

THE INFLUENCE OF DIGITAL MARKETING STRATEGIES AND BRAND IMAGE ON PURCHASE INTENTION OF EMINA PRODUCTS

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Abstract

This quantitative research aims to explore, validate, and analyze the impact of Social Media Marketing, Influencer Marketing, e-WOM, and Brand Image on purchase intention for Emina products. The study involved 100 female respondents aged over 17 years who are active in South Jakarta. The sampling method applied was non-probability sampling with a purposive sampling technique. The primary data were collected through an online questionnaire distributed via Google Forms. Data analysis was carried out using both descriptive and inferential methods, with data processing conducted through SmartPLS software version 4.1.0.9. The findings revealed that: (1) Social Media Marketing has a significant effect on purchase intention; (2) Influencer Marketing also significantly affects purchase intention; (3) e-WOM does not significantly influence purchase intention; and (4) Brand Image significantly impacts purchase intention.

Keywords: *Brand Image, Electronic Word of Mouth, Influencer Marketing, Purchase Intention, Social Media Marketing.*

PENGARUH STRATEGI *DIGITAL MARKETING* DAN *BRAND IMAGE* TERHADAP MINAT BELI PRODUK EMINA

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Abstrak

Penelitian kuantitatif memiliki tujuan guna mengeksplorasi, membuktikan, serta menganalisis pengaruh Social Media Marketing, Influencer Marketing, e-WOM, dan Brand Image terhadap minat beli produk Emina. Penelitian ini melibatkan 100 responden perempuan berusia di atas 17 tahun yang beraktivitas di Jakarta Selatan. Menggunakan teknik pengambilan sampel non-probability sampling dengan metode purposive sampling. Data primer diperoleh melalui kuisioner online yang didistribusikan melalui Google Forms. Analisis data dilakukan menggunakan metode deskriptif dan inferensial dengan pengolahan data melalui software SmartPLS versi 4.1.0.9. Hasil penelitian menyimpulkan bahwa: (1) Social Media Marketing memiliki pengaruh signifikan terhadap minat beli; (2) Influencer Marketing juga berpengaruh signifikan terhadap minat beli; (3) e-WOM tidak memiliki pengaruh signifikan terhadap minat beli; dan (4) Brand Image berpengaruh signifikan terhadap minat beli.

Kata Kunci: Citra Merek, Electronic Word of Mouth, Influencer Marketing, Minat Beli, Pemasaran Media Sosial.