ABSTRACT

This study aims to analyze the influence of social media influencer reviews on brand image, product attributes, service quality, customer loyalty, and repurchase intention on e-commerce platforms. In the digital era, influencer reviews are perceived as credible sources of information that can shape consumer perceptions. A quantitative approach was employed using Structural Equation Modeling (SEM) with AMOS to test the relationships among variables. Data were collected from respondents who are active in online shopping and exposed to influencer content. The results show that social media influencer reviews have a significant effect on brand image, which in turn impacts customer loyalty and repurchase intention. Additionally, product attributes and service quality were found to influence customer loyalty and repeat purchase decisions. These findings provide implications for companies to design more effective digital marketing strategies by involving influencers in brand management, enhancing product attributes, and improving service quality to foster loyalty and customer retention on e-commerce platforms.

Keywords: Social media influencer, brand image, product attributes, service quality, customer loyalty, repurchase intention, e-commerce.