

ABSTRACT

This study aims to find out how social media influencers influence brand image, self-concept and purchasing decisions for the clothing brand Erigo. Social media influencers are individuals with a large number of or significant followers, and are passionate about social media and have the ability to influence the thoughts, attitudes and behavior of their followers. Product recommendations from social media influencers can influence consumer opinion. Consumers who feel the same self-concept with social media influencers will tend to make them as role models in consuming a product. Improvement of consumer self-concept and brand image in the minds of consumers is thought to influence consumer purchasing decisions.

This research was conducted using a survey method with a Google Form questionnaire to the people of Semarang City who know the Erigo clothing brand. The data obtained were analyzed using the PLS (Partial Least Square) analysis technique through the SmartPLS software. In addition, to test the sixth and seventh hypotheses, the Sobel test was carried out to examine the relationship between the intervening variables in the hypothesis.

The results of the study show that social media influencers have a positive effect on purchasing decisions, brand image and self-concept. Furthermore, self-concept has a positive effect on purchasing decisions, but brand image does not have a positive effect on purchasing decisions. In addition, social media influencers have a positive effect on purchasing decisions through self-concept, but have a negative effect through brand image. This is seen in the case study of the clothing brand Erigo.

Keywords : Social Media Influencer, Brand Image, Self Concept, Purchase Decision.