

Social Media Influencers' Role in Brand Engagement, Value, and Consumers' Intention to Buy Muslim Fashion

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ABSTRACT

This study examines the effect of the perceived influence of digital influencers on the purchase intention of brand recommendations by influencers. This research has two mediating variables: brand attachment in self-concept and expected brand value. This type of research is quantitative research, and the method used is convenience sampling with the criteria that respondents have followed the Instagram accounts of Muslim fashion brand digital influencers aged 18-27 years old and living in Indonesia. The method used is an online survey and sharing on their social media. The total sample used for this study was 150 respondents. The final results of this study indicate that perceived influence positively impacts brand engagement, brand expected value, and intention to buy recommended brands. Besides that, brand engagement also influences brand expected value. Lastly, both brand engagement and brand expected value positively impact the intention to buy the recommended brand. This study is expected to contribute to the literature regarding Muslims' behavioral intention toward Muslim fashion in Indonesia. Muslim fashion brands can also apply this research results to develop their social media marketing strategy.



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Keywords: Influencer; Muslim fashion; Engagement; Value; Intention.

INTRODUCTION

There were 202.6 million internet users in Indonesia in January 2021 with the average internet user aged 16 to 64 spending almost 8 hours 52 minutes per day. There were 170.0 million social media users which are equal to 61.8% of the total population with the average spending time on social media being 3 hours 26 minutes per day (Statista, 2021). Judging from the frequency of monthly usage, the first order of social media applications that are most widely used in Indonesia is actually occupied by YouTube, followed by WhatsApp, Instagram, Facebook, and then Twitter. At a global level, nearly 77 per cent of internet users aged 16 to 64 now say that they buy something online each month. Internet users in Indonesia are the most likely to make e-commerce purchases, with more than 87 per cent of the country's respondents to Global Web Index's survey saying that they bought something online in the past month. But perhaps the most interesting trend in evolving search behaviours is the rise of social search. Roughly 45 per cent of global internet users now say that they turn to social networks when looking for information about products or services that they're thinking of buying. However, this figure is even higher amongst younger users, with Gen Z users saying that they're more likely to search for brands on social media than they are to look for them on search engines.

Kredivo & Katadata Insight Centre in their Indonesian e-commerce Consumer Behaviour research (2020) found that fashion and accessories are the most items bought by an online

shopper which consists of 30% in 2020 increased from 22% in 2019. The following categories are health and beauty; voucher; households' appliances; gadgets and accessories; sports, toys, and hobbies; food; automotive; baby and kids; electronic; office and study equipment; computer and accessories; and last are travel, flights, and hotels.

State of the Global Islamic Economic Report 2020/2021 revealed that Muslim spend clothing increased by 4.2% in 2019 to \$277 billion by 1.9 billion Muslims. Due to the COVID-19 pandemic, Muslim spending is set to decrease by 2.9% in 2020 to \$268 billion but a recovery to 2019 levels is expected at the end of 2021. Muslim consumer spending is expected to grow and reach \$311 billion in 2024. The top five countries with the highest spending in the world are Iran (\$53), Turkey (\$28), Saudi Arabia (\$21), Pakistan (\$20), and Indonesia (\$16). Amidst the pandemic, there are multiples signals of opportunities that can be pursued by fashion industries such as continued mainstream brands interest; ethical production standards/regulations; government initiatives to boost modest fashion; niche categories: sportswear, Gen Z focus, wearables; and emerging modest fashion influencers (State of the Global Islamic Economic Report 2020).

As the Muslim fashion industry is increasing rapidly globally, many studies have been conducted. However, there is still limited study on Muslim fashion influencers, especially in Indonesia. Therefore, this study wants to analyze the role of social media influencers in customers' intention to buy Muslim fashion by replicating the study by Jiménez-Castillo & Sánchez-Fernández (2019). The problem formulations of this study are as follows:

1. Does perceived influence positively impact Muslim fashion brand engagement in self-concept?
2. Does perceived influence positively impact Muslim fashion brand expected value?
3. Does perceived influence positively impact the purchase intention of a Muslim fashion brand?
4. Does Muslim fashion brand engagement in self-concept positively impact Muslim fashion brand expected value?
5. Does Muslim fashion brand engagement in self-concept positively impact Muslim fashion brand purchase intention?
6. Does Muslim fashion brand expected value positively impact Muslim fashion brand purchase intention?

