, the combination of these two variables simultaneously plays an important role in enhancing consumer purchase decisions. Based on the theoretical framework and prior research findings, the following hypothesis is proposed:

H3: Influencer Personal Branding and Customer Engagement simultaneously have a positive and significant effect on Purchase Decisions.

Analytical Framework

Influencer personal branding and customer engagement are two important factors in digital marketing that can influence consumer purchase decisions. Strong influencer personal branding can build credibility, trust, and emotional closeness with the audience, thereby increasing consumer confidence in selecting products. Meanwhile, customer engagement reflects the level of active consumer involvement through interactions, participation, and experiences during their relationship with a brand, which can strengthen the connection between consumers and companies. Simultaneously, the combination of influencer personal branding and customer engagement creates a synergy that strengthens their influence on purchase decisions. Influencers with positive images are able to attract consumer attention, while consumer engagement through social media enhances trust and emotional attachment to the product.

Figure 1. Analysis Framework



The stronger the influencer personal branding and the higher the level of customer engagement, the greater the likelihood that consumers will make purchase decisions (Figure 1). Therefore, the analytical framework of this study positions influencer personal branding and

customer engagement as independent variables influencing purchase decisions as the dependent variable.

METHODOLOGY

This study employed a quantitative approach. Quantitative methods are used to examine specific populations and samples, collect data using research instruments, and analyze data statistically with the aim of testing predetermined hypotheses. According to (Sugiyono, 2020), quantitative research involves obtaining data in numerical form or data that can be quantified. Based on this perspective, the present study is categorized as descriptive quantitative research, in which data obtained from the population sample were analyzed using appropriate statistical methods and subsequently interpreted. The sample size was determined based on the number of indicators, calculated as 19 indicators multiplied by 10, resulting in 190 respondents, which was considered sufficient to represent the population (Hasan, 2024). This study applied purposive sampling for sample selection, a non-probability sampling technique in which respondents are chosen based on specific criteria relevant to the research objectives. Purposive sampling was selected because not all consumers in Bengkulu City have experience with Wardah products. Data collection techniques were conducted to obtain relevant information. Primary data were gathered through observation and the distribution of questionnaires (Morgan et al., 2024).

Data Analysis Normality Test

The normality test was conducted to determine whether the data in this study were normally distributed. A normal distribution is required to ensure that the data meet the assumptions for parametric statistical analysis. The normality test can be performed using statistical methods such as the Kolmogorov–Smirnov test or the Shapiro Wilk test. Data are considered normally distributed if the significance value exceeds 0.05. If the significance value is greater than 0.05, the data are assumed to follow a normal distribution; otherwise, the data are considered not normally distributed.

Figure 2. Regression Standardized Residual

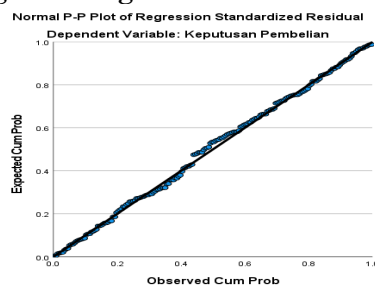


Figure 2. shows that the normality test based on the Normal P–P Plot indicates that the data points are distributed around the line and follow the diagonal line. Therefore, the normality test using the normal probability plot demonstrates that the regression model employed in this study satisfies the assumption of normality.

Multicollinearity Test

The multicollinearity test was conducted to determine whether there was a high correlation among the independent variables in the regression model. A good regression model should not exhibit strong correlations between independent variables. Multicollinearity can be identified by examining the Variance Inflation Factor (VIF) and tolerance values. If the tolerance value is greater than 0.10 and the VIF value is less than 10, it indicates that multicollinearity does not occur in the regression model. Conversely, tolerance values below 0.10 and VIF values exceeding 10 suggest the presence of multicollinearity.

