ABSTRACT

Irma Ramadhanti Fajrin. 2020. Effect of Influencer Marketing on Instagram to Brand Image at Haramain Indonesia's Online Shop: Sharia Economics Study Program, Faculty of Islamic Studies, Siliwangi University.

The use of social media in marketing has increased quite rapidly, so that it can present new professions in the realm of cyberspace, such as celebrity (Instagram celebrity) and YouTuber (YouTube content creator). Technological developments encourage marketers to evolve, especially if they want to continue to survive in marketing in the digital world. Of the many marketing strategies, one of the most popular strategies today is Influencer Marketing. One of the social media that is often used by influencer marketing to promote products is Instagram, because many online shops publish their products on Instagram and can facilitate interactions that occur between influencers with consumers directly such as through instastory and live broadcasts. The purpose of this study is to determine whether there is an influence of influencer marketing on brand image in Haramain Indonesia's online shop.

Influencer marketing is marketing carried out by influential people on social media, while brand image is a perception and trust held by consumers towards certain brands. The research method used in this research is quantitative descriptive method. Data collection techniques used were questionnaires, the total sample of 100 Indonesian Haramain consumers and the sample used was the entire population. The data analysis technique used in this study is a simple regression analysis technique.

Based on the results of this study, the results of the X variable correlation coefficient test results were obtained for a calculation of 0.257. The results of the coefficient of determination ($R2$) are known that the R-Square is 0.066. This means that the influence of Influencer Marketing on Brand Image is 6.6% while the remaining 93.4% is influenced by other variables not examined. Simple linear regression test results obtained by the equation $Y = 24.425 + 128 X$ which shows that Influencer Marketing (X) has a positive effect on Brand Image (Y), and the results of the data on the significance test t are at a significant level of $0.01 < 0.05$. Which states that Influencer Marketing (X) has a significant effect on Brand Image (Y). Ha's hypothesis stating that Influencer Marketing (X) affects Brand Image (Y) is accepted, while H0: There is no influence of Influencer marketing on brand image in Haramain Indonesia's online shop is rejected

Keywords: Influencer Marketing, Brand Image