

ABSTRACT

This study examines the influence of social media influencers on purchase intentions for Erigo products, considering the mediating roles of affinity, brand image, trust, and loyalty. Data were collected from 280 TikTok users in Indonesia through a digital survey and analyzed using Smart PLS 4.0.

The findings reveal that homophily, social presence, and physical attractiveness of influencers significantly affect purchase intentions. Affinity, brand image, trust, and loyalty serve as partial mediators that strengthen the relationships among these variables. Homophily, or the similarity between influencers and their audience, enhances affinity and trust, while social presence fosters strong emotional connections. Additionally, the physical attractiveness of influencers amplifies the appeal of marketing messages.

This study highlights the importance of emotional connections between consumers and influencers (affinity) in shaping purchasing behavior. Companies are advised to select influencers aligned with their brand values and target markets, focusing on building trust, creating a strong social presence, and increasing customer loyalty.

TikTok, with its rapidly growing user base, has become a strategic platform for influencer-based marketing. Its interactive characteristics allow brands like Erigo to effectively reach a wider audience. This research contributes to the digital marketing literature by uncovering the unique dynamics of TikTok in influencer marketing strategies, particularly in Indonesia's fashion industry.

Keywords: Influencer, TikTok, Brand Image, Trust, Loyalty, Homophily, Social Media Influencers (SMI), Purchase Intention, Erigo.