



**The Effect of Advertising, Influencer Review, and Online
Customer Review on Purchase Intention of Apple
Products with Brand Image as a Mediating Variable**

UNDERGRADUATE THESIS

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BAB I

PENDAHULUAN

Latar Belakang

Kegunaan Iklan dalam pemasaran menjadi faktor yang penting dalam menyampaikan pesan dari perusahaan untuk membentuk persepsi konsumen terhadap Merek tersebut. Seiring dengan berjalannya waktu yang pada awalnya Iklan hanya bisa dilihat melalui surat kabar dan televisi pada saat ini Iklan sudah bisa kita lihat dimana saja melalui internet. Di era digital yang penuh dengan banyak informasi, Iklan memainkan peran sentral dalam menyoroti manfaat produk, meningkatkan kesadaran Merek, dan menciptakan citra perusahaan yang diinginkan. Menurut (Aisyah, 2021) Iklan merupakan suatu bentuk informasi yang bersifat persuasif dan bertujuan mengajak masyarakat supaya memiliki ketertarikan pada suatu produk atau layanan yang ditawarkan. Cara ini dapat menjadi suatu jembatan emosional antara konsumen dan perusahaan Merek.

Pada era digital ini dimana interaksi online sangat mendominasi, Iklan melalui media digital seperti sosial media akan menjadi sangat efektif dengan adanya platform-platform yang eksis sekarang seperti Instagram, Tiktok, Facebook, Youtube, Twitter, dll. Iklan di sosial media juga menjadi dialog antara Merek dan konsumen tidak hanya dalam mempromosikan produknya tetapi menjadi sebuah ajakan untuk saling terhubung dengan Merek. Di Indonesia sendiri pengguna sosial media mengalami peningkatan yang pesat dilansir dari data pada tahun 2023, sejumlah 167 juta user sosial media. Tidak hanya itu, pengguna internet dengan jumlah 78,5% diduga mempunyai minimal satu akun sosial media. Jumlah angka tersebut diprediksi akan selalu bertambah dari tahun ke tahun (Yonatan, 2023).

Gambar 1.1 Pengguna media sosial Indonesia

Dilansir dari data Statista melalui Goodstat, yang dirilis pada tahun 2023 pada gambar 1.1, terlihat bahwa ditahun 2023 terdapat 76,04% dari populasi masyarakat Indonesia menggunakan sosial media. Dapat dilihat juga bahwa

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ABSTRACT

Purpose - This study aims to examine the influence of advertising, influencer reviews, and online customer reviews on consumers' purchase intention of Apple products, with brand image as a mediating variable.

Methodology - This research used a quantitative approach. Data were collected from 116 respondents who had been exposed to Apple advertisements, influencer reviews, or online customer reviews on social media or e-commerce platforms. The sampling technique used was purposive sampling, and the data were analyzed using Partial Least Square - Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The variables studied include advertising, influencer reviews, online customer reviews, brand image, and purchase intention.

Findings - The results show that advertising and online customer reviews have a significant and positive effect on purchase intention. However, influencer review does not have a significant direct impact. Furthermore, brand image is proven to mediate the relationship between advertising and online customer reviews towards purchase intention and also mediates the indirect effect of influencer reviews.

Originality Values - The novelty of this study lies in integrating three digital marketing elements-advertising, influencer review, and online customer review-while also examining the mediating role of brand image in the context of Apple products. This study provides insight into how digital marketing strategies can be optimized to strengthen brand image and drive consumer purchase intention, particularly in the premium gadget segment.

Keywords: Advertising, Influencer Review, Online Customer Review, Brand Image, Purchase Intention, Apple Products