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The Impact of Influencer Marketing on Brand Awareness, Customer Brand Engagement, and Overall Brand Quality: Evidence from Optimum Gym Yogyakarta

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ABSTRACT

The objective of this study is to investigate the impact of influencer marketing on brand awareness, customer brand engagement, and overall brand quality in the fitness industry, particularly at Optimum Gym Yogyakarta. The increase in competition in the fitness industry as well as the shift toward digital marketing strategies using influencers, as applied by Optimum Gym using the fitness influencer "Om Yudis", motivate this study. Following the screening procedure, which yielded 229 replies, the data were analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM) with SmartPLS 4.0. 142 of these answers were deemed legitimate. The findings demonstrate that customer brand engagement, brand awareness, and overall brand quality are all positively and significantly impacted by influencer marketing. Overall brand quality, however, is not much impacted by brand awareness. On the other hand, Influencer Marketing and Overall Brand Quality are mediated by Customer Brand Engagement, which has a major influence on Overall Brand Quality. These results imply that improving consumer engagement is more crucial to the success of influencer marketing tactics than merely raising brand recognition. In order to improve the image of brand quality, Optimum Gym is advised to concentrate on tactics that promote customer engagement and involvement.

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INTRODUCTION

Since the COVID-19 epidemic, the worldwide fitness sector has grown significantly as people place a higher priority on their physical health and well-being. The Ministry of Youth and Sports (Kemenpora) Report (2024) projects that the global sports industry market will develop at a rate of about 8% per year to reach US$599.9 billion by 2025. This increase is a reflection of the global trend towards healthier lives, where physical activity and exercise are now necessary parts of everyday life.

This trend is also seen in Indonesia. In 2024, the Indonesian sports sector was estimated to be worth Rp39.45 trillion, while the gym sector was expected to be worth US$0.60 billion (MarketLine, 2025). Growing health consciousness among Indonesians is contributing to the growing popularity of exercise activities. According to a 2024 Health Collaborative Centre (HCC) poll, 70% of Indonesians want to preserve their physical and emotional well-being through frequent exercise. This change in consumer behaviour shows that fitness is now seen as an essential component of a healthy lifestyle rather than just a pleasure activity.

The fitness business in Indonesia has grown as a result of the public's growing awareness of health. According to industry statistics, gym memberships have increased by an estimated 20% in recent years, and the number of fitness centre members has expanded dramatically in major urban regions. Fitness centres are now seen as lifestyle hubs that provide social contact, community participation, and personal identity expression, going beyond typical exercise facilities.

The rise in gym memberships and users of digital health services is another indication of the fitness industry's expansion. The estimated growth of Indonesia's fitness sector and trends in health consciousness are shown in the following figure.

Large cities like Yogyakarta also exhibit this national pattern. According to data from the Central Statistics Agency (BPS, 2023), the Special Region of Yogyakarta had one of the highest rates of participation in sports and physical activities among persons aged 10 and over (39.58%). The local community has a great interest in physical fitness, as evidenced by the high level of involvement, which fosters a favourable climate for the growth of the fitness sector.

But the fitness industry's tremendous expansion has also increased rivalry among fitness facilities. There are a lot of gyms in Yogyakarta, from big franchises to stand-alone neighbourhood exercise facilities including Optimum exercise, World Fit Gym, and Empire Gym. According to Google Maps listings and local business directories (2024), the growing number of fitness centres suggests that gym companies need to compete not just in terms of amenities and costs but also in marketing tactics to draw clients.

Fitness companies are depending more and more on digital marketing to improve their brand positioning and attract new clients as competition heats up. Social media sites like YouTube, Instagram, and TikTok have developed into crucial marketing avenues that let companies interact directly with their target markets. By producing interesting content, disseminating fitness expertise, and

encouraging healthy lives, digital marketing helps fitness companies forge closer bonds with their customers.

Influencer marketing is one of the most popular digital marketing tactics. Influencer marketing is promoting goods and services by collaborating with people who are well-known and have sizable social media followings. Influencer marketing, according to Brown and Hayes (2015), enables brands to capitalise on the rapport and trust that influencers have developed with their audiences. In a similar vein, Keller (2020) contends that influencers have a substantial impact on consumer perceptions and improve brand recognition in online settings.

Om Yudis's affiliation with Optimum Gym as a fitness influencer poses a significant research topic on how influencer marketing might affect consumers' opinions of the company. Influencer marketing, in particular, may have an impact on consumers' opinions of overall brand quality, brand awareness, and customer engagement.

Thus, in the context of Optimum Gym Yogyakarta, this study seeks to examine how influencer marketing affects brand awareness, customer brand engagement, and overall brand quality.

