

## ABSTRACT

*The industrial revolution 4.0, the changes faced by the Indonesian population greatly affect their daily shopping habits. Several phenomena come from social media which encourages new ways of communication between companies and their consumers. Sometimes, companies hire influencers on social media to advertise their products. Sociolla as one of the e-commerce companies in Indonesia understands that there are many influencers in its marketing and information or promotional campaigns carried out by Sociolla which are wrapped with interesting content through influencers. So that it can help create a good Sociolla brand image that will increase purchase interest.*

*The problem behind this research is that Sociolla's consumer buying interest did not experience a significant increase after using many beauty influencers mediated by brand image.*

*The purpose of this study was to determine the effect of Social Media Influencers and Brand Image on Buying Interest on Sociolla. The purpose of this study is also to determine the influence of social media influencer Kiara Leswara indirectly through brand image on buying interest.*

*The research method applied in this study is a quantitative method. The population in this study are Kiara Leswara's Instagram followers who use Sociolla. This research has a total of 400 respondents. The data analysis technique used in this study used the Structural Equation Modeling (SEM) method with PLS 3.3.9 software.*

*The results of this study that brand image has a significant effect on buying interest, social media influencers have a significant effect on brand image and social media influencers have an effect on buying interest. Based on the trial, the influence of social media has the greatest influence in this study, so it is expected that companies can maintain positive influencers to maintain relationships with consumers. In addition, it is hoped that further researchers can develop research by researching on different social media platforms and their buying behavior whether they will go out directly to buy products in offline stores or they will continue to surf the internet to buy online.*

***Keywords: SEM Analysis, Brand Image, Social Media Influencers, Buying Interest.***