

ABSTRACT

The most common marketing strategy found in various companies is the strategy of utilizing reviews from one's experience to increase the popularity and awareness of a brand. These reviews will influence consumer purchase intentions as a result of effective advertising activities. Reviews provided by social media influencers and reviews uploaded online are the most common forms of reviews on the internet. The research that has been conducted aims to determine models, hypotheses, indicators, and determine the effect of social media influencers and online reviews on purchase intention with brand image as an intervening variable (study on consumers of HMNS local perfume products in DKI Jakarta).

Data were collected from 154 respondents selected by purposive sampling method. The population selected in this study are people who know HMNS local perfume products who live in DKI Jakarta. The criteria for these consumers are at least 18 - 44 years old, actively using social media, domiciled in DKI Jakarta, and have bought or are interested in buying HMNS local perfume products at least one piece. This study tests the hypothesis using the Structural Equation Model (SEM) method, which is processed through the Analysis Moment of Structural (AMOS) 24 program.

The analysis results of the study show that social media influencers have a positive and significant effect on brand image and purchase intention, online reviews have a positive and significant effect on brand image and purchase intention, and brand image is considered to have a positive and significant influence on consumer purchase intention on HMNS local perfume products.

Keywords: social media influencers, online reviews, brand image, purchase intention.