

ABSTRACT

This study aims to examine the influence of influencer marketing and price discounts on consumer purchase intention toward the Erigo brand. The background of this research is based on the increasing use of digital marketing strategies, particularly through collaborations with influencers and the implementation of discounts to attract consumer attention. Erigo, as a local fashion brand, actively utilizes both strategies, making it a relevant object of study. This research employs a quantitative approach with a survey method. Data were collected from 100 respondents who are followers or consumers of the Erigo brand and analyzed using multiple linear regression. The results indicate that both influencer marketing and price discounts have a positive and significant effect on purchase intention, both partially and simultaneously. These findings reinforce the importance of implementing appropriate marketing strategies to enhance consumer purchasing decisions, particularly for local fashion brands like Erigo.

Keywords: *Influencer Marketing, Price Discount, Purchase Intention, Erigo.*