



THE INFLUENCE OF SOCIAL MEDIA INFLUENCERS ON PURCHASE INTENTION WITH BRAND AWARENESS AS MEDIATOR

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A B S T R A C T

The use of an influencer is to create consumer awareness and influence their purchase intention of a brand. This study aims to test whether consumer awareness of a brand after being advertised by an influencer is proven to be effective in increasing consumer purchase intention. Sampling used purposive sampling and snow ball with non-random sampling criteria. The number of samples is 210 respondents and all respondents are in Indonesia. The research findings show that social media influencers have a positive effect on purchase intention, and the effect will be higher when mediated by brand awareness.

Keywords: *Purchase Intention; Social Media Influencer; Brand Awareness; Mediator*