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Brand Awareness Mediation: Analysis of Online Customer Reviews and Influencer Marketing on Local Perfume Purchase Decisions in E-Commerce

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Abstract

This research aims to determine the influence of online customer reviews and influencer marketing mediated by brand awareness on purchasing decisions for local perfumes in e-commerce. Quantitative methods were used in this research with a sampling technique using a purposive sampling method. The population in this study involved Gen Z and millennials with an age range of 17-40 years who were perfume customers in the city and district of Cirebon. The sample used was 150 respondents who met the research sample criteria. Data analysis in the research was processed using structural equation modeling (SEM-PLS) using the SmartPLS 4.1.0 application. Based on the results of the analysis of validity tests, reliability tests, discriminant validity, r-square tests, and path coefficients, results were obtained which stated that there was a positive and significant influence of each exogenous variable, namely Online Customer Reviews, Influencer Marketing on purchasing decisions. Furthermore, Brand Awareness can be a positive mediator in the correlation between Online Customer Reviews and Influencer Marketing which simultaneously influences Purchase Decision variables for local perfume products in e-commerce.

Keywords : Online Customer Review, Influencer Marketing, Brand Awareness, Purchase Decision..

INTRODUCTION

The growth of e-commerce in Indonesia continues to increase, this indicates that people's shopping behavior is starting to change, as a result of developments in technology and the internet, making consumers switch from offline purchasing activities to purchasing online via applications or websites (Farki, 2016). The number of E-Commerce users in Indonesia in 2023 will be 196.47 million. This indicates an increase of 9.8% compared to the previous year which only reached 178.94 million users. E-commerce in Indonesia is projected to continue to grow over the next 4 years (Mustajab, 2023). There are many E-commerce sites and applications in Indonesia but the ones that many people know include Shopee, Tokopedia, Lazada, and Blili. Shopee is one of the e-commerce sites most visited by consumers today. Based on Similarweb.com data, the e-commerce site with the highest number of visits in the first quarter of 2023 was achieved by Shopee with an average of 157.9 million visits per month, this data was taken during the January-March 2023 period (Ahdiat, 2023).

Demand for products in the online market continues to increase, both for basic public goods such as food, drinks, clothing, and other supporting needs such as perfume. Modern society is starting to pay attention to lifestyle, especially appearance, sometimes dressing neatly is not enough to attract the attention of others and increase self-confidence, people are starting to use fragrances such as perfume to perfect their appearance so that other people are comfortable dealing with them. Using perfume can help break down unpleasant odors from a person's body. In an increasingly creative industrial era, the types of perfume are starting to vary, many local Indonesian brands are competing in their field and are starting to look for their characteristics of each perfume brand, based on the choice of raw materials, the fragrance they smell, and even the packaging (Wijayanti, 2022).

Based on the research results of the Compas.com team, the Beauty & Care category has succeeded in controlling the FMCG market in E-Commerce such as Shopee, Tokopedia, Blili, and Lazada, with total revenue of more than 2 trillion Rupiah. This value is the result of calculating Average Monthly Revenue (AMR). Apart from that, in the Beauty & Care sub-category, it was recorded that perfume products achieved the highest ranking in AMR Beauty & Care with an increase of 31% during the 2022 National Online Shopping Day (Harbolnas) period. celebrated every December 12. The significant increase in sales indicates that the Indonesian people's purchasing power for fragrance products is getting stronger, this indicates the main reason why currently many local perfume brands are circulating that compete in their field such as HMNS, Evangeline, Kafh, Saff & Co, Farah Perfume, Morris, and My Konos. With a wide choice and variety of aromas provided, supported by affordable prices, perfume products are increasingly in demand by various groups (Lintin, 2023).