Based on Table 1, all variables show tolerance values above 0.10 and VIF values below 10. Therefore, it can be concluded that the variables in this study are free from multicollinearity.

Table 1. Multicollinearity Test

No	Variabel	Tolerance	VIF	Evidence
1	Personal Branding Influencer	0,458	2,181	Non Multikolinearitas
2	Customer Engagement	0,458	2,181	Non Multikolinearitas

Heteroscedasticity Test

The heteroscedasticity test was conducted to examine whether there was inequality of variance in the residuals of the regression model. A good regression model should exhibit homoscedasticity, meaning that the variance of residuals remains constant across observations. The heteroscedasticity test can be performed using methods such as scatterplot analysis or statistical tests. If the residuals are randomly distributed and do not form a specific pattern, it indicates that heteroscedasticity is not present. Conversely, the presence of a clear pattern suggests heteroscedasticity in the regression model.

Figure 3. Regressio Standardized Predicted Value

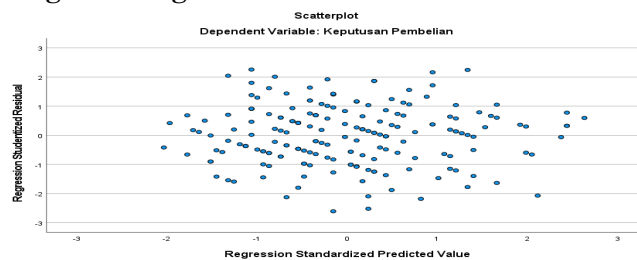


Figure 3 presents the scatterplot used for the heteroscedasticity test. The plot shows that the data points are randomly distributed, with no clear pattern formed, and spread both above and below the value of 0 on the Y-axis. This indicates that heteroscedasticity is not present in the regression model. Therefore, the regression model is appropriate for predicting the purchase decision variable (Y).

Multiple Linear Regression Analysis Results

Multiple linear regression analysis was conducted to determine the influence of influencer personal branding and customer engagement on purchase decisions. This analysis was used to examine both the partial and simultaneous effects of the independent variables on the dependent variable. The regression model in this study can be formulated as follows:

$$\text{Purchase Decision} = \alpha + \beta_1 (\text{Influencer Personal Branding}) + \beta_2 (\text{Customer Engagement}) + \epsilon$$

Where α represents the constant, β_1 and β_2 represent the regression coefficients of each independent variable, and ϵ denotes the error term. The regression coefficients indicate the direction and magnitude of the influence of each independent variable on the purchase decision variable. Positive coefficient values indicate a positive relationship, meaning that an increase in the independent variable leads to an increase in purchase decisions, while negative coefficients indicate the opposite relationship.

Table 2. Multiple Linear Regression Analysis Results

Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
	(Constant)	7.423	1.876	
1	Personal branding influencer	.271	.063	.343
	Customer engagement	.406	.083	.389

a. Dependent Variable: Keputusan Pembelian

Based on the regression analysis, the following equation was obtained:

$$Y = 7.423 + 0.271(X_1) + 0.406(X_2)$$

1. The regression equation can be interpreted as follows. The constant value of 7.423 indicates that when the variables influencer personal branding (X_1) and customer engagement (X_2) are equal to zero, the purchase decision variable (Y) remains at 7.423. This value reflects the baseline level of purchase decisions in the absence of the independent variables.
2. The regression coefficient for influencer personal branding (X_1) is 0.271, meaning that a one-unit increase in influencer personal branding leads to an increase of 0.271 in purchase decisions, assuming that the customer engagement variable (X_2) remains constant. This finding suggests a positive relationship between influencer personal branding and purchase decisions.
3. The regression coefficient for customer engagement (X_2) is 0.406, indicating that a one-unit increase in customer engagement results in an increase of 0.406 in purchase decisions, assuming that influencer personal branding (X_1) remains constant. This also reflects a positive relationship between customer engagement and purchase decisions.

