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The Effect of Micro Influencer, Brand Image, and Customer Engagement on Purchase Intention for Breast Milk Booster Products at the Momuung.id Online Store

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Abstract: The expansion of digital marketing has led firms to adopt micro influencers as a promotional strategy, including within the maternal and child health product sector. Empirical evidence on how influencers, brand image, and customer engagement shape purchase intention nevertheless remains inconsistent. This study analyses the partial and simultaneous effects of these three constructs on purchase intention for breast milk booster products at the Momuung.id online store. A quantitative survey design was applied to 100 respondents drawn by purposive sampling from a population of 12,200 followers of the Instagram account @qurqurana. Data were collected through a five-point Likert-scale questionnaire and analysed using multiple linear regression in IBM SPSS Statistics 29.0. Partial testing shows that micro influencer ($t = 2.181$; sig. = 0.032), brand image ($t = 3.137$; sig. = 0.002), and customer engagement ($t = 4.168$; sig. < 0.001) each significantly affect purchase intention. The three variables are also jointly significant ($F = 48.946$; sig. < 0.001), with a coefficient of determination of 60.5%. Customer engagement emerges as the strongest predictor. The findings underline the value of optimising micro influencer collaboration, reinforcing brand image, and cultivating authentic customer engagement to stimulate purchase intention. This study extends digital marketing literature by explaining how trust-based online interaction shapes purchase intention in maternal health products.

Keywords: Brand Image; Customer Engagement; Digital Marketing; Micro Influencer; Purchase Intention

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1. Introduction

Economic digitalisation has reshaped how firms interact with consumers, shifting marketing practice away from conventional approaches towards digital strategies that are at once more dynamic and more measurable. Social media now functions less as a communication channel than as an effective marketing platform capable of shaping perception, preference, and ultimately purchase decisions (Armawan et al., 2023). Budget allocation reflects this shift: CreatorIQ (2024) reports that 55% of organisations worldwide increase their influencer marketing investment year on year, with one in four brands spending $1 million or more. Statista (2025) projects the global influencer marketing market to reach approximately $33 billion in 2025, more than triple its 2020 value.

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Within this ecosystem, micro influencers occupy a distinctive position. Dogra (2019) explains that account holders with between 1,000 and 100,000 followers are perceived as authentic because they address a narrowly defined audience, and consequently earn a high degree of follower trust — hence their characterisation as everyday consumers. Supporting evidence indicates that micro influencers achieve an engagement rate of 5.07%, higher than the 3.25% recorded by macro influencers, even though their reach remains comparatively limited. Instagram reinforces the effectiveness of this strategy because interactive visual content circulates readily and extends brand awareness organically (Girsang, 2020).

The Indonesian context makes this practice particularly salient. National internet penetration stood at 79.5% in early 2024 and is projected to rise to 80.66%, equivalent to more than 225 million users (APJII, 2024), while roughly 62.9% of the population uses social media as part of daily activity (We Are Social, 2025). Some 79% of Indonesians turn to social media to follow current information (GoodStats, 2022). These demographic and behavioural characteristics render Indonesia a promising market for influencer marketing, especially in health products and the maternal and child care segment.

Momuung.id (PT. Ibu Anak Sukses) is one of the businesses that has grown within this digital ecosystem. Established in August 2019, the company markets a naturally formulated breast milk booster supplement and pursues the vision of supporting Indonesian mothers through a full two years of breastfeeding (SWA.co.id, 2021). The relevance of the product is grounded in a concrete problem: exclusive breastfeeding contributes substantially to infant growth because breast milk provides complete nutrition alongside immunological components, yet not all mothers are able to produce milk in adequate volume, which creates demand for supporting products (WHO, 2023). The company has positioned its brand image as a companion to breastfeeding mothers and cultivates customer engagement through a free 24-hour lactation consultation service. A positive brand image builds perceived quality and credibility, thereby strengthening consumer confidence (Suhardi & Irmayanti, 2019), while customer interaction with the firm affects loyalty by shaping consumer perception and attitude (Nabilla & Rubiyanti, 2020).

