

EFFECT INFLUENCERS, BRAND IMAGE, AND PRICE ON SATISFACTION OF PURCHASE RUCAS PRODUCTS THE TIKTOK APPLICATION

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Abstrak

Tujuan riset ini adalah guna membuktikan secara empiris pengaruh influencer, Brand Image dan Harga terhadap kepuasan pembelian produk Rucas di Madiun melalui aplikasi TikTok, dengan studi kasus pada konsumen di Madiun. Fenomena meningkatnya popularitas brand lokal Rucas yang mengandalkan pemasaran digital berbasis media sosial khususnya TikTok, menjadi latar belakang dalam penelitian. Penelitian ini menggunakan pendekatan kuantitatif dengan melibatkan 388 responden sebagai sampel. Pemilihan sampel dilakukan menggunakan metode purposive sampling, dan akumulasi data dilakukan melalui desiminasi kuesioner secara daring menggunakan Google Form. Analisis data di lakukan menggunakan aplikasi SPSS versi 31. Hasil penelitian menunjukkan bahwa: (1) Influencer berpengaruh positif dan signifikan terhadap kepuasan pembelian; (2) Brand Image berpengaruh positif dan signifikan terhadap kepuasan pembelian; (3) Harga berpengaruh positif dan signifikan terhadap kepuasan pembelian.

Kata Kunci: *Brand Image , Harga, Influencer, Kepuasan pembelian*

Abstract

The purpose of this study is to empirically prove the influence of Influencers, Brand Image and Price on satisfaction of purchasing Rucas produts in Madiun through the TikTok application, with a case study on consumers in Madiun. The phenomenon of the increasing popularity of the local brand Rucas which relies on digital marketing based on social media, especially TikTok, is the background of the study. his study is a quantitative study with a sample size of 388 respondents. The sampling technique used the purposive sampling method by distributing questionnaires via Google Form. Data analysis was carried out using the latest version 31 of the SPSS application. The results of the study show that: (1) Influencers have a positive and significant effect on satisfaction of purchase; (2) Brand Image has a positive and significant effect on satisfaction of purchase (3) Price has a positive and significant effect on satisfaction of purchase.

Keywords: *Influencer, Brnad Image, Price, Statisfaction of purchase*

A. INTRODUCTION

The fashion industry in Indonesia is experiencing rapid growth along with changing trends and increasingly dynamic consumer preferences. In the first quarter of 2024, the sub-sector the leather, footwear, textile and clothing industries grew positively by 5.900 each percent and 2.64 percent (yoy) thanks to domestic and global demand, with the realization Investment reached IDR 27.9 trillion (Ministry of Industry, 2024). This growth also encouraging the emergence of innovative local brands, one of which is Rucas, a streetwear brand from Jakarta which was founded in 2020 and succeeded in obtaining two MURI records for the highest online jeans sales (Antara News, 2021).

Rucas targets millennial and Gen Z consumers through digital marketing strategies. Massively popular on TikTok. His official account, @rucas. Official, now has over 1.4 million followers. Followers with content that emphasize inclusivity as well as marketing strategy based on viral, scarcity, and influencer endorsements. Collaboration with public figures such as Bimo PD even recorded a sales record of 2,427 products in one hour (MURI, 2021). Shows that increasing followers not only impacts popularity, but also contributes to sales conversion and consumer loyalty (Assa et al., 2024).

Some important factors that influence satisfaction in purchasing Rucas products include: other influencers, brand image, and price. Influencers play a role in creating engagement emotionally with the audience and drive purchasing decisions (Situmorang et al., 2025). On the other hand, a positive brand image has been proven to increase trust and loyalty. Consumers, while a negative image can reduce customer satisfaction (Prameswari et al., 2022). The price factor is also a crucial variable, because even though Rucas products are relatively more

expensive than competitors such as Erigo and three Second, high prices often perceived as an indicator of perceived quality, status, and value (Egy et al., 2024).

1. Theoretical Review

Grand Theory

In this research, the fundamental theory applied is the S-O-R model. This theory was first introduced by Hovland. The model emerged from the influence of psychology on communication, as both share the same object of study the human mind, which includes attitudes, opinions, behavior, cognition, affection, and conation. The main assumption of the S-O-R theory is that behavioral changes are influenced by the quality of the stimuli communicated to the organism.

Influencer

An influencer is a person or figure on social media who has a large number of followers. A large or significant following, and what they say can be influence the behavior of his followers. An individual or a group that influence people, such as the artists who exist today who are as reference from the community (Candra, 2025)

Brand Image

According to (Prameswari et al., 2022) brand image refers to the collection of beliefs, perceptions, and impressions that individuals hold about a brand, which serves as a key factor influencing consumers' attitudes toward that brand.. In other words, consumers views of a brand are determined by the brand image of a product.

Price

According to (Siagian et al., 2024) change is the amount of money that consumers pay for a services or service. More general, it represents overall value replace between the buyer and the company for the goods or services offered. Price is an element important in the marketing mix which has a curcial role in determining profitability and success of a business. Price refers to the value that consumers are willing to give up in exchange for the benefits they receive from owning or using a product or service.

Purchase Satisfacation

Consumer satisfaction is what consumers feel that arises after provide a comparsion of what is received and what is expected. According to (Gofur, 2019) consumer satisfaction is a feeling that arises, either in the form of satisfaction or disappointment, Which is felt by individuals after comparing between the product performance reccived and the expectations he had.

