

ABSTRACT

Technological developments in the current digital era encourage stronger business competition, thus encouraging companies or entrepreneurs to also think about what marketing strategies are appropriate to be applied in a company in order to attract consumers to buy products. Influencer marketing is here as a strategic solution for a brand that will expand reach, sales, awareness, and traffic through social media influencers. This study aims to examine the expertise, trustworthiness and attractiveness of Instagram influencers on positive WOM with brand attachment and brand awareness as intervening variables.

The population in this study were Diponegoro University students who used the MS Glow for Men product. The number of samples used is as many as 220 respondents and selected by purposive sampling. The data obtained from the results of the questionnaire were analyzed using the AMOS program.

The results of this study indicate that expertise has a negative effect on brand attachment and brand awareness, credibility has a positive effect on brand attachment and brand awareness, attractiveness has a positive effect on brand attachment and brand awareness, brand attachment has a negative effect on positive WOM, and brand awareness has a positive effect on positive WOM.

Keywords: Expertise, Credibility, Attractiveness, Brand Attachment, Brand Awareness, Positive WOM.