

## ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *Influencer Marketing* dan *Online Customer Review* terhadap *Brand Image* Madam Gie. Sampel diambil menggunakan teknik *purposive sampling* dengan 110 responden dan data dikumpulkan melalui kuesioner. Analisis data dilakukan dengan regresi linier berganda, uji validitas, dan uji reliabilitas, serta uji asumsi klasik. Hasil menunjukkan bahwa *Influencer marketing* berpengaruh positif signifikan, dan *Online customer review* berpengaruh positif signifikan terhadap *Brand Image* madam gie. Penelitian berimplikasi terhadap pembuktian dan pengembangan konsep *Brand image* madam gie.

**Kata Kunci:** Influencer Marketing, Online Customer Review, Brand Image Madam gie

## ABSTRACT

*This study aims to examine the influence of Influencer Marketing and Online Customer Reviews on the Brand Image of Madam Gie. The sample was taken using purposive sampling with 110 respondents, and data were collected through questionnaires. Data analysis was conducted using multiple linear regression, validity testing, reliability testing, and classical assumption testing. The results indicate that Influencer Marketing has a significant positive effect, and Online Customer Reviews also have a significant positive effect on the Brand Image of Madam Gie. This study has implications for the validation and development of the Brand Image concept for Madam Gie.*

**Keywords:** *Influencer Marketing, Online Customer Reviews, Brand Image of Madam Gie*