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**INFLUENCER MARKETING ON SNACK PRODUCTS PURCHASE DECISIONS IN
JAKARTA****Clarine Mona Silaban¹, Silmi Nur Fadhilah²**Universitas Ekuitas¹ Universitas Widyatama²clarinesilaban30@gmail.com**ARTICLE INFO****Received:** 10 Januari 2026;**Accepted:** 12 February 2026;**Publish:** 01 Maret 2026;

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<http://doi.org/10.23960/jake.v1i1.2.1>**Corresponding author :**

Clarine Mona Silaban

clarinesilaban30@gmail.com**ABSTRACT**

This research is intended to identify how influencer marketing and brand image influence the purchasing decision of Snack Products in the city of Jakarta. This research method is quantitative by taking a sample of 94 respondents and the distribution of this questionnaire is assisted by the Google form. While the sample in this study was taken using the convenience sampling technique. The sample consisted of respondents who had consumed Dua Kelinci peanuts. The data used in this study are primary data and secondary data. The analysis technique used in this research is (PLS) with a validity test, reliability test and hypothesis test. From the results of the study it was found that the influencer marketing and brand image variables had a positive and significant effect on the purchasing decision variable

Keywords: Brand Image ; Influencer Marketing; buying decision

ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi bagaimana pemasaran influencer dan citra merek mempengaruhi keputusan pembelian Produk Snack di kota Jakarta. Metode penelitian ini adalah kuantitatif dengan mengambil sampel sebanyak 94 responden dan distribusi kuesioner dibantu oleh Google Form. Sedangkan sampel dalam penelitian ini diambil menggunakan teknik convenience sampling. Sampel terdiri dari responden yang telah mengonsumsi kacang Dua Kelinci. Data yang digunakan dalam penelitian ini adalah data primer dan data sekunder. Teknik analisis yang digunakan dalam penelitian ini adalah (PLS) dengan uji validitas, uji reliabilitas, dan uji hipotesis. Dari hasil penelitian ditemukan bahwa variabel pemasaran influencer dan citra merek memiliki pengaruh positif dan signifikan terhadap variabel keputusan pembelian..

Kata kunci: Citra Merek; Pemasaran Influencer; keputusan pembelian

A. INTRODUCTION

The development of the present time makes increasingly strict competition in the level of marketing, the world development that compels the marketing media to continue to expand makes the enterprise must develop marketing strategies that correspond to the development of today. Also with the business of beans in the habit of Garuda yang requires its vendor strategy to follow the development of the time. The phenomenon makes the competition of peanuts in packaging so tight, each company expands the marketing media to attract consumers and also enhance purchasing decisions that affect the rise in sales numbers. Two Rabbits as a major enterprise in marketing competition suffered a downturn. In 2022, the market share is in second place after Garuda beans in several major cities in Indonesia.

Social media is a marketing media that uses influencers as a means of marketing. Influencer as a means of advertising can influence consumers to use products and increase sales. Influencers create interesting content so that consumers are interested in seeing and consuming the product. The choice of influencers is not only based on the number of influencer followers but also on the anchorage, level of trust, and influence of the influencer on the consumer. The higher the influence and consumer confidence in influencers, the higher the level of consumer purchasing decisions. The results of research (Nugroho Abi 2020) show that influencer marketing has a positive and significant influence on purchasing decisions.

The impact of brand image on purchasing decisions

Brand image as a brand image of a company becomes a guideline for the continuity of the company. A good brand image will increase consumer loyalty and also boost new consumers. Consumers tend to buy from well-known brands compared to unknown. The image of the brand that affects the quality, price, and quality of the product makes the consumer decide to buy based on the image of a brand. The better the image of the enterprise, the more purchasing decisions are made by consumers. Research (Islamiyah and Soebiantoro 2022) found that brand image has a positive and significant influence on purchasing decisions.