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Figure 1. The fragrance of these 7 local perfume brands dominates e-commerce
Source : https://compas.co.id/ (2022)

As time goes by, competition for buying and selling goods and services is getting tighter. Every E-Commerce always strives for customer comfort and trust, by developing every feature it has, it will open up opportunities for customers to know more about the details of the products that have become their dreams. One feature that can be relied on in every online shop application is Online Customer Review (OCR). Online customer reviews are product reviews in e-commerce provided by previous consumers as evaluation material and information in assessing various aspects of a product's suitability or not according to the description given by the seller in its online shop. Experiences with products expressed by previous consumers can be material for consideration for future potential consumers. (Daffaputra et al., 2023). The information conveyed in the product description feature in E-Commerce usually concerns product specifications such as size, color, type of material, advantages and disadvantages, and price. The ability of customer reviews is increasingly developing and its focus is expanding, not only assessing the product's ability to meet customers, customer reviews are also starting to spread to aspects of evaluating the performance of online stores owned by manufacturers who manage a particular type of product. (Latief1 & Ayustira2, 2020).

Online Customer Reviews can influence consumer purchasing decisions because previous consumer reviews are one of the factors that determine the emergence of consumer interest and confidence in making decisions to purchase goods online. (Natalina, 2023). When customers obtain satisfaction through commodities that meet their wishes, the customer will feel very happy and will be happy to provide positive feedback or reviews regarding the commodity (Abadi & Fitri, 2023). Online customer reviews are a variable that can influence the level of

consumer trust in a product. Trust here is attached to the brand that created the product. The more positive reviews left by previous consumers, the more trust potential consumers have in having a product from a particular brand (Mulyati & Gesitera, 2020).

Online Customer Reviews are immediately transformed into a promotional tool that is cheap and convincing to consumers. Along with advertising that costs money to display, online customer reviews can be the next supporting stage to support the success of the advertising process (Atsila et al., 2020). In research (Bina et al., 2022) indicators of Online Customer Reviews are based on perceived benefits, source credibility, argument quality, valance, and volume of reviews. Apart from that, based on research (Simamora, 2023) the indicators used are credibility, expertise, and fun. In research (Harli et al., 2021) the indicators used to measure online customer reviews are motivation, source, and content clarifying customer reviews. In this research, several indicators were used to test the strength of online customer reviews, including review credibility, review quality, review attractiveness, volume of reviews, and content.

The development of the digital industry makes it easy for consumers to obtain product information accurately and flexibly via the Internet, therefore the presence of public figures is very influential in promoting products to increase reach and sales. Producers must be smart in choosing influencer criteria to represent their products or what is usually called a brand ambassador. The choice of brand ambassador is adjusted to the influencer's daily habits, especially what types of products they often use and what activities they are currently involved in. Marketers must look for similarities between an influencer's lifestyle and the product to be promoted. The more similarities, the higher the buying interest of consumers who are under the influence of the influencer (Rusiana et al., 2023). Influencers often provide posts that are persuasive and encourage their followers to provide positive responses and behavior toward product brands that are introduced over time (Giles, 2018).

Influencer marketing is currently widely used by business people and companies because it is very effective in influencing purchasing decisions, at a cost that is commensurate with the company getting positive feedback on increasing sales through the persuasive actions of an influencer they rely on. Influencers who are well-known for having a good reputation and achievements in their field will also influence the brand image of the products they work with among their community of followers so that the product brand can be trusted and become the first choice for consumers (Salsa febriantari et al., 2023).

The benefit of switching from classic marketing campaigns to digital marketing such as Influencer marketing is that it creates a strong relationship between brands and customers so that they feel comfortable in shopping. Good influencers will only accept jobs from brands they trust, as well as potential consumers will only be interested in brands. who can work with an influencer (Tri et al., n.d.). Influencer marketing is highly relied upon as a marketing strategy in the current digital era. The development of social media helps someone who is accomplished and has worked to obtain good personal branding, thus creating many followers to be used as an audience for the promotion of a product, These promotional activities can increase brand awareness of a product and create purchasing decisions (Mulyono, 2022).

