

## **ABSTRACT**

The rapid development of technology and telecommunications allows companies or other business entities to take advantage of various existing marketplaces to sell their products. Tokopedia became the most visited marketplace in the first period of 2022. The use of international and national influencers plays an important role in increasing the number of Tokopedia visitors. The submission of information by influencers will influence the desires or interests of potential customers who previously did not know about and were not interested in the company's products.

This study aims to determine the effect of social media influencers on purchase intention on Tokopedia.

The research method used in this study is a quantitative method, where the population in this study is the people of Pekanbaru city who have a Tokopedia account. This study had 400 respondents who were found by distributing questionnaires using Google Forms. The technique used in this study is SEM (Structural Equation Modeling) method using WarpPLS 7.0 software.

The results of this study indicate that social media influencers have a positive and significant effect on purchase intention. The use of social media influencers by Tokopedia allegedly can be the reason for the increase in the number of Tokopedia visitors. Therefore, the increase in social media influencers is directly proportional to the increase in purchase intention on Tokopedia.

The results of this study can be used as an illustration for Tokopedia and other marketplaces to increase marketing activities that can be done using social media influencers and in collaboration with other social media companies. This study is also expected to be used as a research reference for other researchers with different objects, companies and different business areas.

*Keyword: Marketplace, Purchase Intention, SEM analysis, Social media Influencer*