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The Impact of Influencer Marketing and Price Discounts on Consumer Buying Interest in The Erigo Brand

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Abstract: This research tends to examine the impactt of influencer marketing and price discounts on consumer purchase intention toward the Erigo brand. The background of this study is derived from the increasing use of digital marketing strategies, particularly through collaborations with influencers and the implementation of discounts to attract consumer attention. Erigo, as a local fashion brand, actively utilizes both strategies, making it a relevant object of study. A quantitative paradigm was employed through a structured survey, obtaining data from 100 followers or consumers of the Erigo brand, which were subsequently analyzed using multiple linear regression analysis. The outcomes indicate that both influencer marketing and price discounts have a significant and positive influence on purchase intention, both partially and simultaneously. These findings underscore the critical imperative of adopting strategically aligned marketing interventions to optimize consumer purchasing decisions, with particular salience for indigenous fashion enterprises such as Erigo.

Keywords: Influencer Marketing, Price Discount, Purchase Intention

INTRODUCTION

The Indonesian fashion industry has experienced exponential growth, particularly with the increasing number of local brands entering the market. These local brands compete not only with international brands but also with the continued emergence of other local brands. According to Statista (2024), the Indonesian fashion market is projected to reach US$7.72 billion. This demonstrates the industry's significant potential, but also intensifies competition among brands.

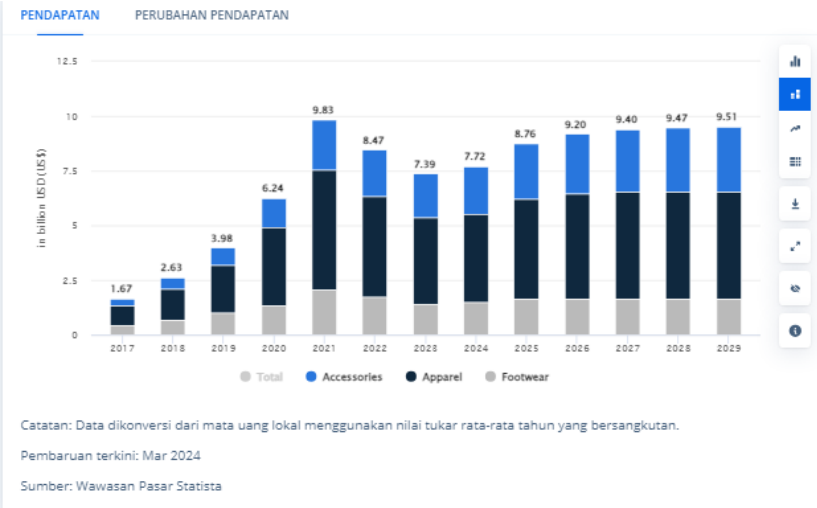


Figure 1 Revenue Fashion Industry
Source: Statista Market Insights (2025)

Data provided by Statista Market Insights shows a stable sales revenue trend for the Indonesian fashion industry, with total revenue increasing from $1.67 billion in 2017 to $9.51 billion in 2029. Total sales peaked at $9.83 billion in 2021 and then stabilized at around $9.2-$9.51 billion from 2026 to 2029.

As competition in the fashion sector intensifies, fashion brands must devise efficient strategies to attract buyers. One approach frequently used by local brands, including Erigo, is influencer marketing. This approach involves collaborating with influencers on social media platforms with large followings, with the aim of increasing brand exposure and driving consumer purchase interest. This aligns with Kotler and Keller, as cited in Kurniati (2023), who state that influencer marketing involves people who influence purchasing decisions, as influencers are able to help consumers evaluate information and specifications to estimate alternatives.

In its promotional endeavors, the Erigo brand strategically employs influencer marketing, a persuasive advertising modality that leverages social media figures or referential groups to shape consumer behaviors, attitudes, and purchase intentions. (Wibowo, 2023) Wibowo (2023) stated that influencer marketing is a rapidly growing global phenomenon, where companies can benefit from using local influencers to enhance their international strategies. This marketing is considered successful because influencers have a strong emotional connection with their followers, and the advice they offer can impact consumer purchasing decisions. Furthermore, Erigo utilizes online shopping platforms, one of which is their online store on TikTok, to reach more customers. Erigo offers attractive offers, such as price discounts, that are easily accessible to consumers throughout Indonesia.

