

ABSTRACT

This study aims to examine the influence of Influencer-Brand Congruence and Parasocial Relationship on purchase decisions, with the research object being the HMNS perfume brand. The research background is rooted in the phenomenon of the increasing use of influencers as a digital marketing strategy, which is considered capable of shaping consumer perceptions through the alignment between the influencer's image and the brand, as well as the emotional connection established between the influencer and the audience. This research employed a quantitative method with a survey approach, in which primary data were collected through questionnaires distributed to respondents who follow influencers promoting HMNS. Data analysis was conducted using multiple linear regression with the assistance of SPSS version 26. The findings indicate that Influencer-Brand Congruence has a positive and significant effect on purchase decisions. Similarly, Parasocial Relationship also has a positive and significant impact on purchase decisions. Simultaneously, these two variables contribute 65.4% to the variation in purchase decisions, while the remaining 34.6% is influenced by other factors not examined in this study. These results reinforce that the alignment between influencer and brand image, combined with the emotional relationship built with the audience, constitutes a strategic combination for enhancing influencer marketing effectiveness.

Keywords: Influencer-Brand Congruence, Parasocial Relationship, Purchase Decision, HMNS, Digital Marketing