

ABSTRAK

**PENGARUH INFLUENCER MARKETING DAN E-WOM TERHADAP
MINAT BELI SMARTPHONE SAMSUNG DENGAN BRAND IMAGE
SEBAGAI VARIABEL MEDIASI**

Andre Julistio Siman
Prodi Manajemen, Fakultas Bisnis dan Ekonomi
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh langsung *influencer marketing* terhadap minat beli, (2) Pengaruh langsung *electronic word of mouth* terhadap minat beli, (3) Pengaruh *influencer marketing* terhadap *brand image*, (4) Pengaruh *electronic word of mouth* terhadap *brand image*, (5) Pengaruh *brand image* terhadap minat beli, (6) Pengaruh *influencer marketing* terhadap minat beli melalui *brand image*, (7) Pengaruh *electronic word of mouth* terhadap minat beli melalui *brand image*. Teknik sampel dalam penelitian ini menggunakan *non probability sampling* dan teknik penentuan sampel menggunakan *purposive sampling*. Data diperoleh dengan menyebarkan kuesioner melalui *google form* kepada 96 responden yang tersebar di wilayah Provinsi DI Yogyakarta. Teknik analisis data yang digunakan dalam penelitian ini adalah *partial least square* (PLS) dengan aplikasi SmartPLS 4.0.8.8. Berdasarkan analisis yang telah dilakukan, hasil dari penelitian ini adalah: (1) *Influencer marketing* secara langsung berpengaruh signifikan terhadap minat beli, (2) *Electronic word of mouth* secara langsung berpengaruh signifikan terhadap minat beli, (3) *Influencer marketing* berpengaruh signifikan terhadap *brand image*, (4) *Electronic word of mouth* berpengaruh signifikan terhadap *brand image*, (5) *Brand image* berpengaruh signifikan terhadap minat beli, (6) *Brand image* memediasi sebagian *influencer marketing* terhadap minat beli, (7) *Brand image* memediasi sebagian *electronic word of mouth* terhadap minat beli.

Kata Kunci: *influencer marketing*, *electronic word of mouth*, minat beli, *brand image*

ABSTRACT

THE EFFECT OF INFLUENCER MARKETING AND E-WOM ON SAMSUNG SMARTPHONE PURCHASE INTEREST WITH BRAND IMAGE AS A MEDIATION VARIABLE

Andre Julistio Siman

Management Study Program, Faculty of Business and Economics

Sanata Dharma University

Yogyakarta

2026

This study aims to determine: (1) The direct influence of influencer marketing on purchasing interest, (2) The direct influence of electronic word of mouth on purchasing interest, (3) The influence of influencer marketing on brand image, (4) The influence of electronic word of mouth on brand image, (5) The influence of brand image on purchasing interest, (6) The influence of influencer marketing on purchasing interest through brand image, (7) The influence of electronic word of mouth on purchasing interest through brand image. The sampling technique in this study uses non-probability sampling and the sampling technique uses purposive sampling. Data were obtained by distributing questionnaires via Google Form to 96 respondents spread across the DI Yogyakarta Province. The data analysis technique used in this study is Partial Least Square (PLS) with the SmartPLS 4.0.8.8 application. Based on the analysis that has been conducted, the results of this study are: (1) Influencer marketing directly influences purchase intention, (2) Electronic word of mouth directly influences purchase intention, (3) Influencer marketing influences brand image, (4) Electronic word of mouth influences brand image, (5) Brand image influences purchase intention, (6) Brand image partially mediates influencer marketing on purchase intention, (7) Brand image partially mediates electronic word of mouth on purchase intention.

Keywords: influencer marketing, electronic word of mouth, purchase intention, brand image