The involvement of influencers with followers greatly influences the effectiveness of marketing campaigns. The more actively an influencer adopts a pattern of activities following recommendations from their followers on social media, the easier it will be for their followers to be influenced by the influencer's persuasive remarks regarding the product being introduced, even though the number of followers of an influencer is still low. but can affect sales levels effectively (Hariyanti & Wirapraja, 2018). This research follows indicator guidelines (Hovland, 1953) to measure the success of influencer marketing based on credibility values including trustworthiness, expertise, and attractiveness.

Many factors can influence consumer purchasing decisions in E-commerce, but there is one thing that is no less important for producers to pay attention to, namely brand awareness. Brand Awareness can be interpreted as how a brand appears in consumers' minds. Brand Awareness is considered important because it can bring value to a product (Semuel & Setiawan, 2018). According to (Aaker, 2018) Brand awareness is one of the keys to the success of a brand in implanting its distinctive characteristics into the minds of consumers so that consumers can recognize and remember brands in certain product categories. Brand awareness can also be a measure of a brand's fame in a homogeneous market that is prone to substitute purchases. With brand awareness, customer loyalty can be created in a fluctuating market. Good brand awareness will be able to attract consumer interest in purchasing a product. Products that are known to have a strong brand foundation will more easily get the attention of consumers to consider the thought process before making a purchase (R. M. A. Khairusy. Febriani, 2020). The results of research (Apriliani & Hayuningtias, 2023) explain that brand awareness has a positive influence on purchasing decisions because every purchasing decision is based on the extent to which people know that a product they want is on the market.

Brand Awareness describes consumers' understanding of a product based on the name, logo, packaging design, and marketing strategies that are often used so that consumers can remember the characteristics of a product's existence compared to other products in forming perceptions in society. (Herdiana & Alamsyah, 2017). The more consumers can know and remember a brand, the easier it is for consumers to make decisions (Tjiptono, 2018). Brand Awareness can be a mediating variable in the relationship between online customer reviews and purchasing decisions, where customer reviews with high credibility give rise to Brand Awareness and are related to greater product sales. Online Customer Reviews are an alternative medium for customer reviews that increase the importance of a brand. Even within the same category, customer reviews will stimulate brand popularity and increase Brand Awareness in the minds of potential consumers. so that a decision will arise to buy a product that you like. Brand awareness is the initial stepping stone for consumers to find out more information through advertisements, official websites, and customer reviews. This allows consumers to consider decisions optimally and profitably for producers, and obtain good relationships with consumers over a long period, resulting in regular purchases and increasing sales. (Floyd et al., 2014)

Brand Awareness can be a positive mediating variable for the relationship between influencer marketing and purchasing decisions. Influencers have an important role in introducing products to the market, even newly launched products will get a lot of attention from potential buyers who are within the reach of influencers with good personal branding. This stimulates brand awareness in the minds of ordinary people towards newly recognized brands. Influencers will package their promotions through content or live broadcasts with personal creativity that is tailored based on the type of audience on their social media. Brand awareness will be the initial basis for consumers to build trust in a product brand, and create positive expectations, thus allowing spontaneous purchasing decisions to emerge. (Shanti Karmanita & Ketut Warmika, 2024)

According to (Firmansyah, 2019) another function of brand awareness also supports the general objectives of marketing communications, effective brand awareness can activate strong memories in the minds of consumers when faced with various product choices so that the need for an item can be fulfilled with one choice the brand that is first remembered by the consumer. Brand awareness is illustrated through people's behavioral patterns, the tendency to identify brand elements before making a purchase, such as paying attention to the logo, packaging, brand name, character, and slogan used by a product in a particular market (N. S. , & D. W. W. A. Febriani, 2018). This research follows the guidelines. According to (Keller. K. Lehman., 2003)

four indicators can be used to determine the level of consumer awareness of a brand, namely Recall, Recognition, Purchase, and Consumption.