Momuung.id pursues micro influencer collaboration intensively because such reviews read as more personal and more closely aligned with the everyday realities of breastfeeding. In practice, however, some consumers purchase the product primarily because of promotional exposure without having assessed whether it suits their needs. This suggests that influencer exposure does not invariably translate into a positive purchase experience when the promotional message is misaligned with product characteristics or with the intended consumer segment (Saharuddin et al., 2025). Influencer effectiveness ultimately depends on credibility, message fit, and the capacity to represent brand values (Hermanda et al., 2019).

The academic problem lies in the inconsistency of empirical findings. Saputra and Sholahuddin (2025) report a positive and significant effect of social media influencers on purchase decisions, whereas Purnama and Pebrian (2024) find no significant effect. A similar divergence characterises brand image: Suhardi and Irmayanti (2019) demonstrate a positive effect on purchase intention, while Purnama and Pebrian (2024) do not. For customer engagement, Rizkia et al. (2024) establish a positive and significant effect, whereas Dwiputra et al. (2025) conclude the opposite, attributing consumer interaction with content chiefly to entertainment or information-seeking motives. This inconsistency indicates that the relationships between the three constructs and purchase intention warrant further examination, particularly across differing industries and research objects.

Building on this research gap, the present study analyses the significance of the effects of micro influencer, brand image, and customer engagement on purchase intention for breast milk booster products at the Momuung.id online store, both partially and simultaneously. The contribution is twofold: theoretically, it enriches the digital marketing literature on the formation of purchase intention; practically, it supplies an empirical basis for firms seeking to design better-targeted micro influencer strategies.

Micro influencers matter because they can steer the reasoning of their followers and shape their behaviour, purchase intention included. Hayatunnufus and Zuliestiana (2023), Waluyo and Trishananto (2022), and Pratiwi et al. (2023) demonstrate an influencer effect on consumer purchase intention, although Surawi (2022) and Purwanto and Sahetapy (2022) report the contrary. Kotler and Keller (2016) define brand image as the set of consumer understandings and beliefs that motivate purchase intention, such that a favourable image materially raises the likelihood of purchase. Customer engagement, in turn, denotes a firm's effort to build and deepen customer relationships through interaction, participation, and two-way communication touching emotional, psychological, and behavioural dimensions (Brodie et al., 2011). Theoretically the three constructs should jointly strengthen purchase intention: micro influencers establish trust and proximity with audiences (Djafarova & Rushworth, 2017), a positive brand image forms beliefs

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about product quality (Kotler & Keller, 2016), and customer engagement generates the emotional bond that fosters purchase intention (Brodie et al., 2011). Four hypotheses follow.

H1: Micro Influencer (X1) has a significant effect on Purchase Intention (Y).

H2: Brand Image (X2) has a significant effect on Purchase Intention (Y).

H3: Customer Engagement (X3) has a significant effect on Purchase Intention (Y).

H4: Micro Influencer (X1), Brand Image (X2), and Customer Engagement (X3) simultaneously have a significant effect on Purchase Intention (Y).

2. Materials and Methods

2.1. Research Design and Object

This study adopts a quantitative approach, a method that yields objective and statistically measurable data, allowing relationships between variables to be tested through hypotheses and conclusions to be generalised (Ghanad, 2023). A survey method was employed to obtain a general profile of population characteristics as represented by the sample (Maidiana, 2021). The research object comprises three independent variables — Micro Influencer (X1), Brand Image (X2), and Customer Engagement (X3) — and one dependent variable, Purchase Intention (Y). The research subjects are followers of the Instagram account of micro influencer Fitri Qur'ana (@qurqurana), one of Momuung.id's promotional partners.

2.2. Population, Sample, and Sampling Technique

The study population consists of all 12,200 followers of the Instagram account @qurqurana. Sampling followed a non-probability approach using purposive sampling, a technique in which sample members are selected on the basis of specified considerations (Sugiyono, 2012). Respondents had to satisfy four criteria: (a) being an Instagram user following the account @qurqurana; (b) being female; (c) being married; and (d) never having purchased a product from the Momuung.id online store. The final criterion ensures that the construct measured is purchase intention rather than repurchase intention.

