

ABSTRACT

Indonesia's local fashion industry has experienced rapid growth, driven by the role of social media and e-commerce in supporting digital marketing strategies. Rucas, as a local brand, leverages influencer marketing and strengthens its brand image to encourage purchase decisions and enhance consumer satisfaction. This study aims to analyze the influence of influencer marketing and brand image on consumer satisfaction, with purchase decision as a mediating variable in the context of Rucas products.

This research employs a quantitative method with a causal approach. Data were collected from 180 respondents who are users of TikTok and Instagram and are familiar with Rucas products, using a non-probability sampling method with a purposive sampling technique. Data analysis was conducted using Structural Equation Modeling (SEM) based on Partial Least Squares with the help of SmartPLS software version 4.1.1.2.

The results show that influencer marketing significantly affects purchase decisions. Brand image also significantly influences purchase decisions. Purchase decision has a significant impact on consumer satisfaction. Furthermore, the indirect effects of influencer marketing and brand image on consumer satisfaction through purchase decision are also significant, respectively. Based on these findings, it is recommended that the company continue to maintain and enhance its digital strategy through collaboration with influencers and by upholding its brand image to increase purchase decisions and consumer satisfaction.

Keywords: *Influencer Marketing, Brand Image, Purchase Decision, Customer Satisfaction*