

## **ABSTRACT**

*This study is to examine the effect of digital influencer in brand recommendation on brand engagement, expect value on purchase intention of erigo clothing brand. The independent variable of this study are Perceive Influence, Brand Engagement, Brand Expected Value and Purchase Intention is a dependent variable.*

*The type of research used in this research is descriptive analysis. The method used in this study is quantitative method using a structural equation model (SEM). The study sample included customers who had purchased and who will purchased Erigo products with age of over 18 years old. Data collection techniques using a non-probability sampling technique. The sample in this study was 200 respondents. The hypotheses were tested with the help of AMOS software.*

*The result of this study show (1) Perceived Influence has a positive and significant effect on Brand Engagement in Self-concept, (2) Perceived Influence has no effect on Brand Expected Value, (3) Perceived Influence has no effect on Intention to Purchase Recommended Brand, (4) Brand Engagement in Self-concept has a positive and significant effect on Brand Expected Value, (5) Brand Engagement in Self-concept has no effect on Intention to Purchase Recommended Brand, (6) Brand Expected Value has a positive and significant effect on intention to purchase recommended brands.*

***keywords : Perceive Influence, Brand Engagement, Expected Value, Purchase Intention***