The hypothesis:

H1: Influencer marketing has a positive influence on the purchase decision of Garudadi City of Jakarta

H2: Brand Image has a positive influence on the purchase decision of Garudadi City of Jakarta

B. RESEARCH METHODOLOGY

In this study, the researchers used independent variables consisting of infusion marketing (X1) and brand image (X2), as well as dependent variables. (Y). In order for a variable to be used to be measured and eliminated and to avoid errors in the measurement of meaning, there needs to be a definition. Influencer marketing is a presentation strategy that uses influencers in promotional media, the task of the influencer to influence and encourage consumers to consume the product. Indicators of influencer marketing in this study are: 1. Reach 2. The Resonance 3. of relevance. Brand image is a signature of a brand to be known by consumers, image can be seen from the quality, price, and quality of the product. The brand image indicators used in this study are: 1. Identity of Brand 2. Personality of the brand 3. superiority of the brand. The purchase decision is an individual's attitude in determining and deciding what products they will consume and use. The indicators of purchase decisions used in this study are: 1. Design of a product 2. Buying a product 3. Recommendation of product 4. Make a re-buy.

Population is a region of generalization consisting of objects or subjects that have defined qualities and characteristics. The population used in this study all consumers who have ever made the purchase of Garudadi city beans. The sample is part of the number and characteristics that the population possesses. The sampling method is Convenience Sampling. Based on the availability of elements and the ease of finding samples. Sample determination using sample measurement guidelines (Sugiono 2013) includes ten times the largest scale of indicators (kasual). The indicator used 10 then the sample in the study is the entire indicator $\times 10 = 94$ respondents. Data collection is carried out by disseminating questionnaires and conducting library studies by collecting information among other journals, articles and other written sources, both printed and electronic. Analysis techniques using SEM-PLS with Smart PLS software. The variable measurement scale used in this study is a likert scale with five options.

C. RESULT AND DISCUSSION

Independent variables with reflective indicators in this study are influencer marketing and brand image with the dependent variable purchasing decisions.

Average Variance Extracted (AVE) value, which is the value indicating the magnitude of the variance indicators contained by latent variables. Convergent AVE values greater than 0.5 indicate good adequacy of validity for latent variables. On the reflective indicator variable it can be seen from the Average variance extracted (AVE) value for each construct (variable). A good model is required if the AVE value of each construct is greater than 0.5.

Construct reliability is measured by the composite reliability value, the construct is reliable if the composite reliability value is above 0.70 then the indicator is called consistent in measuring its latent variables.

Table 1 Average Variance extracted & Composite Reliability

	AVE	Composite Reliability
BRAND IMAGES (X2)	0.628617	0.835149
MARKETING INFLUENCERS (X1)	0.615242	0.827341
PURCHASE DECISION (Y)	0.608037	0.861038

AVE test results variable Influencer Marketing(X1) of 0.615242, brand variableimage(X2) of 0.628617, and Purchase Decision (Y) of 0.608037, these three variables show a value of more than 0.5 so overall the variables in this study obtained good validity.

Composite Reliability test results show that the Influencer Marketing variable (X1) is 0.827341, the Brand Image variable (X2) is 0.835149, and purchase decision (Y) of 0.861038, these three variables show Composite Reliability values above 0.70 so that it can be said that all variables in this study are reliable.

Testing of structural models (Inner Model)

The testing of the structural model is carried out by looking at the R-Square value which is a goodness-fit model test. The internal model test can be seen from the R-square value on the latent variable equation. The R2 value describes how much the exogenous variable (independent/free) in the model can describe the endogenic (dependent/binding) variable. It can be interpreted that the model is able to explain the Purchase Decision phenomenon influenced by free variables such as Influencer Marketing and Brand Image with a variation of 58.79%, while the remainder is 41,21% explained by other variables outside of this study (selain Influencer Marketing dan Brand Image).