LITERATURE REVIEW

Digital Influencer

Companies can leverage social media platforms to develop their branding and marketing strategies (Ananda *et al.* 2016; Hudson *et al.* 2016). Social media facilitates eWOM (electronic word of mouth) about brands through a variety of interactive practices, such as online brand communities, influencer marketing, blogging and microblogging, and company-sponsored discussion boards (Childers *et al.* 2018; Kapoor *et al.* 2018). Digital influencers help market through social media, companies expect to influence potential customers, besides they can increase engagement with customers, add value, increase the impact of marketing actions, and generate benefits for the company (Ananda *et al.* 2016).

Digital influencers have become brand ambassadors for their followers when enforcing brand devotion on companies that compensate through free products, promises of exposure, and money (Duffy 2016; Scott 2015). Digital influencers are used as opportunities to expand the scope of information about brands through eWOM. Due to their authenticity, knowledge, expertise, and potential power of influence, digital influencers are recognized as online opinion leaders (Childers *et al.* 2018; Li & Du 2011; Uzunoğlu & Kip 2014). The greater popularity

will lead to the perception of opinion leadership, which in turn affects the attitude of followers and brand buying behaviour (De Veirman *et al.* 2017; Djafarova & Rushworth 2017).

Digital influencers can be bloggers, vloggers, social media stars, internet celebrities, and others (Hughes *et al.* 2019; Kapitan & Silvera 2015; Lou & Yuan 2019). Digital influencers are creating new ways to earn revenue through new information and communication technologies to exchange value with their internet followers (Zott *et al.* 2011). One of the most critical characteristics of influencers' success is the identity they create on social media and that is very important when they develop their own personal brand (Khamis *et al.* 2016). Digital influencers are often considered individuals who have the same social status and attitude toward life as followers (Hwang & Zhang 2018). The power of digital influencers comes from their self-promotion through digital content (Escalas & Bettman 2017).

Perceived Influence

The interaction that digital influencers do with their followers is the key to the communication process, often with a social function for relationships with the interlocutor (Shen & Sengupta 2018) which will eventually lead to greater interaction with the content of the message conveyed (Kapitan & Silvera) 2016; Mohd-Ramly & Omar 2017; Mollen & Wilson 2010). In the field of consumption, when a message is conveyed from a reference group, the associated brand will be used with that message as a contribution to self-establishing, building connections, and building links with it (Escalas & Bettman 2003). Relationships are made by followers with digital influencers or digital influencers (Abidin 2015).

The interaction between followers and digital influencers can facilitate triggering follower responses (Yuan & Dennis 2019). Digital influencers often reveal details about their personal lives, experiences and opinions, through blogging or vlogging. Therefore, followers observe influencer behaviour and gather information about their thoughts, feelings, and personality (De Veirman *et al.* 2017). Information conveyed by digital influencers reduces the level of socio-psychological distance and increases comfort with followers (Kim & Song 2016). Influencers follow followers on social media by taking one of the followers and influencing followers to have the same taste as him (McQuarrie *et al.* 2013). Followers will appreciate the aesthetic taste shown by the influencer, the influence has a sense of leadership and is considered a consumption role model (Ki & Kim 2019). Parasocial relationships are psychological associations that media users build unilaterally with celebrities (Rubin & Step 2000). In addition, parasocial relationships will form their feelings of intimacy or closeness with media characters, and their feelings show real social relationships (Dibble *et al.* 2016). If the audience's expectations for the post content have been met, they will receive and process the information in the message (Belanche *et al.* 2017).

