

ABSTRACT

Rubylicious is a small and medium-sized business engaged in the retail fashion industry based in the city of Bandung. The purpose of this study, to know the perception of Instagram's followers myrubylicious about the influence of Digital Influencers and electronic Word of Mouth Online Engagement, as well as the partial and simultaneous influence of Digital Influencers and electronic Word of Mouth against Online Engagement. This study was conducted using the Digital Influencers variable as a free variable (X1) and electronic Word of Mouth as a free variable (X2), with effect to Online Engagement (Y). Researchers use Instagram objects @myrubylicious, with case studies to Instagram followers @myrubylicious. The population is an Instagram follower @myrubylicious, with a sample of respondents 100 people. The method used is the analysis of descriptive research with quantitative data types. The data analysis technique used is a double Linear regression analysis. The findings of the researcher are the independent variables of the Digital Influencers and the electronic Word of Mouth have an influence on the Online Engagement variable by 22%, the remaining 78% is explained by other factors or variables, such as celebrity endorsement, Instagram post content, as well as a feed design from @myrubylicious.

Keyword: Digital Influencers, Elektronik Word of Mouth, Online Engagement