In the internet age, influencer marketing has emerged as a key tactic, radically altering how companies interact with their consumers. According to Vrontis et al. (2021) and Belanche et al. (2021), it is a type of marketing in which companies work with people who have a sizable following and credibility to promote goods or services, taking advantage of their capacity to sway consumer decisions through genuineness and reliability. Influencer marketing, in contrast to traditional advertising, mostly depends on "parasocial interaction" between influencers and their followers, where the message is interpreted as a sincere suggestion rather than a sales pitch (Lou & Yuan, 2019). Using a particular person who represents the fitness lifestyle ("Om Yudis") is in line with Optimum Gym's objective to increase market visibility and trust.

As the initial stage of the consumer decision-making process, brand awareness is the essential component of brand equity. It describes how strongly a brand is remembered by consumers and how well they can identify or recall it in various contexts (Dabbous & Barakat, 2020). High-quality content produced by influencers is essential for increasing brand visibility and maintaining brand awareness in the face of fierce competition on social media (Tafesse & Wood, 2021). Achieving high brand recognition is crucial for Yogyakarta's local fitness centres to stand out from their many rivals and guarantee that prospective clients would choose them first.

Customer Brand Engagement (CBE) is a measure of how deeply a person connects with and participates in a brand's products and activities. According to its conceptual definition, it is a psychological state with cognitive, emotional, and behavioural components that results from collaborative, co-creative consumer experiences with a central brand (Hollebeek et al., 2014; Chen & Lin, 2019). Beyond straightforward transactions, engagement entails active behaviours like liking, commenting, and joining brand communities, which are frequently sparked by inspirational and relatable influencer content (Cheung et al., 2020).

For service-oriented companies like gyms, high levels of engagement are essential because they promote community retention and a sense of belonging.

The consumer's overall assessment of a service's superiority or excellence in comparison to other alternatives is known as overall brand quality. Long-term loyalty and customer satisfaction are significantly influenced by it (Ali & Alqudah, 2022). Perceived quality in the fitness sector is influenced not only by physical facilities but also by the intangible value conveyed through branding initiatives and social proof from influencers (García-Fernández et al., 2018). In order to maintain its competitive advantage, Optimum Gym must comprehend how influencer marketing and engagement affect the perception of overall quality.

This study intends to examine the impact of these variables at Optimum Gym Yogyakarta based on the aforementioned phenomena and research gaps, particularly the dearth of studies linking influencer marketing with overall brand quality in the local fitness industry.

LITERATURE REVIEW

Previos Studies

Prior research has repeatedly demonstrated how important influencer marketing is in influencing brand-related outcomes in the digital age. Using SEM study with 290 respondents, Dewi and Hidayat (2024) showed that influencer marketing favourably affects brand equity both directly and indirectly through brand awareness and customer brand engagement. According to their research, influencer-generated content increases brand awareness, encourages interaction, and boosts brand value.

These conclusions are supported by additional research. According to Ali and Alqudah (2022), influencer credibility is essential for raising brand awareness and engagement, both of which enhance brand equity. According to Vrontis et al. (2021), influencers play a crucial role in shaping customer perceptions and decision-making processes. Furthermore, Belanche et al. (2021) emphasised the significance of endorser-brand congruence, demonstrating that alignment between influencers and companies boosts communication efficacy and trust.

Additionally, content quality is crucial. While Cheung et al. (2020) highlighted engagement, entertainment, and trendiness as crucial social media components that bolster brand awareness through ongoing exposure, Lou and Yuan (2019) discovered that educational and entertaining material increases consumer trust and brand awareness.

Despite a large body of research, the majority of studies concentrate on product-based industries, leaving a deficit in service sectors, especially fitness services. By applying Dewi and Hidayat's (2024) approach to the fitness industry, this study fills that gap. It offers a more thorough framework to comprehend how influencer marketing affects consumer views, particularly in Optimum Gym Yogyakarta, by introducing Overall Brand Quality as a new result variable.

THEORETICAL LITERATURE REVIEW

Service-Dominant (S-D) Logic, which sees service as the foundation of value creation through interactions between suppliers and consumers, forms the basis of this study. Value in the fitness sector encompasses experience, lifestyle change, and interpersonal interaction in addition to physical amenities. Influencer marketing serves as an external marketing strategy that lowers perceived risk and shapes client expectations by communicating intangible service quality through visual and sensory clues.

Influencer marketing is a tactic that uses people with significant internet clout to influence consumer choices by being genuine and credible. Important factors including knowledge, reliability, attractiveness, and alignment between the influencer and the brand determine how effective it is. In digital environments, these elements improve communication credibility, persuasion, and trust.

Brand awareness, which reflects the capacity to identify and remember a brand, is the first phase of consumer decision-making. It comprises of top-of-mind awareness, brand recall, and brand recognition. Through constant exposure, interactivity, and amusing content that boosts memorability, social media and influencer-generated content are essential in building awareness.