Brand Engagement in Self Concept

The concept of attachment becomes very interesting because it identifies two key aspects such as the high relevance of the brand to the consumer, and the development of an emotional connection between the consumer and the brand (Rappaport 2007, p. 138). The management literature of a particular brand often connects a person about a brand (Aaker 1997) with a person's own image, in other words, self-image (Achouri & Bouzlama 2010). Furthermore, individuals search between characteristics that have been associated with their own personality and characteristics associated with the brand image (Belk 1988; Sirgy 1982). That way, customers express their expressions through the products and brands they have used (Phillips 2003). Digital influencers' commercial messages are placed in inappropriately congruent contexts which increases their effectiveness (Gunter *et al.* 2002). The processing and evaluation of information from customers can be improved if it is appropriate to the media

content (Furnham & Buddhani 2002; van Reijmersdal *et al.* 2010). Customers perceive a commercial message to be a more positive message when there is a thematic match between the message and the specified context (Moorman *et al.* 2002). In addition, when information does not match their prior perceptions or beliefs, the information will be discarded due to selective perceptual bias (Klapper 1960; Das & Teng 1999).

Attachment has been defined as the individual's level of interest in a particular product or its established relevance to the buying situation (Zaichkowsky 1985; Mittal 1989). Zaichkowsky (1986) explains that attachment depends on personal factors such as needs, interests, interests, and values, besides that there are situational factors such as differentiation of alternatives which can be associated with different outcomes such as the relative importance of product categories and perceived differences in products. When consumers have high product attachment, they will usually try to maximize satisfaction through a conscious decision-making process (Laurent & Kapferer 1985).

Furthermore, users who are more involved with the product category being promoted will pay more attention to commercial messages and process them more intensively (Belanche *et al.* 2017). When users are engaged, they will feel less irritated when given commercial information (Edwards *et al.* 2002). Then, individuals who have low attachment to a product often pay less attention to commercial messages and do not want to make great efforts to process the information received (Bian & Li, 2011).

Brand Expected Value

Brand value shows their ability to carry out business activities in a way that allows managers to achieve the company's business goals (Srivastava *et al.* 1998). Competing in the market requires managing the use of brands efficiently in order to differentiate the value the brand offers to customers from competitors (Leone *et al.* 2006; Webster 2000).

Parment (2008) explains that the brand value offered by the company will provide emotional value to consumers, rational value to its business customers, and reflect operational efficiency as an important element of the value provided to consumers and business customers. Brands can provide all three different types of value to customers which will result in product demand in a competitive market (Keller & Lehmann 2006). Rational brand values can increase the profitability of companies and help in achieving their business goals (Gunasekaran & Ngai 2005).

Intention to Purchase Recommended Brands

The online business model has focused on one-click buying and social commerce which allows consumers to digitize their buying decision journey through two-way communication such as collaborative relationships with other consumers (Huang & Benyoucef 2013). Hajli (2015) explains that certain social trading features such as recommendations, referral mechanisms, ratings, and reviews will all produce valuable information that influences customer behaviour and purchasing decisions. There is literature explaining that perceived value is one of the main indicators of purchase intention (Cronin *et al.* 2000; Gallarza *et al.* 2017; Leroi-Werelds *et al.* 2014). When companies choose digital influencers, they expect that influencers can provide sufficient value to the brand's target audience and can lead them to browse, buy, and use the recommended brand's products (Uzunoglu & Kip 2014). Followers can buy products because they think influencers can be trusted as described by Wathen and Burkell (2002).

Social media users, whether intentionally or unintentionally, will be exposed to eWOM information and previous research has explained that eWOM information affects consumers' purchase intentions (See-To & Ho 2014; Wang *et al.* 2012). However, not all eWOM

information on social media has the same effect on consumer purchase intentions and the level of impact may vary (Yang 2012). Much research on social commerce discusses the new design features of social commerce and how they are designed to facilitate interaction, consumer engagement, and tailoring processes in consumer decision making (Curty & Zhang 2013; Hajli 2015; Huang & Benyoucef 2013; Wang & Zhang 2012). Purchase intention has the meaning that the transaction occurs after the consumer evaluates the product as a whole, resulting from an emotional reaction to the behaviour of a particular attitude object. Reynolds & Wells (1977) distinguish between descriptive and predictive consumer characteristics and conclude that it is more accurate to predict buying behaviour through purchase intention than through preference. Therefore, before actual buying behaviour, the measurement of purchase intention can be used as a predictive variable of actual behaviour.