Sample size was determined using the Slovin formula, $n = N / (1 + N \cdot e^2)$, where N denotes population size and e the margin of error (Sugiyono, 2017). With N = 12,200 and e = 10% (0.1), the calculation yields $n = 12{,}200 / (1 + 122) = 99.19$, rounded to 100 respondents. The Slovin formula serves here as an initial estimate of the minimum sample size, since the number of population members genuinely meeting all screening criteria cannot be established with certainty; final respondent selection was carried out through screening against the purposive sampling criteria.

2.3. Instrument and Data Collection

Primary data were collected through an online questionnaire administered via Google Forms and distributed to followers of the account @qurqurana, while secondary data were drawn from a literature review of national and international journals, books, and other relevant sources. All items were measured on a five-point Likert scale ranging from 1 (Strongly Disagree), 2 (Disagree), 3 (Moderately Agree), 4 (Agree), to 5 (Strongly Agree), an instrument used to assess respondents' attitudes, views, and perceptions of the social phenomena under study (Sugiyono, 2013). Operational definitions and indicators for each variable are presented in Table 1.

Table 1. Operational Definitions and Variable Indicators

No	Variable	Operational Definition	Indicators	Scale
1	Micro Influencer (X1)	An endorser or third party on social media who promotes a product and is able to influence the purchase decisions of followers; measured through the TEARS model.	Trustworthiness (X1.1); Expertise (X1.2); Attractiveness (X1.3); Respect (X1.4); Similarity (X1.5)	Likert 1–5
2	Brand Image (X2)	The set of consumer perceptions and beliefs about a brand, formed from	Strength (X2.1); Uniqueness (X2.2); Favourable (X2.3)	Likert 1–5

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No	Variable	Operational Definition	Indicators	Scale
		associations retained in consumer memory.		
3	Customer Engagement (X3)	The intensity of participation and connection of individuals, whether customers or prospective customers, with an organisation's offerings or activities.	Conscious Attention (X3.1); Enthused Participation (X3.2); Social Connection (X3.3)	Likert 1–5
4	Purchase Intention (Y)	An individual's intention to purchase a particular product or service; a high level of intention tends to translate into actual purchase.	Transactional (Y1); Referential (Y2); Preferential (Y3); Explorative (Y4)	Likert 1–5

Source: Shimp (2014); Kotler and Keller (2016); Vivek et al. (2012); Sari (2020)

2.4. Data Analysis Techniques

Data were analysed in IBM SPSS Statistics 29.0 across several stages. The first stage assessed instrument quality through validity testing, comparing calculated r values against the r table, and reliability testing using Cronbach's Alpha, where a coefficient above 0.60 indicates a reliable instrument. The second stage comprised classical assumption tests: normality via the One-Sample Kolmogorov-Smirnov Test with a significance threshold above 0.05; multicollinearity with the criteria of Tolerance above 0.10 and VIF below 10; and heteroscedasticity via the Glejser test with a significance threshold above 0.05 (Syarifuddin & Al Saudi, 2022; Sahir, 2021).

The third stage applied multiple linear regression, specified as $Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$, where Y denotes Purchase Intention, α the constant, β_1–β_3 the regression coefficients, X_1 Micro Influencer, X_2 Brand Image, X_3 Customer Engagement, and e the error term (Sahir, 2021). Testing continued with the coefficient of determination (R^2) to assess the model's capacity to explain variation in the dependent variable (Ghozali, 2013), the t-test for partial effects with the criteria of a calculated t exceeding the t table and significance below 0.05, and the F-test for the simultaneous effect with significance below 0.05.

3. Results

3.1. Research Object and Respondent Profile

Momuung.id is an Indonesian local brand operating in maternal and infant health. Its flagship product, the Momuung.id breast milk booster, is a naturally formulated supplement containing moringa leaf extract (Moringa oleifera), katuk leaf (Sauropus androgynus), and snakehead fish (Channa striata); it is registered with BPOM and holds halal certification. The company conducts digital marketing across Instagram, TikTok, Facebook, and marketplaces, with the official account @Momuung.id and its more than 1.4 million followers serving as the primary channel. Its influencer marketing strategy engages content creators and micro influencers whose audiences match the company's market segment: expectant mothers, breastfeeding mothers, and young families. The account @qurqurana, belonging to Fitri Qur'ana, recorded approximately 12,200 followers, 412 posts, and 1,682 accounts followed at the time of the study, placing it within the micro influencer category. Its content centres on lifestyle, beauty, fashion, motherhood, and daily life as a mother, employing a personal storytelling format that builds emotional proximity with followers.