Consumers' cognitive, emotional, and behavioural interactions with a brand are referred to as customer brand engagement, or CBE. Cognitive processing, emotional attachment, and active participation all demonstrate engagement. Influencer-led initiatives that promote involvement and brand connection, community interaction, and shared identities are what propel engagement in the fitness setting.

Consumers' assessment of a brand's overall excellence is known as overall brand quality, or perceived service quality. It is influenced by things like tangibles, dependability, programme efficacy, interaction quality, and service convenience. External cues, such as influencer credibility and engagement levels, have an impact on perceived quality. Strong engagement and favourable connections can improve quality perception through a halo effect.

RESEARCH METHODOLOGY

This study uses an explanatory design and a quantitative research methodology. Using numerical data and statistical analysis, quantitative research measures attitudes, perceptions, and behavioural patterns. This study's explanatory design seeks to use hypothesis testing to clarify the causal links between variables. Data is gathered at a single point in time using a survey strategy with a cross-sectional time horizon.

The primary analytical technique used in this study is partial least squares structural equation modelling, or PLS-SEM. Researchers can examine correlations between latent variables and their indicators concurrently using PLS-SEM, a variance-based structural equation modelling technique (Hair et al., 2021). Because the model incorporates numerous latent variables, mediation effects, and predictive linkages, PLS-SEM is appropriate for this study.

RESULTS AND DISCUSSION

Descriptive Analysis of Variables

In quantitative research, the Likert scale is frequently used to gauge respondents' attitudes, perceptions, and views regarding particular statements pertaining to the study variables. Higher scores signify greater agreement with the questionnaire's statements.

1 = Strongly Disagree
2 = Disagree
3 = Neutral
4 = Agree
5 = Strongly Agree

Descriptive analysis is used in this study to give a summary of respondents' opinions about the four primary variables—influencer marketing, brand awareness, customer brand engagement, and overall brand quality—that are investigated.

By calculating each variable's mean value based on the range between its lowest and greatest values, descriptive analysis of variables may be carried out. In accordance with the categories listed in Table 4.6, a scoring interval can be established.

Table 4.6 Mean Score Interpretation

Interval	Category
1.00 – 1.80	Very Low
1.81 – 2.60	Low
2.61 – 3.40	Moderate
3.41 – 4.20	High
4.21 – 5.00	Very High

Source: Primary Data Processed, 2026

This study examines the following variables: overall brand quality, customer brand engagement, brand awareness, and influencer marketing.

Measurement Model (Outer Model)

The validity and reliability of the study constructs are evaluated by the measuring model. Convergent Validity, Outer Loading Table, Reliability, Cronbach Alpha, Composite Reliability, AVE, Discriminant Validity, and Fornell–Larcker Table are used in PLS-SEM to assess the measurement model.

Convergent Validity

Convergent validity is evaluated by looking at each indicator's outer loading values. Hair et al. (2017) state that an indicator is deemed legitimate if its outer loading value exceeds 0.70.

According to the outer loading data, the majority of indicators have loading values higher than the suggested cutoff of 0.70. For exploratory study, one indicator (Y1.1) has a loading value of 0.662, which is marginally less than 0.70. Consequently, the measuring model keeps all indicators.

Table 4.7 Outer Loading

	X1	Y1	Y2	Y3	Description
X1.1	0.737				**Valid**
X1.2	0.772				**Valid**
X1.3	0.790				**Valid**
X1.4	0.756				**Valid**
X1.5	0.774				**Valid**
Y1.1		0.662			**Valid**
Y1.2		0.851			**Valid**
Y1.3		0.801			**Valid**
Y1.4		0.839			**Valid**
Y2.1			0.798		**Valid**
Y2.2			0.801		**Valid**
Y2.3			0.730		**Valid**
Y2.4			0.782		**Valid**
Y2.5			0.764		**Valid**
Y3.1				0.811	**Valid**
Y3.2				0.789	**Valid**
Y3.3				0.856	**Valid**
Y3.4				0.846	**Valid**
Y3.5				0.815	**Valid**

Source: Primary Data Processed, 2026

All measurement indicators exhibit loading levels over the permitted threshold of 0.70, according to Table 4.7's outer loading values. Hair et al. (2017) state that indicators are deemed to have good convergent validity when their outer loading values exceed 0.70.

For exploratory study, one indicator (Y1.1) is deemed acceptable even though its loading value is marginally higher than 0.60. As a result, every sign is kept in the measurement model and is deemed reliable for additional examination.

In a similar vein, the metrics that assess overall brand quality, customer brand engagement, and brand awareness also show high loading values. Consequently, all measurement indicators satisfy the conditions for convergent validity.

Construct Reliability and Validity

The internal consistency of the indicators used to measure each concept is assessed by reliability testing. Cronbach's Alpha and Composite Reliability ratings can be used to evaluate reliability in PLS-SEM analysis.

