

ABSTRACT

The purpose of this study is to obtain data and information that provides an overview of the influence of influencer marketing on customer purchase intention at Bambam.kuy. This study used a quantitative research design with non-probability sampling techniques and purposive sampling. This research involved 100 respondents, all of whom are Bambam.kuy subscribers. Data were analyzed using simple linear regression and tested with SPSS version 28. The results showed that influencer marketing had a positive and significant effect on purchase intention as indicated by the results of t count (4.561) > t table value (1.66055) and the level of significance $0.000 < 0.05$).

Keywords: Influencer Marketing; Purchase Intention; Instagram; Bambam.kuy