Overall, the variables formed from digital marketing on social media can influence the purchasing decisions of potential consumers. Every business must be able to understand how to utilize digital marketing items for the progress of business units through the latest marketing channels, to improve purchasing decisions (Adhimursandi & Noorlitaria Achmad, 2024). A decision is a selection from several choices. This means that decisions will always produce various choices in the form of plans, actions, or selection of goods (Schiffman, 2007). According to (Setiadi, 2008) purchasing decisions are actions related to consumer plans in purchasing a particular product.

A purchasing decision is a follow-up action taken by a consumer to purchase a product in a certain category after a plan has been made (Daulay, 2018). A purchasing decision is also the stage where a consumer will make a purchase (Yunus et al., 2016). According to (Ansari et al., 2019) the purchases made by a consumer in obtaining a product will always be related to the purchasing decision. Purchasing decisions are related to a consumer's attitude towards fulfilling their needs and desires through a product or service (Sitorus, 2019). To measure the effectiveness of purchasing decisions in this research, guidelines are used. According to (Kotler, 2017) there are several purchasing decision indicators, namely Buyer Needs, Public, Benefits, Attitudes, and Satisfaction.

RESEARCH METHODS

This research examines the influence of online customer reviews and influencer marketing on purchasing decisions for local perfume brands mediated by Brand Awareness. Quantitative methods are used in this research to describe respondents' answers in the form of numerical levels that can be processed into software. By using a purposive sampling technique, this research can filter the characteristics of respondents that must be met before filling in the question sheet so that the questions asked are on the reality experienced by recent respondents. The purposive sampling technique can concentrate and better understand the types of respondents who can answer problems better (Etikan, 2016). The population in this study involves Generation Z and millennials with an age range of 17 – 40 years who live in the City and Regency of Cirebon, active users using E-Commerce for shopping purposes for both men and women. Another criterion that respondents in this study must have is that they have or are currently looking for information regarding the specifications of local perfume brands on social media, such as Instagram, Facebook, YouTube, Twitter, or other platforms, and then make a purchase on an E-commerce site.

The exact population size is not yet known, referring to the SEM research model, the appropriate sample size is 100-200 respondents (Hair et al., 2020). The number of samples in this study follows research guidelines (Ferdinand, 2014) that the sample size depends on the number of indicators multiplied by 5 to 10. The indicators in this study are 17 and the multiplication used is 8, so the number of samples used is 17×8 = 136 samples. However, in reality, in the field, researchers received more than 150 respondents, therefore to improve the quality of the data, all data with that number was used. To ensure the validity of respondents' answers based on their attitudes and experiences, a Likert scale was used to measure the level of respondents' answers, where each statement can be answered on a scale of 1 (strongly disagree) to 5 (strongly agree) (Boone et al., 2012). The questionnaire in the research contains statements related to the variables studied (Simamora, 2023). Additional questions regarding the respondent's profile such as name, gender, age, purchasing frequency, and income of the

respondent are displayed on the first page before the questionnaire of this research. The link address from the Google form was disseminated widely via the researcher's social media accounts starting from the WhatsApp application, Instagram, Facebook, and so on. Next, the answers obtained were analyzed based on the Structural Equation Model (SEM) research model using the SmartPLS 4.1.0 application to test the truth of the hypotheses from this research, including:

H1: Online Customer Reviews have a significant influence on local perfume purchasing decisions
H2: Influencer Marketing has a significant influence on local perfume purchasing decisions
H3: Online Customer Reviews have a significant effect on local perfume brand awareness
H4: Influencer Marketing has a significant effect on local perfume brand awareness
H5: Brand Awareness can mediate the influence of Online Customer Reviews on local perfume purchasing decisions
H6: Brand Awareness can mediate the influence of Influencer Marketing on local perfume purchasing decisions

RESULT AND DISCUSSION

Description of Respondent Profile

Respondent profile description is used to determine the diversity of respondents based on gender, age, purchasing frequency, and monthly income. It is hoped that this will provide a fairly clear picture of the condition of the respondents and its relationship to the problem and research objectives.