Hair et al. (2017) state that if a construct's Composite Reliability and Cronbach's Alpha values are higher than 0.70, it is deemed dependable. Furthermore, the construct explains more than half of the variation of its indicators if the Average variation Extracted (AVE) value is greater than 0.50.

Table 4.8 Construct Reliability and Validity

Variable	Cronbach's alpha	Composite reliability (rho_c)	Average variance extracted (AVE)	Description
Influencer Marketing	0.824	0.876	0.587	Reliable
Brand Awareness	0.798	0.869	0.627	Reliable
Customer Brand Engagement	0.835	0.883	0.601	Reliable
Overall Brand Quality	0.881	0.913	0.678	Reliable

Source: Primary Data Processed, 2026

Table 4.8 shows that all constructions have Composite Reliability and Cronbach's Alpha values more than 0.70, demonstrating adequate internal consistency reliability. Additionally, all constructs' AVE values are higher than the suggested cutoff of 0.50, indicating that the constructs account for more than half of the variance of their indicators. Table 4.8's results demonstrate that each construct's diagonal values, which represent the square root of AVE, are larger than the correlation values between constructs. Consequently, the discriminant validity criteria is satisfied by every construct in this study model.

Discriminant Validity

To make sure each construct in the model is empirically different from the others, discriminant validity is evaluated. This study employed the Fornell-Larcker criterion to assess discriminant validity.

When the square root of each construct's Average Variance Extracted (AVE) is larger than the correlation values between that construct and other constructs, discriminant validity is attained, according to Hair et al. (2017).

Table 4.9 Discriminant Validity (Fornell–Larcker Criterion)

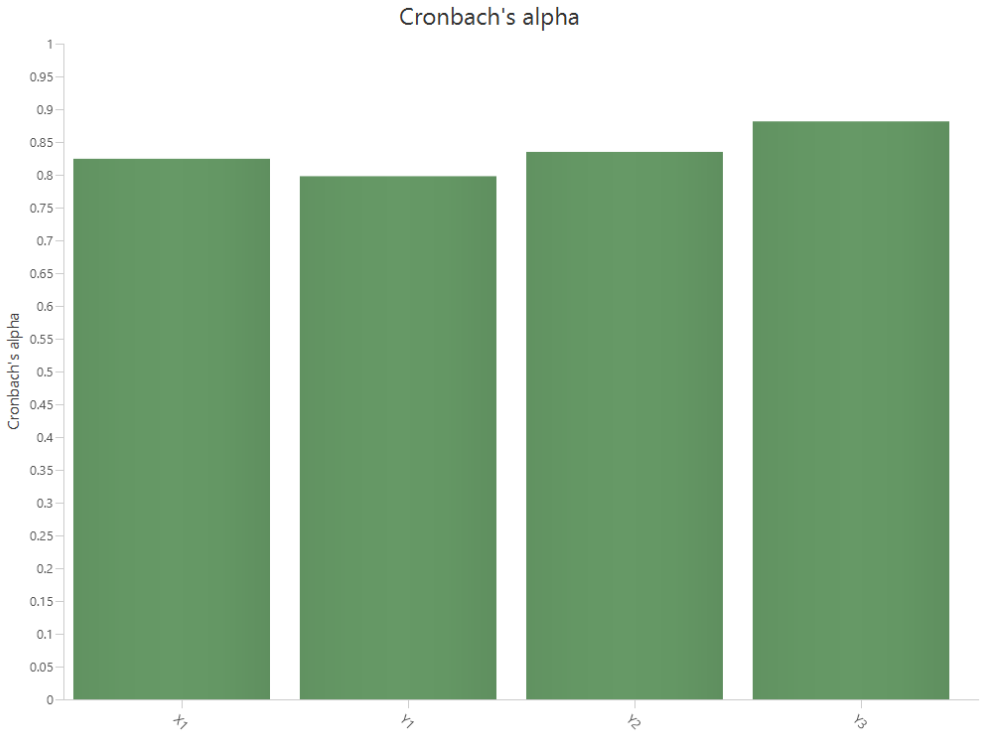
Variable	IM	BA	CBE	OBQ
Influencer Marketing	0.766			
Brand Awareness	0.649	0.792		
Customer Brand Engagement	0.441	0.384	0.775	
Overall Brand Quality	0.311	-0.156	0.540	0.823

Source: SmartPLS Output (2026)

The square root of the AVE for each construct is shown by the diagonal values (bold) in Table 4.9, which show that these values are greater than the correlation values between constructs. This shows that each construct in the model shares more variation with its own indicators than with other constructs. Consequently, the discriminant validity criteria is satisfied by every construct in this study model.