A discount is defined as a temporary reduction in a product's regular market price, strategically implemented within a specified duration to enhance consumer purchase motivation. Conversely, sales promotion represents a direct persuasive mechanism utilizing targeted incentives intended to stimulate consumer purchasing behavior, either by initiating transactions or augmenting the volume of products acquired. According to Tjiptono (Nainggolan, 2020), a discount is a price reduction given by a seller to a buyer as a reward for certain activities carried out by the buyer, such as paying bills early, buying in bulk, or buying outside the season or peak demand period. Price discounts are also a common strategy used by fashion brands to increase sales. By offering price discounts, the Erigo brand hopes to attract the interest of price-sensitive consumers. This discount not only encourages impulse purchases but also helps increase consumer loyalty to the brand. However, there is a challenge that needs

to be considered, namely how brands can use discounts without damaging the premium image they want to build.

As one of Indonesia's leading local brands, Erigo has successfully captured consumers' attention through influencer marketing strategies and price discounts. The brand is renowned for its creative campaigns with celebrities and well-known influencers, as well as extensive promotions on various e-commerce platforms, including TikTok. The success of this strategy is evident in Erigo's high sales and popularity, especially among the younger generation. This is evident from the extraordinary achievement where their sales were successfully bought by 4,900 buyers within 24 hours (suara.com), demonstrating the significant positive impact of utilizing TikTok as a leading video platform for promoting fashion products. With several flagship products sold out, Erigo proves that its presence on the TikTok platform is a key factor in growing its business.

Despite its success, Erigo still faces stiff competition from other local competitors, such as Billionaires Project. As a competitor, Billionaires Project employs a digital marketing strategy that leverages influencers and emphasizes a strong brand identity. Furthermore, Billionaires Project has a growing customer base with an emphasis on unique and exclusive products, which are a major draw for certain market segments.

To address this challenge, Erigo is strengthening its position on e-commerce platforms like TikTok through special offers and major campaigns during TikTok Shop Big Sale and Harbolnas events to reach a wider audience. Furthermore, Erigo is expanding its partnerships with various global influencers and participating in international events like New York Fashion Week to increase its exposure and brand image in the international market. In terms of products, Erigo is launching limited-edition collections that highlight local elements and Indonesian culture to attract consumers seeking uniqueness. Derived from the issues outlined above, this study is titled "The Impact of Influencer Marketing and Price Discounts on Consumer Purchase Intention for the Erigo Brand."

METHOD

This study employs a quantitative descriptive research design, which systematically describes phenomena through the analysis and interpretation of numerical data. According to Amelia et al. (2023), descriptive research is employed to objectively describe study outcomes by collecting data relevant to the phenomenon being examined. This research aims not only to describe existing conditions but also to provide explanations and validation of these conditions based on statistically testable measurement results.

According to Iba & Wardhana (2023), the population utilized in a research is a group of subjects or objects possessing certain characteristics and qualities decided by the researcher for analysis in order to draw relevant conclusions. This study ‘s population is consumers or enthusiasts of the Erigo brand. Given the large population of Erigo consumers, which is difficult to determine with certainty, this study decided to involve all accessible members of the population. This was done to obtain the most accurate and comprehensive picture of the impact of influencer marketing and price discounts on consumer purchasing intention.

A sample

Sample is a subset of the population deliberately selected according to predetermined criteria, objectives, and methodological procedures to ensure representativeness of the entire population under investigation (Imansari and Kholifah, 2023). Alternatively, a sample can be defined as a member of a population selected using specific procedures, with the expectation that it will be the population’s representative. Due to the uncertain population size, the researchers decided to use the Cochran formula, which has proven accurate in determining

sample size, especially for very large populations (Sujalu et al., 2021). The Cochran formula is as follows:

$$n = \frac{Z^2pq}{e^2}$$

Description:
n = Number of samples required

Z = Value in the normal curve for a 5% deviation, with a value of 1.96
q = 50% probability of being incorrect = 0.5
p = 50% probability of being correct = 0.5
e = Sampling error rate, usually 10%

The confidence level in this research is 95% and the desired accuracy level is 5%, so that the Z value is 1.96 with a predetermined error rate of 10% and a probability of false or true of 0.5 each. According to the predetermined values, if the calculation is carried out using the Cochran formula, the minimum sample size is acquired as follows:

$$n = \frac{Z^2pq}{e^2} = \frac{(1{,}96)^2(0{,}5)(0{,}5)}{(0{,}1)^2} = 96{,}04$$

Statistical computation indicated a minimum required sample size of 96.04 respondents; however, the study involved 100 respondents, thereby surpassing the minimum requirement and ensuring adequate representation for measuring consumer purchase interest in the Erigo brand.