Morwitz & Schmittleit (1992) suggested that consumers' purchase intentions can be used to predict actual buying behaviour. Marketers have supported that purchase intention is the most accurate predictor of buying behaviour. Therefore, purchase intention is often considered an important variable to predict actual behaviour in the future. For example, the desire to buy immediately is a strong purchase intention, to buy in one medium year, and to buy after three weak years. Dodds *et al.* (1991) defines purchase intention as the possibility that consumers will try to buy a product.

Model and Hypotheses

Relationship of Perceived Influence with Brand Engagement in Self-Concept: This influence refers to the overall consumer's assessment of the utility of the product based on the perception of what is received and what will be given (Zeithaml 1988). The perception of consumers is very important because it is used to make their purchasing decisions (Wang 2015). Interaction with friends is the key to the communication process, with colleagues and with social functions to build relationships with the interlocutor (Shen & Sengupta 2018), which will eventually lead to greater interaction on message content (Kapitan & Silvera 2016; Mohd-Ramly & Omar 2017; Mollen & Wilson 2010). In addition, in the field of consumption, when a message comes from a reference group, individuals will use the brand associated with the message as a contribution to form their self-concept, build a connection, or link with it (Escalas & Bettman 2003). Based on the above statement, the hypothesis obtained are:

H1: Perceived has a positive impact on Muslim fashion brand engagement in self-concept.

Relationship of Perceived Influence with Expected Brand Value: Previous research has shown that the opinions, decisions, and behaviours of other individuals can help shape consumer expectations (Zeithaml *et al.*, 1993) and generations (Al-Debei & Al-Lozi, 2014; Balasubramanian, 2001; Weiss *et al.*, 2008), it is a trade-off between the benefits and costs of a product or brand (Zeithaml 1988). The literature explains that the influence exerted on individuals from various sources of information has a positive and significant effect on the formation of perceived value for a product or service (Al-Debei & Al-Lozi 2014; Kim & Han 2009). In a digital environment, eWOM will have an impact on the value of consumer perceptions of the product (Gruen *et al.* 2006). Therefore, we propose the following hypothesis:

H2: Perceived influence has a positive impact on Muslim fashion brand expected value

Relationship of Perceived Influence with Purchase Intention of the Recommended Brand: The perceived influence variable with the principle of observational learning, then the decision-making process benefits based on opinions that influence individuals in disseminating information through eWOM, and is considered as content that has the quality and has greater, even produces purchase intentions in consumers (Cosenza *et al.* 2014; Magno 2017; Wang *et al.* 2011; Wang & Yu 2017). Several studies have confirmed the influence of opinion leaders

on consumers' purchase intentions (Sweeney *et al.* 2014; Wu & Lee 2012). Based on the above arguments, the hypothesis is stated as below:

H3: Perceived influence has a positive impact on the purchase intention of Muslim fashion brand

Relationship of Brand Engagement in Self-Concept with Expected Brand Value: In a digital environment it is important because the interactions and relationships built with digital opinion leaders or digital influencers lead to a process of shared value creation (del Águila-Obra *et al.* 2007) which will develop brand engagement, and then contribute to the development of consumer perceptions of brand value potential (Brodie *et al.* 2014; Thompson *et al.* 2014). According to those, the following hypothesis is formulated:

H4: Muslim fashion brand engagement in self-concept has a positive impact on Muslim fashion brand expected value

Relationship of Brand Engagement with Purchase Intention of Recommended Brand: One consequence of brand involvement is consumer behavioural intentions (Hollebeek *et al.* 2014). Emotional commitment and connections that make individuals highly involved will influence their behaviour toward the brand (France *et al.* 2016). The influence of brand involvement on concepts related to behavioural intentions, such as usage intentions for brands (Hollebeek *et al.* 2014), consumer behavioural intentions for loyalty (Dwivedi 2015; So *et al.* 2014), and brand loyalty (Leckie *et al.* 2018; So *et al.* 2016). Based on the above statements, the hypothesis is stated:

H5: Muslim fashion brand engagement in self-concept has a positive impact on Muslim fashion brand purchase intention