Using the Fornell-Larcker criterion, discriminant validity is assessed. Hair et al. (2017) state that discriminant validity is attained when each construct's square root of the AVE is higher than the correlations between that construct and other constructs.

Therefore, the measurement items consistently measure their respective latent variables.



Source: Primary Data Processed, 2026

Structural Model (Inner Model)

Evaluating the structural model comes after the measurement model's validity and reliability have been established. Examining the connections between the latent variables in the study framework is the goal of the structural model analysis. R-Square analysis, path coefficient analysis, and hypothesis testing are all part of the structural model evaluation process.

R-Square Analysis

The percentage of variance in the endogenous variables that is explained by the exogenous variables in the model is measured by the coefficient of determination (R-Square). Hair et al. (2017) state that R-Square values can be understood as follows:

Table 4.10 R-Square Results

Variable	R-Square	Interpretation
Brand Awareness	0.421	Moderate
Customer Brand Engagement	0.483	Moderate
Overall Brand Quality	0.470	Moderate

Source: Primary Data Processed (2026)

Influencer marketing accounts for 42.1% of the variance in brand awareness, according to Table 4.10's R-Square value of 0.421. Influencer marketing and brand awareness jointly account for 48.3% of the variance in customer brand engagement, according to the R-Square value of 0.483.

Additionally, Influencer marketing, brand awareness, and customer brand engagement all account for 47% of the variance in Overall Brand Quality, according to the R-Square value of 0.470.

According to these findings, the research model's independent variables have a reasonable capacity to describe how consumers in the fitness sector perceive brand awareness, engagement, and quality. Influencer marketing has an impact on brand awareness, meaning that it plays a major role in raising customer awareness of the brand. Influencer marketing and brand awareness both have an impact on customer brand engagement, indicating that influencer content and brand recognition are crucial in determining how customers interact with a business. Customer brand engagement, brand awareness, and influencer marketing all affect overall brand quality. This suggests that brand involvement and awareness both influence how consumers perceive a brand's quality. Overall, the R-Square results show that the research model's ability to explain consumer perceptions of brand quality in the fitness sector is satisfactory.

Path Coefficient Analysis

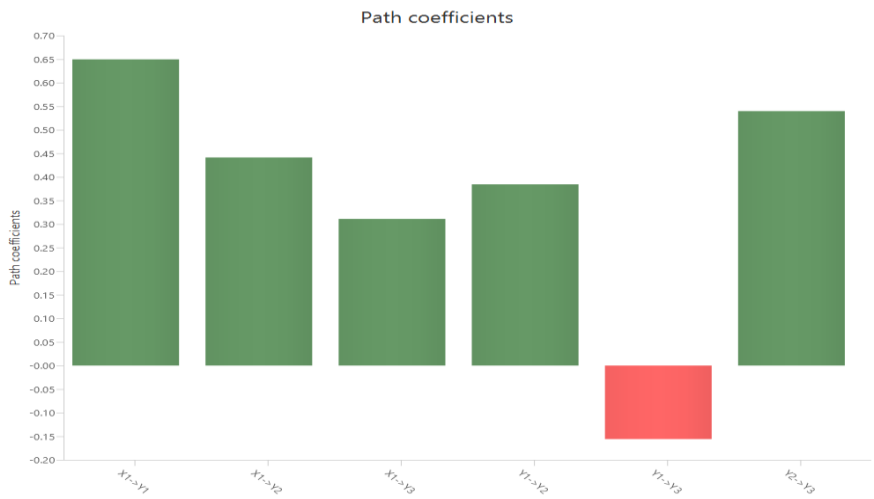
The strength and direction of the relationships between the variables in the research model are examined using the path coefficient analysis. The table that follows displays the structural model analysis's findings.

Table 4.11 Path Coefficient

Relationship	**Coefficient**
Influencer Marketing → Brand Awareness	0.649
Influencer Marketing → Customer Brand Engagement	0.441
Influencer Marketing → Overall Brand Quality	0.311
Brand Awareness → Customer Brand Engagement	0.384
Brand Awareness → Overall Brand Quality	-0.156
Customer Brand Engagement → Overall Brand Quality	0.540

