ABSTRACT

The digital era has had a profound influence on the world of marketing, including the emergence of new methods of increasing brand awareness, namely through influencer marketing. This research aims to determine the influence of influencer marketing on the engagement rate on the Momis Bakery Instagram account. The author used quantitative research methods by distributing questionnaires addressed to 397 Instagram followers @momisbakery. The analytical techniques used in testing the variables studied were normality test, validity test, heteroscedasticity test, correlation coefficient analysis, and hypothesis testing. This research obtained several important findings. Through validity testing, the questionnaire used was declared valid. From the regression results, it was found that there was a negative influence between Influencer marketing on the Engagement rate with a coefficient of -0.278. This shows that increasing the intensity of influencer marketing can reduce the engagement rate. The T test shows this effect is significant at the 5% level and the F test shows that the resulting regression model is significant. The coefficient of determination shows that only 7.8% of the variability in Engagement rate can be explained by Influencer marketing. In conclusion, although influencer marketing has an influence on engagement rates, this influence is not always positive. In the case of Momis Bakery, the intensity of influencer marketing had a negative impact on the level of interaction on their Instagram account.

Keywords: Marketing, Momis Bakery, Engagement