Relationship of Expected Brand Value with Purchase Intention of Recommended Brand: Previous literature has perceived value as one of the main indicators of buying (Cronin *et al.* 2000; Gallarza *et al.* 2017; Leroi-Werelds *et al.* & Swinnen 2014). Ponte *et al.* (2015) explaining that perceived value is a major antecedent of online purchase intention has shown, in the particular case of e-commerce and tourism, the greater the perceived value by consumers of an item or travel website, the more likely their intention to shop will be. that's the website. Therefore, it is postulated the hypothesis that:

H6: Muslim fashion brand expected value has a positive impact on Muslim fashion brand purchase intention

Based on the literature review and the formulation of hypotheses before, Figure 1 is a research framework replicated from previous research by Jiménez-Castillo & Sánchez-Fernández (2019).

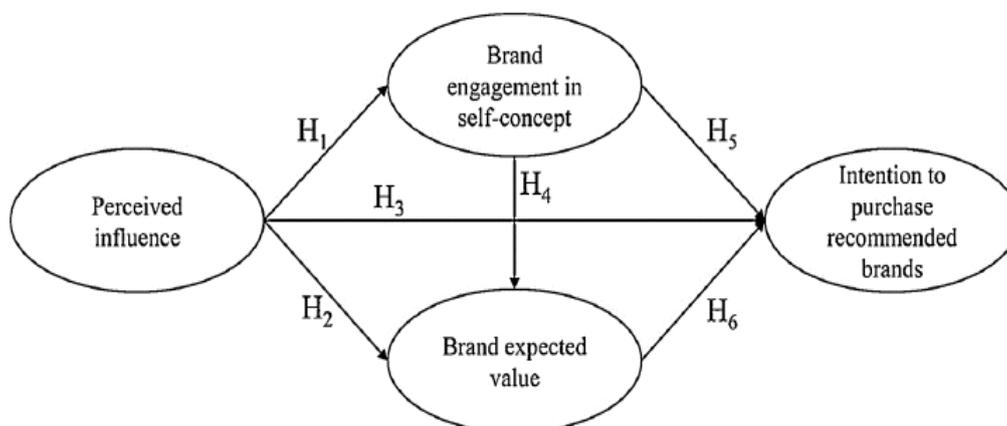


Figure 1. The Proposed Research Model

RESEARCH METHOD

This research is quantitative research using questionnaires distributed online and data collection is carried out in Indonesia. The population in this study is social media users who follow Muslim brand influencers. Thus, they already know and understand the information provided and explained by digital influencers. The sampling method used is convenience sampling where the sample is taken from students aged 18-27 who have social media and follow digital influencers of Muslim fashion brands. In this study, the influencers selected were Hamidah Rachmayanti, Gita Savitri Devi, Indah Nada Puspita, Dian Pelangi, Ria Miranda, and Jenahara Nasution. The reason for choosing these influencers is because the author sees the popularity and influence it has on his followers very well.

According to Roscoe (1975), the sample size that does not cause problems is between 30-500. In addition, Roscoe (1975) explained how to determine the number of samples, namely by counting 10 times the number of indicators involved in the study. Indicators in previous studies were 14 indicators, so the minimum number of respondents was 140. In practice, researchers obtained a sample of 190, so this number has met the Roscoe (1975) standard.

The data analysis method used is the analytical technique used in this study by using SEM (structural equation modelling) analysis using the AMOS version 2.2 and SPSS applications. SPSS is used to test validity and reliability, while SEM (structural equation modelling) is used to test hypotheses or analyze the effect of several variables on other variables.

RESULT AND DISCUSSION

Respondent Characteristics

Descriptions of respondent characteristics describe or provide an overview of the identity of respondents in this research. The total number of respondents is 150. The majority number of respondents based on their age is 71.3 % (107) between 18-23 years old. Then for the age category 23-28 years as many as 32 people. While the age category <18 years is 8 people and the least selected age characteristic is the age category >33 years with a total of 3 respondents.