The results further show that the most dominant variable influencing purchase decisions (Y) is customer engagement (X_2) with a coefficient value of 0.406, followed by influencer personal branding (X_1) with a coefficient value of 0.271.

Coefficient of Determination (R^2) Results

The coefficient of determination (R^2) was used to measure the extent to which the independent variables explain the variation in the dependent variable. The R^2 value indicates the proportion of variance in purchase decisions that can be explained by influencer personal branding and customer engagement simultaneously. A higher R^2 value suggests that the independent variables provide a stronger explanation of the dependent variable, whereas a lower R^2 value indicates that other factors outside the model contribute to the variation in purchase decisions. Thus, the coefficient of determination reflects the explanatory power of the regression model in predicting purchase decisions based on influencer personal branding and customer engagement.

Table 3 Coefficient of Determination (R^2) Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.682 ^a	.465	.459	2.25572

a. Predictors: (Constant), Customer engagement, Personal branding influencer

b. Dependent Variable: purchase decisions

Based on Table 3, the adjusted coefficient of determination (Adjusted R^2) is 0.465. This value indicates that influencer personal branding and customer engagement explain 46.5% of the variance in purchase decisions for Wardah products in Bengkulu City. The remaining 53.5% is influenced by other variables not included in this research model.

t-Test (Partial Test)

The t-test was conducted to determine the partial effect of each independent variable on the dependent variable. This test evaluates whether influencer personal branding and customer engagement individually have a significant influence on purchase decisions. The decision is made by comparing the significance value with the predetermined significance level of 0.05. If the significance value is less than 0.05, the independent variable is considered to have a significant effect on the dependent variable. Conversely, if the significance value is greater than 0.05, the independent variable does not significantly affect the dependent variable.

Based on table 4. calculations performed using SPSS, with a sample size (n) of 190 and the number of variables (k) equal to 2, the degrees of freedom were calculated as $df = (n-k) = 190-2 = 188$, resulting in a t-table value of 1.65300. The results for each variable are as follows:

1. Influencer personal branding (X_1) shows that t-count is greater than t-table ($4.337 > 1.65300$) with a significance value of $0.000 < 0.05$. This indicates that influencer personal branding has a positive and significant effect on purchase decisions for Wardah products in Bengkulu City.

2. Customer engagement (X_2) also shows that t-count is greater than t-table ($4.922 > 1.65300$) with a significance value of $0.000 < 0.05$. This result indicates that customer engagement has a positive and significant effect on purchase decisions for Wardah products in Bengkulu City.

Table 4. t-Test (Partial Test)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	7.423	1.876		3.957	.000
1 Personal branding influencer	.271	.063	.343	4.337	.000
Customer engagement	.406	.083	.389	4.922	.000

a. Dependent Variable: purchase decisions

F-Test (Simultaneous Test)

The F-test was conducted to determine the simultaneous effect of the independent variables on the dependent variable. This test evaluates whether influencer personal branding and customer engagement jointly influence purchase decisions. The decision is made by comparing the calculated F value with the F-table value or by examining the significance level. If the significance value is less than 0.05, it indicates that the independent variables simultaneously have a significant effect on the dependent variable. Conversely, if the significance value is greater than 0.05, the independent variables do not simultaneously affect the dependent variable.

Table 5. F-Test (Simultaneous Test)

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	826.406	2	413.203	81.207	.000 ^b
1 Residual	951.510	187	5.088		
Total	1777.916	189			

a. Dependent Variable: purchase decisions

b. Predictors: (Constant), Customer engagement, Personal branding influencer

Based on table 5, the hypothesis testing using the F-test shows that the calculated F value is 81.207, while the F-table value is 3.04. Since F-calculated is greater than F-table ($81.207 > 3.04$) and the significance value is 0.000, which is less than 0.05, H_3 is accepted. This indicates that influencer personal branding (X_1) and customer engagement (X_2) simultaneously have a positive and significant effect on purchase decisions for Wardah products in Bengkulu City

