ABSTRACT

Digitalization has led to intense competition between brands so that companies must expand and enrich consumer experiences, especially in making purchasing decisions. Given these conditions, this study aims to analyze the influence of social media influencers, brand image, and self-congruity on purchasing decision making. The population used is consumers in Semarang City who have purchased Somethinc at least once. The sample used was 150 respondents. The data collection method was carried out by distributing questionnaires. The data that has been collected is then processed and analyzed using Structural Equation Modeling (SEM) with the AMOS 24.0 analysis tool. The results of the study show that social media influencers, brand image, and self-congruity have a significant effect on purchasing decision making. and self-congruity is proven to be able to mediate between social media influencers and brand image on purchasing decision making. The higher and better the social media influencer, brand image, and self-congruity owned by consumers, the higher and better the purchasing decision making will be.

Keywords: Brand Image, Purchase Decision Making, Self-Congruity, Social Media Influencer