ABSTRACT

This phenomenon of influencer fame makes influencers take advantage of the opportunity to create business brands such as clothing lines, influencers also have a significant influence on social media so that they believe their attractiveness can make their followers use the products they have. This study aims to determine the effect of Brand Image on Purchase Intention through Brand Loyalty on Billionaires Projet.

This research uses quantitative methods with descriptive research type. The sampling technique used is a non-probability sampling technique with a type of Purpose Sampling with a total of 100 respondents, the data analysis technique uses descriptive analysis using the Structural Equation Model - Partial Least Square (SEM-PLS).

Data processing was carried out using Smart PLS software, based on the results of data processing it was known that brand image and purchase intention were in the good category and brand loyalty were in the very good category. The result of SEM-PLS analysis in this study is that Brand Image has a positive and significant effect on Brand Loyalty. Brand Loyalty has a positive and significant effect on Purchase Intention. Brand Image has a positive and significant influence on Purchase Intention through Brand Loyalty

Keywords: Brand Image, Brand Loyalty, Purchase Intention