RESULTS and DISCUSSION

Purchase decision represents the final stage of consumer behavior influenced by various internal and external factors. In digital marketing, purchase decisions are not determined solely by product quality but also by influencer-based marketing communication and consumer engagement through social media. Influencers with credible images are able to build consumer trust toward products, while active consumer engagement strengthens emotional relationships between consumers and brands, ultimately affecting purchase decisions (Nurul Imani et al., 2023). Moreover, consumer involvement in digital activities such as commenting, sharing experiences, and providing recommendations has been shown to increase consumer confidence in selecting specific products (Ablan et al., 2025).

Based on the results of multiple linear regression analysis, the equation $Y = 7.423 + 0.271(X_1) + 0.406(X_2)$ was obtained, indicating that influencer personal branding and customer engagement positively influence purchase decisions for Wardah products in Bengkulu City. The regression coefficient for influencer personal branding (0.271) suggests that improvements in influencer personal branding enhance consumer purchase decisions. Meanwhile, the customer

engagement coefficient (0.406) indicates that consumer involvement has a more dominant influence on increasing purchase decisions. This finding implies that intensive interaction between consumers and brands strengthens positive product perceptions and enhances purchase intentions (Harrigan et al., 2021). The coefficient of determination (R^2) value of 0.465 indicates that 46.5% of the variance in purchase decisions can be explained by influencer personal branding and customer engagement, while the remaining variance is influenced by other factors such as price, product quality, and consumer experience (Rahayu et al., 2020).

The partial test results show that influencer personal branding has a positive and significant effect on purchase decisions, supporting the first hypothesis. This finding indicates that consumers tend to trust recommendations from influencers who possess reputations and expertise relevant to the promoted products (A. H. Siregar, 2020). Customer engagement also demonstrates a positive and significant effect on purchase decisions, supporting the second hypothesis. High levels of consumer engagement through digital interactions enhance emotional closeness and strengthen relationships between consumers and brands (Yoga Kharisma & Haryono, 2023).

The simultaneous test results indicate that influencer personal branding and customer engagement jointly have a positive and significant effect on purchase decisions, supporting the third hypothesis. The combination of credible influencer images and high consumer engagement creates a more effective marketing experience in influencing consumer purchase decisions (Suwarsih et al., 2021). The synergy between these variables also increases consumer confidence in selecting products and encourages repeat purchases and recommendations to other consumers (Ali, 2019).

Based on respondents' perceptions in Bengkulu City, influencer personal branding, customer engagement, and purchase decisions for Wardah products fall into the good category. Respondents perceived influencers as having positive images, clear communication, and expertise in the beauty field, which increased trust in the products. Additionally, social media interactions were considered engaging and informative, although active consumer participation still needs improvement. These findings indicate that the combination of influencer credibility and consumer engagement strengthens purchase decisions for Wardah products in Bengkulu City. Overall, the results confirm that stronger influencer personal branding and higher customer engagement lead to stronger consumer purchase decisions for Wardah products.

CONCLUSION

The findings indicate that influencer personal branding and customer engagement play significant roles in enhancing consumers' purchase decisions for Wardah products in Bengkulu City. Influencer personal branding has a positive and significant effect on purchase decisions, suggesting that credibility, consistency, uniqueness, and effective communication skills of influencers can strengthen consumer confidence in selecting products. Customer engagement also shows a positive and significant influence on purchase decisions, implying that higher levels of consumer involvement through interaction and emotional attachment to the brand increase the likelihood of both initial and repeat purchases. Simultaneously, influencer personal branding and customer engagement exert a positive and significant effect on purchase decisions. The combination of a credible influencer image and active consumer engagement strengthens consumers' decisions to purchase Wardah products in Bengkulu City. These findings emphasize that digital marketing strategies integrating influencer utilization with continuous enhancement of customer engagement can more effectively optimize purchase decision outcomes.

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