

ABSTRACT

This study aims to examine the influence of social media influencers and electronic word of mouth (E-WOM) on purchase decisions through brand image as an intervening variable among AQUA consumers in Semarang City. This study focuses on Dedi Mulyadi's comments regarding AQUA products in the bottled water industry as the object of research. The population in this study consisted of AQUA consumers in Semarang City who had seen Dedi Mulyadi's comments regarding AQUA products and were aware of AQUA reviews on social media platforms. The study used 121 respondents selected through a purposive sampling technique. The hypotheses were tested using the Structural Equation Model (SEM) method, processed through the Partial Least Square (PLS) program. The results of the study indicate that: (1) social media influencers have a positive but insignificant effect on brand image; (2) E-WOM has a positive and significant effect on purchase decisions; (3) brand image has a positive and significant effect on purchase decisions; (4) social media influencers have a positive but insignificant effect on purchase decisions; and (5) E-WOM has a positive and significant effect on purchase decisions.

Keywords: *Social Media Influencer, E-WOM, Brand Image, Purchase Decision, Bottled Water Industry*