Table. 1. Respondent Profile

STATMENT	AMOUNT	PERCENTAGE
Gender		
Man	50	33%
Woman	100	67%
Age		
17 – 20	44	29,3%
21 - 25	94	62,7%
26 - 30	7	4,7%
> 30	5	3,3%
Purchase Frequency		
One Time	30	20,0%
Rarely	47	31,3%
Routine	73	48,7%
Income		
< Rp. 1.000.000	33	22%
Rp. 1.000.000 - Rp. 2.000.000	51	34%
Rp. 2.000.000 - Rp. 3.000.000	49	32,7%
> Rp. 3.000.000	17	11,3%

Outer Model Evaluation

Outer model testing can see the relationship between indicators and variables in the research, including exogenous variables and endogenous variables. The relationship between

indicators and variables can be seen based on testing the validity and reliability of a model (Ghozali, 2014). The outer model can ensure that the hypothesis built is proven correct based on the positive or negative relationship between indicators and variables. This research model follows the guidelines (Ghozali & Latan, 2012) which results in three stages of analysis, the first is testing the influence of exogenous variables on endogenous variables, the second is testing the influence of exogenous variables on mediating variables, the third stage is testing the simultaneous influence of exogenous variables together with mediating variables on variables endogenous. These guidelines produce six research hypotheses that need to be discussed.

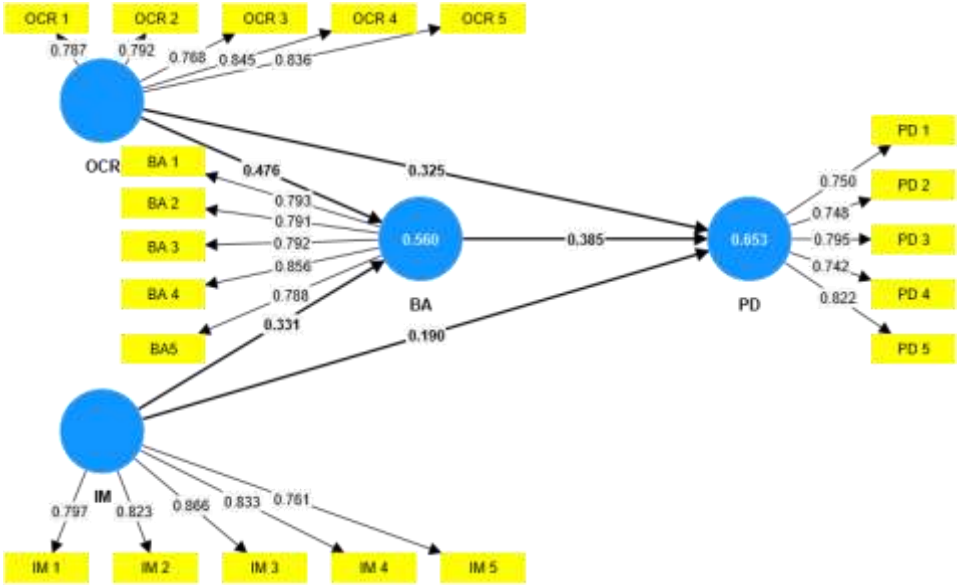

Figure 2. PLS-SEM model measurement
Source: Researcher (2024)

Validitiy Test

1. Convergent Validity (Outer Loadings)

The Convergent Validity Test can be seen based on the Outer Loadings and AVE values to measure the correlation of indicators with their constructs. according to (Ghozali, 2018) The indicator can be declared valid if the outer loading value of each item on the construct is > 0.7