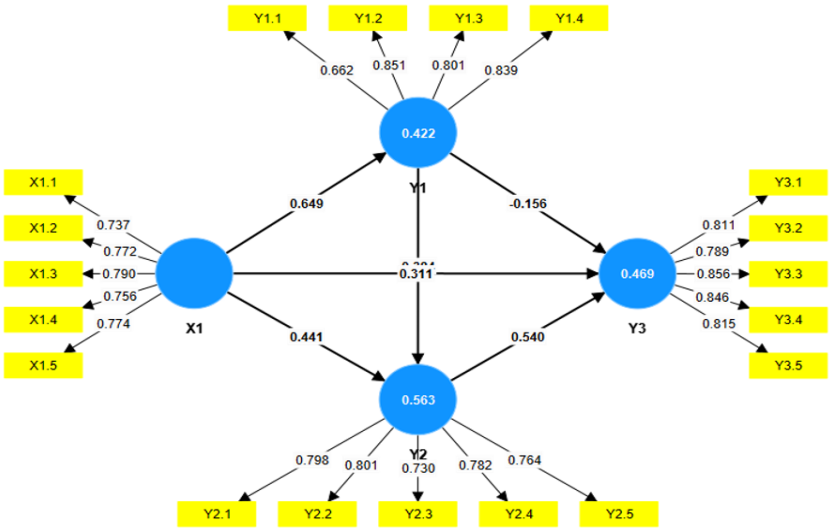
Source: Primary Data Processed, 2026

The path coefficient values show the direction and strength of the connections between the research model's constructs. With a coefficient value of 0.540, Customer Brand Engagement has the biggest impact on Overall Brand Quality of all the relationships. This implies that brand engagement and consumer contact are crucial in determining how consumers perceive a brand's quality.



According to the path coefficient data, customer brand engagement and brand awareness are positively impacted by influencer marketing.

Source:



Primary Data Processed, 2026

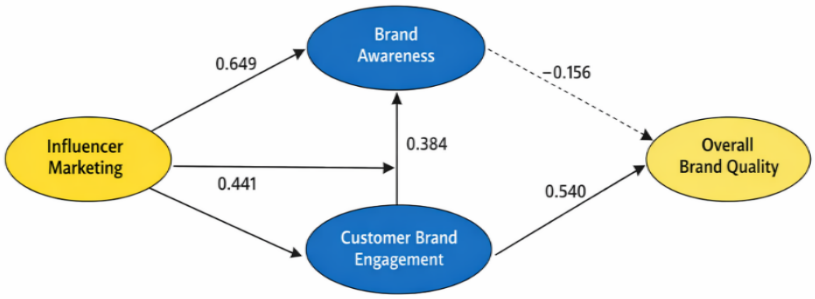
The findings show that influencer marketing has a favourable impact on customer brand engagement, brand awareness, and overall brand quality. Among the model's variables, Customer Brand Engagement has the greatest impact on Overall Brand Quality.

Structural Model Result

Based on the path coefficient findings from the SmartPLS analysis, the structural model shows the connections between the constructs in the research framework.

The model illustrates the links between Brand Awareness, Customer Brand Engagement, and Overall Brand Quality as well as the impact of Influencer Marketing on these factors.

Figure 4.1 Structural Model Result



Source: SmartPLS Output (2026)

With a path coefficient value of 0.649, the findings demonstrate that influencer marketing has a favourable impact on brand awareness. Additionally, customer brand engagement (0.441) and overall brand quality (0.311) are positively impacted by influencer marketing.

Additionally, customer brand engagement is positively impacted by brand awareness (0.384). Nevertheless, there is a weak and negative correlation (-0.156) between Brand Awareness and Overall Brand Quality.

With a coefficient value of 0.540, Customer Brand Engagement, on the other hand, has the biggest impact on Overall Brand Quality, suggesting that consumer connection and engagement with the brand are crucial in influencing opinions of brand quality.

These findings show that influencer marketing boosts consumer involvement and brand recognition, both of which enhance the brand's perceived quality.

Hypothesis Testing

The bootstrapping method in SmartPLS was used to test hypotheses. The T-statistics and p-values are examined to ascertain the associations' significance. The following table summarises the findings of the hypothesis testing.

Table 4.12 Hypothesis Testing

Hypothesis	Relationship	T-Statistic	P-Value	Result
H1	IM → BA	9.407	0.000	Supported
H2	IM → CBE	5.738	0.000	Supported
H3	IM → OBQ	2.019	0.044	Supported
H4	BA → OBQ	1.460	0.144	Not Supported
H5	CBE → OBQ	4.330	0.000	Supported
H6	BA → CBE	4.341	0.000	Supported

Source: Primary Data Processed, 2026

Five of the hypotheses are validated by the findings, while one is rejected.

DISCUSSION

The study's conclusions emphasise how crucial influencer marketing is in influencing consumers' attitudes and interactions with fitness companies, especially when it comes to Optimum Gym Yogyakarta. In this instance, Om Yudis, a local fitness influencer, becomes a crucial component of Optimum Gym's

marketing plan. Om Yudis regularly posts training sessions, workout routines, and inspirational fitness content on social media sites like Instagram and TikTok, which subtly advertises the gym and its amenities.

First, brand awareness is greatly influenced by influencer marketing. This suggests that influencer exposure is essential for raising consumer brand identification. Om Yudis's advertising efforts enable Optimum Gym reach a larger audience and increase brand awareness among Yogyakarta's fitness lovers. Second, customer brand engagement is strongly impacted by influencer marketing. Influencer-generated content frequently invites followers to participate with the company on social media by liking, commenting, sharing fitness-related material, and even going to the gym.