Characteristics of respondents based on expenditure per month showed as many as 70 people spent less than IDR 2,000,000 per month. This supports the characteristics of respondents based on occupation, where the majority of respondents are students. In this study, the last education that the respondents had pursued found that the majority of the last education chosen was high school or equivalent (47.3%) and follow by Bachelor's Degree (44%).

Respondents who have Instagram accounts were examined. There was one person who does not have an Instagram account, which means the respondent is not suitable for this study. Respondents were also required to choose one of their favourite Muslim fashion influencers and the most chosen by respondents was Gita Savitri Devi (31.3%). The list is followed by Hamidah Rachmayanti (22.7%), Dian Pelangi (18.7%), Indah Nada Puspita (16%), Jenahara Nasution (6.7%), and last is Ria Miranda (4.7%).

Validity and Reliability Test

The validity and reliability tests were carried out using the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO MSA) through the SPSS version 24 software.

Table 1. The Result of KMO MSA Validity Test

	Perceived Influence	Brand engagement in self-concept	Brand expected value	Intention to purchase recommended brands
KMO MSA	0.724	0.804	0.823	0.725
Barlett's Test of Sphericity	18.,141	514.250	268.390	170.412
Approx. Chi Square				
Df	3	6	6	3
Sig.	0.000	0.000	0.000	0.000

Source: Primary Data (2021)

As seen in Table 1. the results of the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMOMSA) test are > 0.5 . It means the instrument is declared valid and factor analysis can be done as a research variable (Ghozali 2006). The KMO MSA value in the pre-test of each variable has also reached > 0.5 .

Table 2. The Result of the Convergent Validity Test

	Perceived Influence	Brand engagement in self-concept	Brand expected value	Intention to purchase recommended brands
PI1	0.712			
PI2	0.765			
PI3	0.703			
BE1		0.816		
BE2		0.799		
BE3		0.811		
BE4		0.792		
VAL1			0.799	
VAL2			0.858	
VAL3			0.825	
VAL4			0.820	
IP1				0.716
IP2				0.734
IP3				0.726

Source: Primary Data (2021)

After conducting the validity test and having obtained the validity test results as in the table 2. Above then all instrument items that have been valid are tested for reliability.

Table 3. Reliability Test Result

Variable	Cronbach Alpha Value	Items	Result
Perceived Influence	0.843	3	Reliable
Brand engagement in self-concept	0.933	4	Reliable
Brand expected value	0.862	4	Reliable
Intention to purchase recommended brands	0.833	3	Reliable

Source: Primary Data (2021)

Table 4. The Result of Goodness of Fit Index

Goodness of fit index	Cut-off value	Actual value	Category
Significant probability	≥ 0.05	0.001	Marginal Fit
CMIN	> 0.05	107.357	Good Fit
CMIN/DF	≤ 2.0	1.512	Good Fit
GFI	≥ 0.90	0.914	Good Fit
RMSEA	≤ 0.08	0.059	Good Fit
AGFI	≥ 0.90	0.873	Marginal Fit
TLI	≥ 0.90	0.969	Good Fit
NFI	≥ 0.90	0.933	Good Fit
PNFI	0.6 – 0.9	0.728	Good Fit
PGFI	0 - 1	0.618	Good Fit

Source: Primary Data (2021)

Table 3. shows the results of the reliability test on 14 instrument items. It is said to be reliable when the Cronbach value is less than or equal to 0.6. Meanwhile, Table 4. shows that the GFI value is 0.914, which is good. The value of RMSEA is less than 0.08, with 0.059, which is also considered a good fit. The value of NFI is 0.933 (good fit); AGFI value is 0.873 (marginal fit); PNFI is 0.728 (good fit); and the result of CMIN/DF is a good fit, with 1.512. Based on the result stated in the table, it can be concluded that the model is good.