Table 2. Outer Loadings Table

Brand Awareness		Influencer Marketing		Online Customer Review		Puchasing Decision	
BA 1	0.793	IM 1	0.797	OCR 1	0.787	PD 1	0.750
BA 2	0.791	IM 2	0.823	OCR 2	0.792	PD 2	0.748
BA 3	0.792	IM 3	0.866	OCR 3	0.768	PD 3	0.795
BA 4	0.856	IM 4	0.833	OCR 4	0.845	PD 4	0.742
BA 5	0.788	IM 5	0.761	OCR 5	0.836	PD 5	0.822

Based on the table above, the outer loading value of all items is > 0.70, so all indicators in this research are suitable for use because they are valid and reliable for their constructs.

2. AVE Test

Validity testing can also be done by showing the AVE value. The recommended AVE value is more than 0.5. This value illustrates good convergent validity, which means that one latent variable can explain more than half of the variance of its indicators on average (Ghozali, 2016).

Table 3. AVE value

	Average variance extracted (AVE)
BA	0.647
IM	0.667
OCR	0.650
PD	0.596

Based on the average variance extracted test table data, the AVE value for each variable is more than 0.5. So every variable used by researchers is declared valid.

Diskriminant Validitas

In PLS-SEM analysis, discriminant validity testing can be assessed based on the Fornell-Larcker criterion and cross loading.

1. Fornell-Larcker Criterion Test

In the Fornell-Larcker criterion test, discriminant validity can be said to be good if the root value of the construct of one variable being considered is higher than the correlation of the construct with other latent variables, whereas in the cross loading test it must show a higher indicator value for each construct compared to the indicator. on other constructs (Sekaran, 2016).

Table 4. Fornell-Larcker Criterion test

	BA	IM	OCR	PD
BA	0.804			
IM	0.670	0.817		
OCR	0.712	0.712	0.806	
PD	0.743	0.679	0.734	0.772

From the Fornell-Larcker Criterions Test table above, we can see that the BA value is 0.804, which is a higher correlation value between IM, OCR, and PD. Meanwhile, the IM value is 0.817, which is a higher correlation value between OCR, and PD, the OCR value is 0.806, which is a higher correlation value for PD, and PD has a value of 0.772. Judging from this analysis, the results of the analysis from Fornell-Larcker can be stated to have met the validity criteria.

2. Cross Loading Test

Cross-loading is a method for determining discriminant validity, by looking at the cross-loading value. An indicator in an instrument is declared to meet discriminant validity if the cross-loading value between the indicator and the construct is higher compared to other variable constructs (Ghozali, 2013).

Tabel 5. Cross-Loading results

	BA	IM	OCR	PD
BA 1	**0.793**	0.486	0.537	0.564
BA 2	**0.791**	0.543	0.596	0.589
BA 3	**0.792**	0.581	0.575	0.595
BA 4	**0.856**	0.575	0.613	0.641
BA5	**0.788**	0.502	0.537	0.596
IM 1	0.537	**0.797**	0.577	0.541
IM 2	0.534	**0.823**	0.527	0.521
IM 3	0.599	**0.866**	0.650	0.615
IM 4	0.569	**0.833**	0.678	0.585
IM 5	0.488	**0.761**	0.453	0.501

OCR 1	0.560	0.476	**0.787**	0.551
OCR 2	0.556	0.548	**0.792**	0.648
OCR 3	0.535	0.642	**0.768**	0.547
OCR 4	0.621	0.590	**0.845**	0.625
OCR 5	0.593	0.616	**0.836**	0.580
PD 1	0.579	0.565	0.599	**0.750**
PD 2	0.523	0.428	0.515	**0.748**
PD 3	0.558	0.502	0.512	**0.795**
PD 4	0.573	0.565	0.519	**0.742**
PD 5	0.626	0.548	0.668	**0.822**

From the table above we can see that the cross-loading value between each indicator and its construct has a greater cross-loading value than the other constructs so the indicators used in this research have good discriminant validity.

