

ABSTRACT

The rapid development of the internet today, making the increase in the number of e-commerce (e-commerce) in Indonesia is growing, one of this e-commerce is Tokopedia. With this makes all e-commerce in Indonesia vying to be the best and this makes the creation of consumer buying interest (purchase intention). As one way to increase the buying interest of consumers, Tokopedia uses marketing media through influencers conducted in social media. This research was conducted to find out the Influence of Influencers on Engagement, Expected Value, and Purchase Intention on Tokopedia Indonesia. The method performed on this study is quantitative method, with causal research type. The population taken in this study was the use of Tokopedia in JABODETABEK, and the sample taken amounted to 385 respondents. The technique used in this study is non-probability sampling with convenience sampling. The data collected in this study was conducted by disseminating questionnaires online with google form and data analysis techniques used is structural equation modelling (SEM). The results of this study showed the presence of influencers brings a positive influence on engagement, expected value, and purchase intention on Tokopedia.

Keywords: *E-commerce, Influencer, Purchase Intention*