

Abstract

Phenomenon - HP Inc's laptop brand has entered the top five best-selling laptop brands in the top 5 companies, worldwide traditional PC shipments, market share and year-on-year growth. Top 5 PC Shipping Companies 2022, HP Inc. experienced a decline in level and was in second place in sales when compared to its competitors, HP Inc's sales volume was still lower, namely with a total of 18.9% with the first position occupied by Lenovo laptops from the Lenovo brand with total sales of 24.6%. This may be caused by a lack of consumer buying interest in HP inc. There are several factors that influence consumer buying interest, namely social media influencers, brand image, and self-concept. HP Inc uses social media influencer marketing strategies to promote its products and include important information about its products. Apart from providing information about its products, HP Inc also often shares useful information about laptop specifications.

Objective – First, this research aims to focus on the promotion of Hp Inc laptop products in Indonesia through social media influencers such as Instagram. Second, this research measures the influence of social media for Hp inc laptop products on interest in buying Hp inc laptop products, the influence of social media influencers on the brand image of Hp inc laptop products, the influence of social media influencers on the self-concept of Hp laptop products, Hp inc laptop products, the influence of image brand on interest in purchasing Hp Inc laptop products and the influence of self-concept on purchase interest Hp Inc laptop products.

Design/methodology/approach – This research uses measurements that will produce quantitative data. The measurement scale used in this research uses a Likert scale. The population determined in this research is Indonesian people who use social media. The population of this study using laptops was a sample of 435 respondents who were social media users and intended to be interested in buying a laptop in Indonesia. The data analysis technique carried out in this research uses the Structural Equation Model - Partial Least Squares (SEM-PLS).

Findings - The findings of this research show that Social Media Influencers have a significant and positive effect on Purchase Intentions on HP Inc laptop products, Social Media Influencers have a significant and positive effect on Brand Image on HP Inc laptop products, Social Media Influencers have a significant and positive effect on Self-Concept on HP Inc laptop products, Brand Image (intervening) has a significant and positive effect on Purchase Intentions on HP Inc laptop products, and Self-Concept (intervening) has a significant and positive effect on Purchase Intentions on HP Inc laptop products.

Suggestion – The results of this research can be used as material for consideration for HP Inc so that it can develop purchasing intentions. Based on the research results, it shows that Social Media Influence, Brand Image and Self-Concept are important elements in consumers' buying interest in HP Inc laptop products on Instagram social media, therefore HP Inc needs to increase its Social Media Influence, Brand Image and Self-Concept. aims to increase consumer buying interest for social media users on Instagram.

Keywords: social media influencer, brand image, self-concept, purchase intention