Reliability Test

Reliability Test evaluates the measurement model by looking at the size of the variance of the items to explain the formation indicators. It is declared reliable if it has Cronbach Alpha results > 0.7 (Ghozali, 2016).

Table 6. Reliability Test results

	Cronbach's alpha	Composite reliability (rho_a)
BA	0.863	0.865
IM	0.875	0.879
OCR	0.865	0.867
PD	0.830	0.834

From the table above we can see that the Cronbach's alpha value is > 0.7, which means the variables in this research are considered good or declared to be reliable.

R Square Test

The R-Square value can explain the extent to which exogenous variables can influence endogenous variables in a research model. The R-Square value is in the range 0 (zero) – 1 (one). A good R-Square value is increasingly away from 0 (zero) in the sense that the value must be > 5 (five) which indicates that the exogenous variable can provide information. completely to predict endogenous variables *(Ghozali, 2016)*.

Table 7. R Square Value

	R-square	R-square adjusted
BA	0.560	0.554
PD	0.653	0.646

Based on the R-Square value table above, it is known that the R-Square value for Brand Ambassador is 0.560, which means that the exogenous variables, namely Online Customer Review and Online Influencer Marketing, can stimulate the mediating variable in the form of Brand Ambassador by 56%, meaning that beyond this value, Brand Ambassador can be influenced by other variables outside this research by 44%.

Furthermore, the R-Square value for the Purchasing Decision variable is 0.653, explaining that the exogenous variables in the form of Online Customer Review and Online Influencer Marketing and the mediating variable in the form of Brand Ambassador stimulant influence the exogenous variable in this research, namely Purchasing Decision, which is 65.3%.

Apart from this percentage, it means Purchasing decisions can be influenced by other variables outside the research model of 34.7.

Path Coefficient

Path Coefficient can explain the truth of a hypothesis based on the direct influence of exogenous variables on endogenous variables which can be measured significantly and the nature of the relationship can be known (Juliandi Oleh et al., 2018).

Table 8. Path Coefficient Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
OCR -> PD	0.325	0.320	0.107	3.046	0.002
IM -> PD	0.190	0.190	0.085	2.242	0.025
OCR -> BA	0.476	0.476	0.084	5.652	0.000
IM -> BA	0.331	0.335	0.085	3.878	0.000
IM -> BA -> PD	0.127	0.128	0.046	2.785	0.005
OCR -> BA -> PD	0.183	0.187	0.072	2.563	0.010

Based on the Path Coefficient value above, the direct effect of each variable is found, including the following :

1. The Path Coefficient value for the relationship between Online Customer Review and Purchasing Decision is 0.325 (positive) with a P-value value of 0.002 < 0.05, so it can be stated that the relationship between Online Customer Review and Purchasing Decision is positive and significant.
2. The Path Coefficient value for the relationship between Influencer Marketing and Purchasing Decisions is 0.190 (positive) with a P-value value of 0.025 < 0.05, so it can be said that the relationship between Online Customer Reviews and Purchasing Decisions is positive and significant.
3. The Path Coefficient value for the relationship between Online Customer Reviews and Brand Ambassadors is 0.476 (positive) with a P-value value of 0.000 < 0.05, so it can be said that the relationship between Online Customer Reviews and Brand Ambassadors as a mediating variable is positive and significant.
4. The Path Coefficient value for the relationship between Influencer Marketing and Brand Ambassador is 0.331 (positive) with a P-value of 0.000 < 0.05, so it can be said that the relationship between Influencer Marketing and Brand Ambassador as a mediating variable is positive and significant.
5. Simultaneous Brand Awareness mediation with Online Customer Reviews affects purchasing decisions of 0.127 (positive) with a P-value of 0.005 <0.05, meaning that brand awareness mediation is significant.