Hypothesis Testing

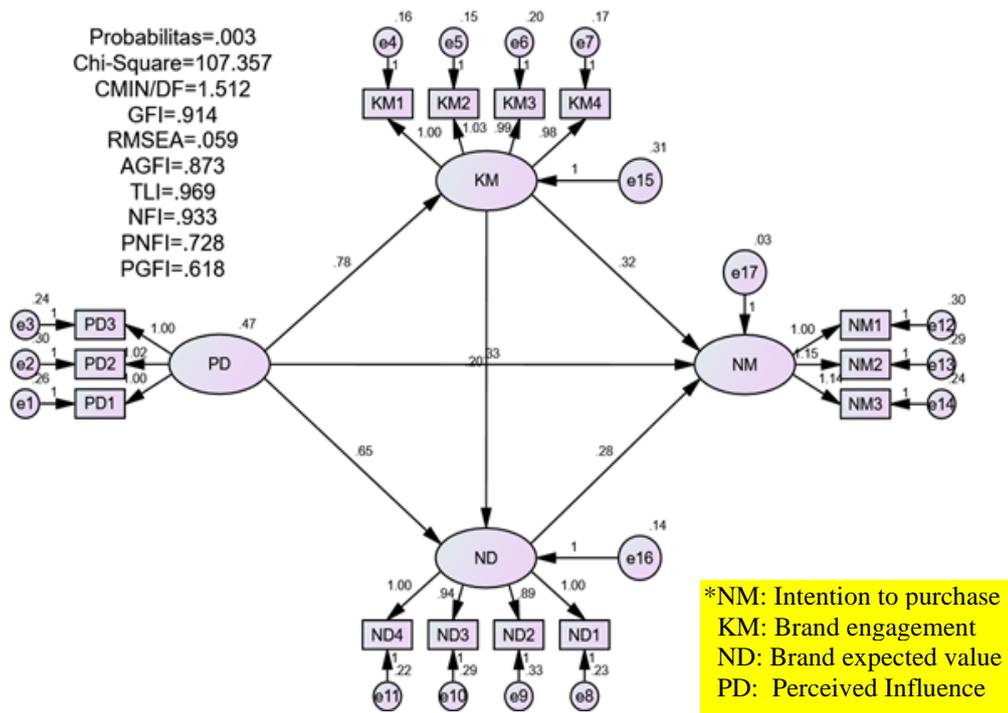


Figure 2. Research Model Result

Source: Primary Data (2021)

Table 5. Hypothesis Testing Result

No	Hypothesis	Estimate	S.E.	CR	P-value	Cut-off value	Details
1	(H1) Perceived Influence → Brand engagement in self-concept.	0.776	0.099	9.844	0.000	0.05	Supported
2	(H2) Perceived Influence → Brand expected value.	0.647	0.114	6.680	0.000	0.05	Supported
3	(H3) Perceived Influence → Intention to purchase recommended brands.	0.328	0.112	2.092	0.003	0.05	Supported
4	(H4) Brand engagement in self-concept → Brand expected value.	0.200	0.087	2.261	0.021	0.05	Supported
5	(H5) Brand engagement in self-concept → Intention to purchase recommended brands.	0.317	0.066	5.310	0.000	0.05	Supported
6	(H6) Brand expected value → Intention to purchase recommended brands.	0.276	0.108	3.628	0.011	0.05	Supported

Source: Primary Data (2021)

From Figure 2. and Table 5, it can be seen that all the hypotheses are supported. There are 6 (six) hypotheses that are supported. This data was obtained from 150 respondents. the results of hypothesis testing used a significance level of 5 per cent with a critical ratio value of 1.96.

In the first hypothesis test, the p-value is 0.000 and the coefficient regression weight estimation is 0.776. It means that the relationship between perceived influence and brand engagement in the self-concept is positive and significant. This result is in accordance with the previous study, where the perceived influence has a positive impact on brand engagement in self-concept. When a message comes from a reference group, individuals will use the brand associated with that message as a contribution to forming their self-concept, building connections or links with it (Escalas & Bettman 2003). Therefore, the higher the perceived influence, the higher the brand attachment to the self-concept (Jiménez-Castillo & Sánchez-Fernández, 2019).

In the second hypothesis test, the p-value is 0.000 and the coefficient regression weight estimation is 0.647. It means that the relationship between perceived influence and brand expected value is positive and significant. Furthermore, this hypothesis is in accordance with the results of research by Jiménez-Castillo & Sánchez-Fernández (2019) and research by Christopher (1996) which explains that brands add value to their consumers. So that the higher the perceived influence will increase the expected brand value.