Hypothesis Test

The results of the test of the hypothesis of the coefficient results and the statistical T-values can be seen in Table 4. Table 4 path coefficients (Mean, Stdev, T-values

	Path Coefficients (O)	Sample Means (M)	Standard Deviation (STDEV)	T Statistics (O/STERR)	P Values
MARKETING INFLUENCERS (X1) -> PURCHASE DECISION (Y)	0.461797	0.467645	0.075398	6.124808	0.000
BRAND IMAGE (X2) -> PURCHASE DECISION (Y)	0.453177	0.452610	0.075805	5,978172	0.000

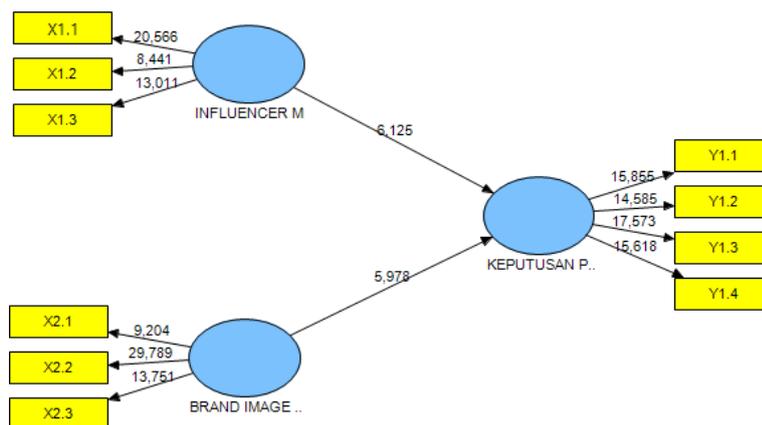
From the table above it can be concluded that the hypothesis states:

Hypothesis 1: *Influencer Marketing* has a positive influence on purchasing decisions is acceptable, with a path coefficient of 0.461797, and a T-statistic value of 6.124808 > 1.96 (from the value of the Zα table = 0.05) or P-Value 0.000 <0.05, with Significant (positive) results.

Hypothesis 2: *Brand image* positive influence on purchasing decisions is acceptable, with path coefficients 0.453177, and a T-statistic value of 5.978172 > 1.96 (from the table value Zα = 0.05) or P-Value 0.000 <0.05, with significant results (positive).

As the significance of the T-Statistic value results can be seen from the smartPLS output with bootstrapping in the following figure:

Figure 1 Outer model (factor loading, path coefficient and R-square)



From the PLS image output above can be seen the high load factor value of each indicator that is located above the arrow mark between the variable and the indicator, also you can see the size of the path coefficient (path coefficients) that is above the arrows between the exogenous variable versus the endogenous variable. In addition, it is also seen the size of the R-Square that is right within the endogenous variable circle.

Influencer marketing influences purchasing decisions

Based on the results of the data obtained the result that influencer marketing has a positive influence on purchase decisions. Influencer marketing in marketing strategies is seen as an effective and effective strategy seen from the results of the data that the most influential indicator is Reach or is interpreted as a persuasive way influencers influence consumers, meaning consumers can decide to buy because of recommendations or calls made by such influence users are interested.

This is in line with research (Nugroho Abi 2020) that shows that influencer marketing has a positive and significant influence on purchasing decisions. This shows the better influencer marketing a company the higher the purchase decision made by consumers.

The impact of brand image on purchasing decisions

Based on the results of the data adjusted results that the brand image has a positive influence on the purchase decision. Research has shown that brand image influences consumer purchasing decisions. This shows the better the image of a brand the higher the consumer's purchase decision, consumers before deciding to buy see and reflect on the product that will be consumed based on the image. known to consumers. Seeing from a very influential indicator that is the personality of the brand, this condition indicates that consumers are more interested in products that are already known.

These results are in line with research conducted by Huda 2020 showing that brand image has a positive impact on purchasing decisions. This shows that the better the brand image of a company, the more consumer purchasing decisions are made.

D. CONCLUSION AND SUGGESTION

Based on the results of the testing that has been carried out, it can be concluded that influencer marketing as an effective and efficient marketing tactic influences the decision of consumers to purchase the brand image of the company affects the purchase decision made by consumers Two Rabbits. From the results of this research can be given advice that can be considered or used as a decision-making material, among other things to enhance marketing through social media influencers and find influencer that can influence and encourage consumers to consume the product. Garuda hope to increase and maintain the brand image that has been awakened and raise the personality of the brand to be known and known by consumers.

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