All 100 respondents were female and married, consistent with the purposive sampling criteria applied. Full respondent characteristics are reported in Table 2.

Table 2. Respondent Characteristics (n = 100)

Characteristic	Category	Frequency	Percentage
Gender	Female	100	100%
Marital Status	Married	100	100%
City of Origin	Sidoarjo	44	44%

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Characteristic	Category	Frequency	Percentage
	Surabaya	42	42%
	Gresik	11	11%
	Bali	3	3%
Age	25–30 years	56	56%
	31–35 years	44	44%
Highest Education	Bachelor's (S1)	73	73%
	Senior High School	10	10%
	Diploma (D3)	9	9%
	Master's (S2)	8	8%
Occupation	Homemaker	45	45%
	Private sector employee	25	25%
	Civil servant	14	14%
	Entrepreneur	14	14%
	Physician	1	1%
	Lecturer	1	1%
Monthly Income	IDR 3–6 million	46	46%
	IDR 6–9 million	37	37%
	IDR 9–12 million	17	17%
Previously Purchased Another Breast Milk Booster Brand	No	81	81%
	Yes	19	19%

Source: Processed data, 2026

The distribution shows a respondent base dominated by mothers aged 25–30 (56%) holding a bachelor's degree (73%) and residing in the Sidoarjo and Surabaya area (86%), with the largest share working as homemakers (45%) and earning IDR 3–6 million per month (46%). A total of 81% had never purchased another breast milk booster brand; among the 19 who had, Blackmores was the most frequently chosen (9 respondents, 48%), followed by Mamabear (5 respondents, 27%), while Susu Milky, Asifit, Legendairy Milk, Fenucaps, and Momsy were each selected by 1 respondent (5%).

3.2. Validity and Reliability Testing

The validity results in Table 3 confirm that every questionnaire item is valid: each calculated r value exceeds the r table value of 0.1966, and the two-tailed significance of 0.001 falls below 0.05. All indicators therefore measure the intended constructs accurately.

Table 3. Validity Test Results

Variable	Item	r calculated	r table	Sig. (2-tailed)	Result
Micro Influencer (X1)	X1.1	0.884	0.1966	0.001	Valid
	X1.2	0.889	0.1966	0.001	Valid
	X1.3	0.847	0.1966	0.001	Valid
	X1.4	0.880	0.1966	0.001	Valid
	X1.5	0.908	0.1966	0.001	Valid
Brand Image (X2)	X2.1	0.916	0.1966	0.001	Valid
	X2.2	0.929	0.1966	0.001	Valid
	X2.3	0.944	0.1966	0.001	Valid

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Variable	Item	r calculated	r table	Sig. (2-tailed)	Result
Customer Engagement (X3)	X3.1	0.898	0.1966	0.001	Valid
	X3.2	0.895	0.1966	0.001	Valid
	X3.3	0.917	0.1966	0.001	Valid
Purchase Intention (Y)	Y1	0.900	0.1966	0.001	Valid
	Y2	0.920	0.1966	0.001	Valid
	Y3	0.881	0.1966	0.001	Valid
	Y4	0.902	0.1966	0.001	Valid

Source: Processed data, 2026

Reliability testing in Table 4 shows every variable to be reliable, with Cronbach's Alpha coefficients ranging from 0.888 to 0.928, all comfortably above the 0.60 threshold. These values indicate strong internal consistency, so the instrument can be considered capable of producing consistent data.

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Result
Micro Influencer (X1)	0.928	Reliable
Brand Image (X2)	0.921	Reliable
Customer Engagement (X3)	0.888	Reliable
Purchase Intention (Y)	0.921	Reliable

Source: Processed data, 2026

3.3. Classical Assumption Tests

The One-Sample Kolmogorov-Smirnov Test returned an Asymp. Sig. (2-tailed) value of 0.200. Since this exceeds 0.05, the residuals are normally distributed, the normality assumption is satisfied, and the data are suitable for parametric statistical analysis. Full results appear in Table 5.