RESULTS AND DISCUSSION

he normality test was conducted to ascertain whether the sampled data were derived from a population exhibiting a normal distribution. This procedure was executed using SPSS statistical software via the Kolmogorov–Smirnov (KS) test, wherein conformity to normal distribution criteria denotes an ideal outcome. The results presented below show the normality analysis derived from the Kolmogorov–Smirnov test:

Table 1
Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	4.81912815
Most Extreme Differences	Absolute	.117
	Positive	.092
	Negative	-.117
Kolmogorov-Smirnov Z		1.174
Asymp. Sig. (2-tailed)		.127

a. Test distribution is Normal.
b. Calculated from data.

Source: Data Processed (2025)

The significance value (Asympt. Sig. 2-tailed) was obtained at 0.127 > 0.05, according to the normality test's outcomes using one sample KS, as shown in table 1. This finding substantiates the normality assumption in linear regression analysis, indicating that the residuals follow a normal distribution. Consequently, the regression model used in this study is valid regarding residual distribution, allowing subsequent analyses to proceed without data transformation or non-parametric adjustments.

The multicollinearity test is designed to determine whether substantial intercorrelations exist among the independent variable. Excessive correlation among these variables may undermine the reliability of the statistical estimations. The subsequent results were obtained from the multicollinearity assessment performed using SPSS.

Table 2
Multicollinearity Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.606	2.664		1.353	.179		
	X2	.490	.101	.475	4.843	.000	.316	3.161
	X1	.322	.079	.402	4.098	.000	.316	3.161

a. Dependent Variable: Y

Source: Data Processed (2025)

Based on the results of Based on the multicollinearity test in Table 2, the Variance Inflation Factor (VIF) values for both the influencer marketing and price discount variables are 3.161, which is below the critical threshold of 10. ical threshold of 10.00. In accordance with the established criteria, the model demonstrates no evidence of multicollinearity.

To identify whether the error variance is constant or not, a heteroscedasticity test can be performed.

Table 3
Heteroscedasticity Test Results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.018E-013	2.664		.000	1.000
	X1	.000	.079	.000	.000	1.000
	X2	.000	.101	.000	.000	1.000
a. Dependent Variable: Abresid						

Source: Data Processed (2025)

Following the administration of the Park–Glejser diagnostic procedure, the results presented in Table 3 indicate that all independent variables exhibit significance levels exceeding the 0.05 threshold, thereby substantiating the absence of heteroscedasticity within the specified regression model.

Multiple Linear Regression Test

Multiple linear regression analysis is utilized as an inferential statistical technique to predict variations in a dependent variable by simultaneously accounting for the effects of two or more independent predictor variables. This method enables researchers to rigorously examine both the individual and joint contributions of these predictors to fluctuations observed in the outcome variable.

Table 4
Multiple Linear Regression Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.337	3.335		.701	.485
	X1	.439	.070	.548	6.263	.000
	X2	.342	.096	.313	3.578	.001

a. Dependent Variable: Y

Source: Data Processed (2025)

According to the table above, the following equation is acquired:

$$Y = 2{,}337 + 0{,}439\ X_1 + 0{,}342\ X_2$$

The constant value of 2.337 signifies that, in the absence of both the Influencer Marketing (X_1) and Price Discount (X_2) variables, the predicted level of Purchase Intention is estimated at 2.337. This value serves as the starting point for the regression model and has no direct practical interpretation in the context of consumer behavior, as conditions where all variables are set to zero rarely occur in real life.

The regression coefficient of X1 (Influencer Marketing) of 0.439 stipulates that every one-unit increase in Influencer Marketing, assuming a fixed Price Discount, will increase Purchase Intention by 0.439. Since the t-value of 6.263 is > 1.96 and the significance value is 0.000 < 0.05, this influence is statistically significant.

The regression coefficient of X2 (Price Discount) of 0.342 stipulates that every one unit increase in Price Discount, assuming Influencer Marketing remains constant, will increase Purchase Intention by 0.342. Given that the t-statistic of 3.578 exceeds the critical value of 1.96 and the significance level of 0.001 falls below the 0.05 threshold, the effect is confirmed to be statistically significan.

T test was operated to decide whether the variables Influencer Marketing and Price Discounts influence Purchase Intention.

