

## ABSTRACT

*Local modest fashion brands are increasingly gaining a place in the hearts of consumers, especially with the growing role of social media in marketing strategies. The emergence of platforms such as Instagram and TikTok has empowered influencers to significantly shape consumer perceptions and preferences toward a brand. Sashfir, a fashion influencer who consistently promotes the Lafiye brand, is considered instrumental in creating Brand Awareness and Perceived Value among her followers.*

*This study aims to analyze the influence of Social Media Influencers on consumer Purchase Intention, both directly and indirectly through Brand Awareness and Perceived Value as mediating variables, and customer experience as a moderating variable. This research adopts a quantitative approach using a survey method distributed via Google Forms. A total of 300 respondents were selected using a non-probability sampling technique, with criteria including active social media users familiar with both Lafiye and Sashfir. The minimum sample size was determined using G\*Power software, with a calculated minimum of 85 respondents. Data were analyzed using Structural Equation Modeling (SEM) through the SmartPLS software version 4.1.1.2.*

*The results indicate that Social Media Influencers have a positive and significant effect on Brand Awareness and Perceived Value. These two variables also significantly influence Purchase Intention. Moreover, Brand Awareness and Perceived Value serve as significant mediators in the relationship between Social Media Influencers and Purchase Intention, indicating that the influence of influencers on consumer Purchase Intention occurs indirectly through increased consumer perception of the brand and its value. However, customer experience does not moderate the relationship between Brand Awareness and Purchase Intention, and even weakens the relationship between Perceived Value and Purchase Intention.*

*This study contributes theoretically to the literature on digital marketing, particularly in understanding consumer psychological mechanisms in the premium fashion industry. It also provides practical implications for local brands to design effective influencer-based marketing strategies and to recognize the importance of building positive and consistent consumer experiences to enhance purchase conversion.*

**Keywords :** *Social Media Influencer, Brand Awareness, Perceived Value, Customer Experience, Purchase Intention, Premium Local Fashion, SOR Model*