

ABSTRACT

Influencer marketing is currently the most frequently used strategy by companies to market their products. This phenomenon is supported by the increasingly advanced growth of the digital era and the company strives to continue to connect with its customers. Influencer marketing takes advantage of the credibility possessed by influencers to establish a relationship between the product that is promoted and customers who connected through social media.

This study aims to analyze the attractiveness, trustworthiness, expertise of influencers on purchase intention with brand engagement as a mediating variable. The population in this study is college students who live in Semarang and know or have bought Lokasaji products. The number of samples used was 100 respondents. The data obtained from the questionnaire was then analyzed using the AMOS 24.0 program.

The results of this study show that the attractiveness, trustworthiness, and expertise of influencers who promote Lokasaji products have a positive effect on brand engagement. Furthermore, brand engagement has a positive impact on purchase intention.

Keywords: Influencer, Attractiveness, Trustworthiness, Expertise, Purchase Intention, Brand Engagement