Table 5
T Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.337	3.335		.701	.485
	X1	.439	.070	.548	6.263	.000
	X2	.342	.096	.313	3.578	.001

a. Dependent Variable: Y

Source: Data Processed (2025)

The analysis indicates that the t-statistic for the Influencer Marketing variable (X_1) is 6.263, surpassing the critical t-value of 1.984, with an associated significance level of 0.000, thereby well below the 0.05 threshold. These results unequivocally indicate the rejection of H_0 and acceptance of H_1, thereby confirming that influencer marketing exerts a statistically significant positive effect on purchase intention

H_0: There is no significant partial influence between the Influencer Marketing variable and Purchase Intention.

H_1: There is a significant partial influence between the Influencer Marketing variable and Purchase Intention.

Accordingly, H_0 is rejected and H_1 is accepted, confirming a statistically significant partial effect of Influencer Marketing on Purchase Intention.

The statistical results reveal that the t-statistic for the Price Discount variable (X_2) is 3.578, exceeding the critical t-value of 1.984, with an associated significance level of 0.001—substantially lower than the 0.05 threshold. Consequently, H_0 is rejected and H_1 is accepted, affirming that Price Discount has a statistically significant partial influence on Purchase Intention.

H_0: There is no partial significant influence between the Price Discount variable and Purchase Intention.

H_1: There is a partial significant influence between the Price Discount variable and Purchase Intention.

Thus, H_0 is rejected and H_1 is accepted, indicating a statistically significant partial effect of Price Discount on Purchase Intention.

The F-test conducted by comparing the calculated F-statistic with the critical F-value at a 5% significance level, using degrees of freedom determined by the formula df = (n – k – 1), where n represents the total sample size (100) and k denotes the number of independent variables (2), resulting in df = 97.

Table 6
F Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4484.527	2	2242.264	89.355	.000[b]
	Residual	2434.113	97	25.094		
	Total	6918.640	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Source: Data Processed (2025)

The analysis produced an F-statistic of 89.355, which markedly surpasses the critical F-value of 3.09 at the 5% significance threshold. This outcome substantiates that influencer marketing and price discount, when considered simultaneously, exert a statistically significant effect on purchase intention. Consequently, H_0 is rejected and H_1 is accepted, thereby validating the combined predictive strength of these independent variables within the regression model.

H_0: There is no significant simultaneous influence between the variables Influencer Marketing and Price Discount on Purchase Intention.

H_1: There is a significant simultaneous influence between the variables Influencer Marketing and Price Discount on Purchase Intention.

Thus, H_0 is rejected and H_1 is accepted, indicating a statistically significant simultaneous effect of Influencer Marketing and Price Discount on Purchase Intention.

Coefficient of Determination

The coefficient of determination is utilized to quantify the proportion of variance in the dependent variable that can be explained by the predictive capacity of the independent variables. The results of this determination analysis are presented as follows.

Table 7
Coefficient of Determination Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.805[a]	.648	.641	5.009

a. Predictors: (Constant), X2, X1

Source: Data Processed (2025)

The coefficient of determination (R^2) value of 0.648 indicates that influencer marketing and price discount jointly explain 64.8% of the variance in consumer purchase intention. This reflects a strong positive relationship, while the remaining 35.2% of the variance is attributable to other factors not examined within the scope of this study.

CONCLUSION

This study empirically establishes that influencer marketing and price discount strategies serve as pivotal determinants of consumer purchase intention toward the Erigo brand. The findings reveal that 80% of respondents positively evaluated influencer marketing initiatives

and 78% favorably assessed price discount strategies, each within the high to very high range (76%–100%), signaling their effectiveness in enhancing consumer engagement and perceived value. Moreover, 81% of respondents expressed high purchase intention, demonstrating a strong alignment between these marketing strategies and consumer behavioral responses. The multiple linear regression analysis, expressed as $Y = 2.337 + 0.439X_1 + 0.342X_2$, further underscores the direct contributions of influencer marketing (0.439) and price discounts (0.342) in elevating purchase intention, while the coefficient of determination ($R^2 = 0.648$) indicates that these factors collectively explain 64.8% of the observed variance. The remaining 35.2% is attributable to other determinants, including brand image, product quality, and additional promotional efforts.

From a practical perspective, these results emphasize the necessity for local fashion brands to integrate influencer collaborations with targeted discount strategies to strengthen consumer purchase motivation and market competitiveness. Strategically, the synergy of these approaches not only augments short-term sales but also fosters long-term brand equity. Future research should extend this framework by incorporating additional variables—such as social proof, digital engagement metrics, and cultural influences—to develop a more holistic understanding of consumer purchase behavior in emerging markets.

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