Third, the perception of overall brand quality is greatly influenced by influencer marketing. Customers' perceptions of brand quality are strengthened when they connect reputable influencers with reliable brands. It's interesting to note that overall brand quality is not greatly impacted by brand awareness. This result suggests that an impression of high brand quality is not always the result of simply recognising a brand. Rather, brand quality perception seems to be better predicted by customer brand engagement. Customers that engage with the brand actively end to develop a deeper understanding and appreciation of the brand's value.

Instead of concentrating only on raising brand awareness, these results emphasise the significance of creating marketing strategies that promote consumer connection, engagement, and experiential participation with the brand. While concentrating on initiatives that boost client engagement, like fitness challenges, training sessions, and community participation, Optimum Gym should keep employing Om Yudis as a major influencer.

Influence of Influencer Marketing on Brand Awareness

The findings show that influencer marketing significantly and favourably affects brand awareness. The statistical findings demonstrate a substantial association between Influencer Marketing and Brand Awareness, with a path coefficient of 0.649, a T-statistic of 9.407, and a p-value of 0.000.

This result implies that influencers like Om Yudis have a significant impact on raising consumer awareness of Optimum Gym. Om Yudis is a fitness influencer who regularly broadcasts exercise routines, gym sessions, and fitness advice on social media while showcasing Optimum Gym's amenities and training environment.

This outcome is in line with a study by De Veirman, Cauberghe, and Hudders (2017) that discovered influencer marketing greatly raises consumer brand awareness and recognition. In a similar vein, Lou and Yuan (2019) claimed that social media exposure and influencer credibility greatly increase followers' brand awareness.

Consequently, influencer marketing can be regarded as a successful digital marketing tactic for raising brand awareness in the fitness sector.

Influence of Influencer Marketing on Customer Brand Engagement

The findings demonstrate that customer brand engagement is greatly impacted by influencer marketing. A substantial positive link is indicated by the path coefficient value of 0.441, T-statistic of 5.738, and p-value of 0.000.

According to this study, Om Yudis is crucial for encouraging consumer interaction with the Optimum Gym brand. Om Yudis invites fans to engage with the company by posting exercise videos, inspirational fitness content, and personal training demonstrations on social media. For instance, followers might share the content with others, leave comments on training regimens, or pose enquiries about fitness methods. Additionally, some followers can develop an interest in going to the gym or engaging in fitness-related activities that the influencer promotes.

Customer brand engagement, according to Hollebeek et al. (2014), is a measure of how much a consumer interacts with a brand on a cognitive, emotional, and behavioural level. Additionally, social media interactions can improve consumer-brand engagement, according to Dessart, Veloutsou, and Morgan-Thomas (2015). Influencers like Om Yudis can therefore successfully promote customer contact and increase brand engagement for Optimum Gym.

Influence of Influencer Marketing on Overall Brand Quality

The findings show that overall brand quality is positively impacted by influencer marketing. A statistically significant link is indicated by the path coefficient value of 0.311, T-statistic of 2.019, and p-value of 0.044. Om Yudis's recommendation of Optimum Gym acts as a signal of credibility to prospective customers. Om Yudis is regarded as an authority in the fitness industry since she is a fitness influencer who actively provides fitness knowledge and displays exercise methods.

Customers may link Optimum Gym with professional training standards and first-rate facilities if they see that Om Yudis regularly exercises there and advertises its facilities on social media. This occurrence is an example of the halo effect, which occurs when an influencer's favourable reputation spreads to the brand they are promoting.

According to Freberg et al. (2011), social media influencers function as opinion leaders who can impact consumers' attitudes and perceptions of brands. Similarly, Schouten, Janssen, and Verspaget (2020) argue that influencer endorsements have a significant impact on consumers' perceptions of brand authenticity. Influencer marketing can thereby improve consumers' perceptions of brand quality through trustworthy recommendations from respectable influencers like Om Yudis.

Influence of Brand Awareness on Overall Brand Quality

The findings demonstrate that overall brand quality is not considerably impacted by brand awareness. The association is not statistically significant, as indicated by the path coefficient value of -0.156, T-statistic of 1.460, and p-value of 0.144. According to this research, customers may be familiar with the Optimum Gym brand, but this familiarity does not always translate into a

favourable opinion of the brand. To put it another way, customers' perception of a brand's greater quality does not always follow from brand awareness.

Customers may learn about Optimum Gym through social media posts made by Om Yudis. However, until customers have more in-depth contacts or experiences with the business, awareness might not be enough to influence their assessment of the gym's overall quality. This scenario can be likened to a high-quality product that isn't heavily advertised or used by customers. If consumers do not have enough interaction or experience with the product, they may not view it as high quality even if it is objectively good.

