

ABSTRACT

This study analyzes the influence of advertising attractiveness, influencer marketing, online customer reviews, and product innovation on purchase decisions for Samsung smartphones in Indonesia using the Commitment-Trust Theory (CTT) framework. Employing a quantitative approach with Structural Equation Modeling (SEM) with AMOS version 26 software, data was collected from 130 respondents (Samsung users and BTS followers) to examine the mediating roles of brand image, brand loyalty, and attitude toward product.

The findings indicate that advertising attractiveness and online customer reviews significantly influence brand image, while product innovation is identified as the strongest determinant of attitude toward product. A key finding reveals that while influencer marketing (BTS) is effective in shaping consumer attitudes toward the product, it does not significantly affect brand loyalty. Instead, brand loyalty is more strongly built through trust derived from online customer reviews. Overall, brand image, brand loyalty, and attitude toward product proven to be crucial mediators in driving purchase decisions. This research highlights the importance of managing organic reviews and continuous technological innovation for manufacturers.

Keywords: *Samsung, BTS, SEM-AMOS, Commitment-Trust Theory, Purchase Decision, Influencer Marketing, Product Innovation, Online Customer Reviews.*



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