Table 5. Normality Test Results (One-Sample Kolmogorov-Smirnov Test)

Statistic	Unstandardized Residual
N	100
Mean	0.0000000
Std. Deviation	1.44822502
Test Statistic	0.062
Asymp. Sig. (2-tailed)	0.200
Result	Residuals normally distributed

Source: Processed data, 2026

The multicollinearity results in Table 6 show that all independent variables record Tolerance values above 0.10 and VIF values below 10, indicating no multicollinearity within the regression model.

Table 6. Multicollinearity Test Results

Variable	Tolerance	VIF	Result
Micro Influencer (X1)	0.382	2.616	No multicollinearity
Brand Image (X2)	0.405	2.468	No multicollinearity
Customer Engagement (X3)	0.592	1.689	No multicollinearity

Source: Processed data, 2026.

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The Glejser test reported in Table 7 produced significance values that all exceed 0.05, so the regression model exhibits no heteroscedasticity and residual variance is constant across levels of the independent variables. With all three classical assumptions satisfied, the model proceeds to regression analysis.

Table 7. Heteroscedasticity Test Results (Glejser Test)

Variable	Sig.	Result
Micro Influencer (X1)	0.147	No heteroscedasticity
Brand Image (X2)	0.681	No heteroscedasticity
Customer Engagement (X3)	0.670	No heteroscedasticity

Source: Processed data, 2026

3.4. Multiple Linear Regression and Hypothesis Testing

Multiple linear regression results are presented in Table 8. The model returns a constant of 2.223, with regression coefficients of 0.180 for Micro Influencer, 0.391 for Brand Image, and 0.447 for Customer Engagement.

Table 8. Multiple Linear Regression and t-Test Results

Variable	B	Std. Error	Beta	t	Sig.	Result
(Constant)	2.223	1.371	—	1.622	0.108	—
Micro Influencer (X1)	0.180	0.082	0.213	2.181	0.032	Significant
Brand Image (X2)	0.391	0.125	0.298	3.137	0.002	Significant
Customer Engagement (X3)	0.447	0.107	0.327	4.168	< 0.001	Significant

Source: Processed data, 2026.
Dependent variable: Purchase Intention (Y)

The resulting regression equation is $Y = 2.223 + 0.180X_1 + 0.391X_2 + 0.447X_3 + e$. The equation indicates that when all independent variables equal zero, Purchase Intention takes a value of 2.223. Every regression coefficient carries a positive sign, meaning that increases in Micro Influencer, Brand Image, and Customer Engagement tend to be accompanied by increases in Purchase Intention, holding the remaining independent variables constant.

Partial testing employed a t table value derived from $t(\alpha/2; n - k - 1)$ at a significance level of 0.05, with a sample of 100 and three independent variables, giving 96 degrees of freedom and a t table value of 1.98498. Micro Influencer records a calculated t of 2.181 with a significance of 0.032; Brand Image records 3.137 with a significance of 0.002; and Customer Engagement records 4.168 with a significance below 0.001. Since every variable yields a calculated t above the t table value and a significance below 0.05, H1, H2, and H3 are accepted.

The coefficient of determination in Table 9 returns an R Square of 0.605, or 60.5%. Micro Influencer, Brand Image, and Customer Engagement therefore jointly explain 60.5% of the variation in Purchase Intention, while the remaining 39.5% is attributable to variables outside the model.

Table 9. Coefficient of Determination (Model Summary)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.778	0.605	0.593	1.47051

Source: Processed data, 2026.
Predictors: (Constant), Customer Engagement, Brand Image, Micro Influencer

The simultaneous test in Table 10 yields an F value of 48.946 with a significance below 0.001. The F table value, obtained from $F(k; n - k - 1)$ with 3 numerator and 96 denominator degrees of freedom, is 2.70. Because the calculated F (48.946) exceeds the F table value (2.70) and significance falls below 0.05, H_0 is rejected and H_a accepted, confirming H4.

