

ABSTRACT

Erigo is the most popular apparel clothing manufacturer in Indonesia focusing on streetwear fashion that can be worn by men and women and has a target market for young people or Z generation . In its marketing, the Erigo brand uses a digital marketing strategy. The purpose of this study is to determine the effect of social media influencers and brand awareness on purchasing decisions for Erigo e-commerce products.

The method used in this research is to use quantitative research methods with descriptive research types. The population used in this study is the people of West Java, Indonesia, aged 20-25 years and use Erigo brand products with a sample size of 100 respondents. Sampling used in this study, namely purposive sampling method.

Based on the results of the study using descriptive analysis with the help of SPSS for windows software, it shows that social media influencers and brand awareness are included in the good category with significant simultaneous and partial influences on purchasing decisions for Erigo e-commerce products.

Keywords: *Social Media Influencer, Brand Awareness, Purchase Decision*