

ABSTRACT

In recent years, technology has developed very rapidly, especially in the video game industry. This is evident from internet users in Indonesia who have started to make gaming activities a necessity in their digital lives. The increasing population of gamers certainly increases the need for equipment for gaming. Rexus is a local Indonesian brand engaged in the gaming gears industry which is currently trying to increase their sales in order to compete in the market and become the best brand in Indonesia. Through its Tiktok social media, Rexus offers various types of sales promotions and collaborates with influencers engaged in technology and games to attract consumer attention and introduce Rexus to the wider community.

This method is expected to encourage consumer interest in buying Rexus products and gain benefits in order to survive in the midst of market competition. This study aims to determine the effect of sales promotions and influencers on purchasing interest through brand image. The method used is a descriptive quantitative approach with sampling using the nonprobability sampling method. The sample used in this study was 150 respondents who were users of the Tiktok application, knew or were users of the Rexus brand and had seen video reviews from influencers about Rexus products. This study uses structural equation modeling-partial least square (SEM-PLS) analysis techniques and is then processed using SmartPLS Version 4.0.

The results of this study found that sales promotions and influencers have an effect on brand image, brand image has an effect on purchase intention, sales promotions have no effect on purchase intention, influencers have an effect on purchase intention, sales promotions and influencers have an effect on purchase intention mediated by brand image.

Keywords: *Promotion, Sales Promotion, Influencer, Brand Image, Purchase Interest*