

ABSTRACT

The choice of digital media as a marketing strategy is accompanied by the rapid growth of technology. When the internet began to be used as the latest way of communication, businesses read the trend. The marketing strategy at this stage is done by advertising through the internet and social media. This step is quite effective as a marketing strategy, because business people can reach the right target market to conduct marketing analysis more quickly. In addition, in this stage the marketing strategy has changed to be more subtle and aims to understand consumers.

This study aims to determine the relationship and how much influence between influencers and brand awareness on buying interest in The Originote products. The sample in this study were followers of influencers from The Originote brand and the audience who were interested in The Originote brand, namely 320 respondents using quantitative research with Non-Probability Sampling techniques and questionnaires using a Likert scale. The analysis was carried out through IBM SPSS 23 software, including classical assumption tests (normality, multicollinearity, and heteroscedasticity tests), multiple regression tests, and hypothesis testing (t test and F test).

The results stated that Influencer (X1) has a positive effect on Purchase Intention (Y) with a t value of $3,028 > 1,967$ and a significance value of $0.003 < 0.050$, and Brand Awareness (X2) has a positive effect on Purchase Interest (Y) with a t value of $10.171 > 1.967$ and a significance value of $0.000 < 0.050$, and Influencer (X1) and Brand Awareness (X2) together have a positive effect on buying interest (Y) with a calculated F value of $74.012 > 3.024$ and a significance level of $0.000 < 0.050$.

Keywords: Influencer, Brand Awareness and Purchase Intention