Simultaneous Brand Awareness mediation with Influencer Marketing affects purchasing decisions with a value of 0.183 (positive) with a P-value of 0.01 < 0.05, meaning that brand awareness mediation is significant.

CONCLUSION

Based on the research results, it can be concluded that all hypotheses have been successfully answered with the following explanation:

1. The first hypothesis (H1) in this research states the possibility of a positive and significant influence from the Online Customer Review variable on purchasing decisions. Based on the research results, it was explained that the first hypothesis test was fulfilled because the path coefficient value from OCR to PD was 0.325 (positive) with a P value of 0.002 <0.05 (significant). Therefore, it can be validated that it is true that Online Customer Reviews are a variable that can influence purchasing decisions for local perfume products, for consumers in the city and district of Cirebon. This means that the more positive online customer reviews submitted by previous customers, the more the decision to purchase local perfume products will increase.
2. The second hypothesis (H2) in this research states the possibility of a positive and significant influence of the Influencer Marketing variable on purchasing decisions. Based on the research results, it was explained that the second hypothesis test was fulfilled because the path coefficient value from IM to PD was 0.190 (positive) with a P value of 0.025 <0.05 (significant). Therefore, it can be validated that it is true that Influencer Marketing is a variable that can influence purchasing decisions for local perfume products, for consumers in the city and district of Cirebon. This means that the better perfume manufacturers choose Influencers who are competent at representing their products, the more their purchasing decisions for perfume products will increase.
3. The third hypothesis (H3) in this research states the possibility of a positive and significant influence of the Online Customer Review variable on brand awareness. Based on the research results, it was explained that the third hypothesis test was fulfilled because the path coefficient value from OCR to BA was 0.476 (positive) with a P value of 0.00 < 0.05 (significant). Therefore, it can be validated that it is true that Online Customer Reviews are a variable that can influence brand awareness of local perfume products, for consumers in the city and district of Cirebon. This means that the better quality of Online Customer Reviews submitted by previous consumers has a positive influence on brand awareness for a product.
4. The fourth hypothesis (H4) in this research states the possibility of a positive and significant influence of the influencer marketing variable on brand awareness. Based on the research results, it was explained that the fourth hypothesis test was fulfilled because the path coefficient value from IM to BA was 0.331 (positive) with a P value of 0.00 < 0.05 (significant). Therefore, it can be validated that it is true that influencer marketing is a variable that can influence brand awareness of local perfume products, for consumers in the city and district of Cirebon. This means that the higher the quality of an influencer marketing in promoting a product, the higher the brand awareness value of the product being introduced.
5. The fifth hypothesis (H5) in this research states the possibility of a mediating influence of brand awareness on the correlation between online customer reviews and purchasing decisions. Based on the research results, it was explained that the fifth hypothesis test was fulfilled because the path coefficient value from OCR to PD via BA was 0.183 (positive) with a P value of 0.01 < 0.05 (significant). Therefore, it can be validated that it is true that Brand Awareness is a variable that can mediate the correlation between Online Customer Reviews and purchasing decisions for local perfume products, for consumers in the city and district of Cirebon. This means that simultaneously good Online Customer Reviews and Brand Awareness will have a positive and significant influence on increasing the number of purchasing decisions for local perfume products in E-Commerce.

The sixth hypothesis (H6) in this research states the possibility of a mediating influence of Brand Awareness on the correlation between Influencer Marketing and purchasing decisions. Based on the research results, it was explained that the sixth hypothesis test was fulfilled because the path coefficient value from IM to PD via BA was 0.127 (positive) with a P-value of 0.005 < 0.05 (significant). Therefore, it can be validated that Brand Awareness is a variable that can mediate the relationship between Influencer Marketing and purchasing decisions for local perfume products, for consumers in the city and district of Cirebon. This means that simultaneously both Influencer Marketing and Brand Awareness will have a positive and significant influence on increasing the number of purchasing decisions for local perfume products in E-Commerce.

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