Brand awareness, according to Aaker (1996), is a measure of customers' capacity to identify or remember a brand, although it does not always imply favourable brand assessment. In a similar vein, Keller (2013) clarifies that stronger brand associations and experiences must come after brand awareness in order to affect consumers' judgements of brand quality. Additionally, Dessart et al. (2016) contend that as customer engagement entails direct experience with the brand, emotional attachment, and active participation, it has a greater influence on how consumers perceive the brand.

Therefore, even while Om Yudis' promotional efforts raise knowledge of Optimum Gym, customers might still need to interact with the company more deeply before developing a solid opinion of its overall quality.

Influence of Customer Brand Engagement on Overall Brand Quality

The findings show that overall brand quality is highly influenced by customer brand engagement. A strong positive link is indicated by the path coefficient value of 0.540, T-statistic of 4.330, and p-value of 0.000. According to this research, customers who engage with the Optimum Gym brand frequently have a more favourable opinion of it. In this instance, interaction brought forth by Om Yudis's material can motivate followers to get more active with the gym. For example, followers who engage with the influencer's material on a regular basis might eventually go to the gym, work out, or join. These encounters enable customers to directly evaluate the gym facilities, training environment, and service quality.

Customer interaction can increase perceived brand value and build brand confidence, claim Brodie et al. (2011). Similarly, engaged customers are more likely to form deeper emotional bonds with brands, according to Hollebeek (2019). As a result, boosting consumer involvement through influencer marketing initiatives, such as those carried out by Om Yudis, can greatly enhance customers' opinions of Optimum Gym's general quality.

Mediating Role of Customer Brand Engagement

The mediation analysis's findings demonstrate that the relationship between influencer marketing and overall brand quality is mediated by customer brand engagement.

A significant mediation effect is shown by the indirect effect value of 0.238, T-statistic of 3.300, and p-value of 0.001. According to this research, influencer marketing affects consumers' perceptions of brand quality both directly and

indirectly by increasing customer interaction. According to this study, Om Yudis's fitness content inspires followers to engage with the Optimum Gym brand on social media and engage in fitness-related activities. Customers' engagement with the brand is strengthened by these exchanges, which ultimately leads to a higher opinion of the brand's quality.

Harrigan et al. (2017) assert that in digital marketing contexts, customer interaction is crucial to enhancing consumer-brand relationships. Influencer marketing tactics should therefore prioritise fostering customer contact and brand engagement in addition to raising brand awareness.

CONCLUSION

In the context of the fitness sector, this study looks at how influencer marketing affects brand awareness, customer brand engagement, and overall brand quality. It focuses on Optimum Gym and fitness influencer Om Yudis. Understanding how influencer marketing tactics can affect consumers' opinions and interactions with a fitness brand is the goal of this study.

A Google Forms-based online survey was used to gather 229 responses. Following the screening procedure, 142 valid replies were analysed. Using SmartPLS 4.0 and Partial Least Squares Structural Equation Modelling (PLS-SEM), the data were examined.

The data analysis and hypothesis testing results allow for the following conclusions to be made:

1. **Influencer marketing has a big impact on brand awareness.** The results show that Om Yudis' influencer marketing initiatives are crucial in raising consumer awareness of Optimum Gym. The fitness centre is more likely to be recognised by followers who regularly watch influencer material.
2. **Customer brand engagement is greatly impacted by influencer marketing**. The findings imply that influencer marketing tactics motivate followers to engage with the company. Influencers' fitness-related material increases the likelihood that followers will interact with the company by like, commenting, or engaging in fitness-related activities.
3. **Overall brand quality is greatly impacted by influencer marketing**. According to the survey, consumers' opinions of a brand's quality and legitimacy are influenced by endorsements from fitness influencers. Influencers are dependable opinion leaders who have the power to change followers' opinions about the companies they support.
4. **Overall brand quality is not greatly impacted by brand awareness.** Customers may recognise or be aware of a brand, but this awareness does not always translate into a higher opinion of the brand's quality. This result implies that consumers' assessment of a brand's performance cannot be shaped by brand awareness alone.
5. **Overall brand quality is greatly influenced by customer brand engagement. According to the research**, customers who engage with a brand frequently form more positive opinions about its worth and quality. Customers' relationships with brands are strengthened by engagement

activities like interacting with brand content or taking part in brand-related conversations.

6. **Influencer marketing and overall brand quality are mediated by consumer brand engagement**. The findings show that brand quality perception is indirectly impacted by influencer marketing through consumer interaction. This suggests that when influencer marketing tactics inspire customers to engage with the business, they become more successful.

Overall, the study's findings demonstrate how crucial influencer marketing tactics are for raising brand engagement and elevating customers' opinions of fitness industry brands.

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