

ABSTRACT

With the rapid increase in technology, information can be easily accessed via the internet. The internet is the most important part of technology that affects changes in individual behavior in carrying out activities as evidenced by the large number of Indonesians who use the internet. With the increasing use of the internet, social media and online marketplaces have become the primary needs of the community, especially in Indonesia, with the existence of these platforms being highly utilized by the community to fulfill their needs. Tokopedia is a marketplace with the highest visit rate for Indonesians who want to fulfill their needs.

The purpose of this study is to prove the problem of the relationship between Social Media Influencers on Customer Engagement and Purchase Intention. The researchers obtained eight characteristics of social media, namely Homophily, Expertise, Trustworthiness, Credibility, Congruence, Entertainment Value, Informative Value, and Attractiveness.

This research uses quantitative methods with a sample of 385 with the qualifications of Tokopedia and social media users, the data was collected using questionnaires and processed using structural equation modeling (SEM) analysis with the SmartPLS application.

The results of this study state that Homophily has a positive and significant effect on Customer Engagement and also Purchase Intention, Entertainment Value has a positive and significant effect on Customer Engagement and Purchase Intention.

Suggestions for future researchers can use other objects to measure the influence of social media influencers on customer engagement and interest in buying in other marketplaces.

Keywords: Social Media Influencers, Customer engagement, Purchase Intention