In the third hypothesis test, the p-value is 0.003 and the coefficient regression weight estimation is 0.328. It means that the relationship between perceived influence and intention to purchase recommended brands is positive and significant.

The hypothesis regarding the perceived positive impact on the purchase intention of the recommended brand is in accordance with the explanation of the brand involvement consequences (Hollebeek *et al.* 2014) and Jiménez-Castillo & Sánchez-Fernández (2019). The higher the perceived influence will make the purchase intention of the recommended brand increase.

In the fourth hypothesis test, the p-value is 0.000 and the coefficient regression weight estimation is 0.317. It means that the relationship between brand engagement and brand expected value is positive and significant. The hypothesis regarding brand attachment in self-concept has a positive impact on the expected brand value is in accordance with the study by Jiménez-Castillo & Sánchez-Fernández (2019). It is supported by the explanation that consumers will develop brand attachment, which in turn contributes to the development of consumer perceptions of potential brand value (Brodie *et al.* 2014; Thompson *et al.* 2014). Therefore, it can be concluded that the higher the brand attachment to the self-concept, the higher the expected brand value will be.

In the fifth hypothesis test, the p-value is 0.021 and the coefficient regression weight estimation is 0.200. It means that the relationship between brand engagement in self-concept and intention to purchase recommended brands is positive and significant. The relationship that occurs in the next hypothesis regarding brand attachment in the self-concept is supported by the statement of Lockshin *et al.* (2019), where the factors that can influence consumers' purchase intentions are the satisfaction felt by the consumers themselves. In addition, the results of the hypothesis are in accordance with the results of research by Jiménez-Castillo & Sánchez-Fernández (2019). The higher the brand attachment in the self-concept, the higher the purchase intention of the recommended brand.

Lastly, the sixth hypothesis has a p-value of 0.011 and a coefficient regression weight estimation of 0.276. Furthermore, the expected brand value has a positive impact on the purchase intention of the recommended brand is in accordance with the results of research by Jiménez-Castillo & Sánchez-Fernández (2019) and in accordance with the explanation of Ponte *et al.* (2015). It explains that perceived value is a major antecedent of online purchase intention has shown, in the particular case of e-commerce and tourism, that the greater the perceived value by consumers of an item or travel website, the greater their intention to shop will be. There is an expectation about the product that will have an impact on the intention to buy the recommended product.

All in all, among the perceived influence, brand attachment in self-concept, and expected brand value, the expected brand value was proven to have the highest influence on the purchase intention of the recommended brand. So, the higher the expected brand value, the more followers will be encouraged to buy the brand's products.

CONCLUSION

This study is intended for researchers to prove and determine the effect of product recommendations by six Indonesian Muslim fashion brand influencers on the follower's purchase intention through mediating brand attachment in self-concept and expected brand value on the brand's purchase intention. The results are perceived influence positively impacts brand engagement, brand expected value, and intention to buy recommended brands. Besides that, brand engagement also influences brand expected value. Lastly, both brand engagement and brand expected value positively impact the intention to buy the recommended brand. The managerial implications of this research are aimed at various companies operating online and offline. From the results of the study, it is known that digital influencers can increase followers' purchase intentions on recommended brands. As explained in the discussion, the opinion of digital influencers plays an important role in followers' purchase intentions for the recommended brand. Then the opinion of the digital influencer will trigger the emergence of the expected brand value and the value of brand attachment in self-concept. Lastly, it will generate a desire to purchase the recommended brand.

For that, companies or business owners are recommended to have a collaboration on social media with digital influencers. Promotion must be done by creating interesting, honest, and reliable content. Interaction can be built between followers and digital influencers. In addition, trust is an important thing to have between digital influencer followers. After trust has been built, followers will continue to follow brand recommendations from digital influencers.

As the fashion industry has a fast-changing trend, the chosen influencers in this research may be no longer applicable in the future. It became the limitation of this study. However, we have tried to anticipate this limitation by referring to a national survey by Sociabuzz (2019) regarding the most inspiring Muslim influencers in Indonesia.

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