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Table 10. Simultaneous Test Results (F-Test / ANOVA)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	317.478	3	105.826	48.946	< 0.001
Residual	207.562	96	2.162	—	—
Total	525.040	99	—	—	—

Source: Processed data, 2026. Dependent variable: Purchase Intention (Y)

4. Discussion

The first finding establishes that micro influencer exerts a significant effect on purchase intention for breast milk booster products at the Momuung.id online store. The micro influencer @qurqurana is thus able to shape and guide her followers in forming purchase intention: the stronger the micro influencer effect, the higher the intention to purchase the product. This result aligns with Hayatunnufus and Zuliestiana (2023), Waluyo and Trishananto (2022), and Pratiwi et al. (2023), who show that influencers can affect consumer purchase intention. The product context helps explain this consistency: breast milk boosters constitute a high-involvement category because they bear on maternal and infant health, so the credibility and shared experience of a micro influencer carry considerable weight for prospective buyers.

The second finding establishes that brand image significantly affects purchase intention. The stronger the brand image held by the Momuung.id online store, the greater consumer intention to purchase its breast milk booster products. This supports Kotler and Keller (2016), who characterise brand image as the set of consumer understandings and beliefs that motivate purchase intention, and Suhardi and Irmayanti (2019), who demonstrate a positive and significant effect of brand image on purchase intention. Momuung.id's positioning as a companion to breastfeeding mothers, reinforced by BPOM registration and halal certification, appears to operate as a quality signal that lowers perceived consumer risk.

The third finding establishes that customer engagement significantly affects purchase intention. Momuung.id's effort to build and strengthen consumer relationships proceeds through interaction, participation, and two-way communication addressing emotional, psychological, and behavioural dimensions, and this engagement demonstrably raises purchase intention. The result is supported by Rizkia et al. (2024), who report a positive and significant effect of customer engagement on purchase intention. Notably, customer engagement records the largest beta coefficient (0.327) of the three variables, making it the strongest predictor in the model. This diverges from Dwiputra et al. (2025), who found no customer engagement effect; the discrepancy plausibly stems from the nature of the interaction examined, since engagement in the Momuung.id context takes the form of solution-oriented lactation consultation rather than interaction driven by entertainment or information-seeking.

The fourth finding establishes that micro influencer, brand image, and customer engagement simultaneously exert a significant effect on purchase intention, with the model explaining 60.5% of the variance. The greater the influence of the micro influencer @qurqurana, the more positive the brand image of Momuung.id, and the stronger the effort to build customer relationships, the higher the intention to purchase its breast milk booster products. This is consistent with Sirichareechai and Sitthakunakul (2024), who demonstrate that micro influencers and customer engagement positively affect purchase intention, since the interaction an influencer establishes with followers raises consumer engagement and thereby stimulates purchase intention. A positive brand image likewise shapes consumer perception and belief about product quality, increasing the desire to purchase (Kotler & Keller, 2016). Taken together, the pattern of beta coefficients indicates that influencer collaboration performs best when paired with a strong brand image and authentic customer engagement, rather than functioning as a standalone promotional instrument.

5. Conclusions

This study concludes that micro influencer, brand image, and customer engagement each exert a significant effect on purchase intention for breast milk booster products at the Momuung.id online store, and that the three variables jointly exert a significant effect as well. The regression model $Y = 2.223 + 0.180X_1 + 0.391X_2 + 0.447X_3$ explains 60.5% of the variation in purchase intention, with the remaining 39.5% attributable to variables outside the model. Customer engagement emerges as the strongest predictor, followed by brand image and micro influencer.

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The practical implication is that brands can optimise the use of micro influencers, or influencers operating at larger scale, as marketing channels for their products, while continuing to cultivate the positive image they have already established in order to sustain consumer purchase intention. Given that customer engagement contributes most strongly, strengthening two-way interaction channels such as lactation consultation services merits priority within the digital marketing strategy. Customer engagement represents a stronger mechanism than promotional exposure alone in converting digital audiences into purchase intention

The study is limited by a respondent base confined to several cities in East Java and Bali, and by the use of a single micro influencer as its research object. Future research is encouraged to incorporate additional variables with potential effects on purchase intention — the marketing mix, trust, and consumer reviews among them — to examine other influencers operating at larger scale, and to widen the geographic scope so that findings may be generalised more confidently.

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