2. Conceptual Frame Wrok

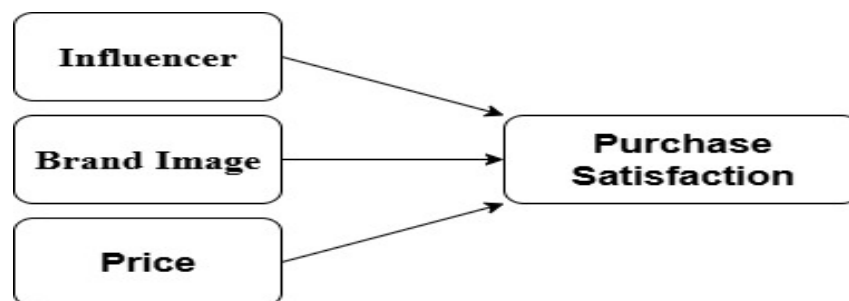


Figure 1. Conceptual Frame Wrok

Source: Modification of (Egy et al., 2024), (Setiawan et al., 2023)

Based on the conceptual frame work above, the hypotheses of this study are as follows:

H₁: Influencers have a significant influence on statisfaction with purchasing Rucas product. TikTok application

H₂: Brand Image has a significant influence on statisfaction with purchasing Rucas product. On the TikTok app.

H₃: Price matters a lot on statisfaction with purchasing Rucas product. TikTok application

B. METHOD

This study was carried out using a quantitative research, which mean to empirically test the influence of influencers, Brand Image and Price on Satisfaction. The sample in this study was obtained through a purposive sampling method with the number of respondents was 388 people. The research population included all consumers Rucas in the Madiun area, With the provision that the respondent has carried out purchase of the product at least twice. Data collection was carried out by using an instrumentin in the from of a questionnaire distributed via Google Form, while the data analysis process was processed with SPSS software version 16. Research This involves 4 variables: Influencer (1), Brand Image (2), Price (3) and Satisfaction (Y).

C. RESULTS AND DISCUSSIONS

Data Description

Table 1. Results of Data Description

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
<i>Influencer</i>	388	13.00	25.00	22.4072	1.67491
<i>Brand Image</i>	388	11.00	25.00	22.2964	1.59692
Price	388	11.00	25.00	22.2603	1.80633
Kepuasan Pembelian	388	8.00	25.00	22.2474	1.80456
Valid N (listwise)	388				

Soucare: Primary Data Processed (2025)

1. For the influencer variable, the mean value obtained was 22.4072 with a standard value of deviation of 1.67491. the smallest 13 and the biggest 25.
2. For the Brand Image variable, the mean value obtained was 22.2964 with a standard value of deviation of 1.5969. the smallest 13 and the biggest 25.
3. For the Price variable, the mean value obtained was 22.2603 with a standard value of deviation of 1.8063. the smallest 11 and the biggest 25.
4. For the purchase satisfaction variable, the mean value obtained was 22.2474 with a standard value of deviation of 1.80456. for a minimum value of 8 and a maximum value of 25.

Partial Test (t-test)

Table 2. Partial t-Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.663	.678		-2.455	.015
	Influencer	.105	.038	.098	2.799	.005
	Brand Image	.577	.036	.510	16.129	.005
	Price	.391	.036	.391	10.923	.000
a. Dependent Variable: Y						

Source: Primary Data Processed (2025)

Based on the results of data analysis, the conclusions are as follows:

1. The Influencer variable has asignificance number of 0.005 and a t- number of 2.799, which shows that the sig. number < 0.05 . So it can be concluded that influencers have a significant partial influence on purchase satisfaction, so the conjecture is accepted.
2. The is an indicator of brand image asignificance number of 0.000 and a t- number of 16.129, which shows that the sig. number < 0.05 . So it can be concluded that Brand Image have relevant partial influence on purchase satisfaction, so the conjectureis is accepted.
3. The Price variable has asignificance number of 0.000 and a t- number of 10.923, which shows that the sig. number < 0.05 . So it can be concluded that Price have a relevant partial influence on purchase satisfaction, so the conjectureis is accepted.

R² Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.881 ^a	.775	.774	.85859

Table 3. Results of the R² Determination Coefficient Test

Source: Primary Data Processed (2025)

Bassed on the coefficient value of determination test shown in the table above, it is known that the R Square number is 0.775 This means that 77.5% of the varition in cusmtomer satisfaction is purchases can be explained by the variables Influencers, Brand Image, and Price, whereas the residue 22.5% the remaining variables.

DISCUSSION

1. Influencer Influence on Purchase Satisfaction

According to the analysis conclusion used using the t-test get the results on the influencer variable (X1) t count> t table, belive 2.7999> 1.981 significance is 0.005 < 0.05, meaning Ho is rejected and Ho is approved. This indicates that in trem of partial

influence variable (X1), it has a positive and significant influence on satisfaction in purchasing Rucas product on TikTok (case study of Rucas consumers on TikTok Madiun), so the first hypothesis is accepted.

2. The Influence of Brand Image on Purchase Satisfaction

According to the analysis conclusion used using the t-test get the results on the Brand Image variable (X2) $t_{count} > t_{table}$, believe $16.129 > 1.981$ significance is $0.000 < 0.05$, meaning H_0 is rejected and H_a is accepted. Which indicates that from The partial aspect of Brand Image variable (X2), it has a positive and significant influence on satisfaction in purchasing Rucas product on TikTok (case study of Rucas consumers on TikTok Madiun), so the second hypothesis is accepted.

3. The Influence of Price on Purchase Satisfaction

According to the analysis conclusion used using the t-test get the results on the Price variable (X3) $t_{count} > t_{table}$, believe $10.923 > 1.981$ significance is $0.000 < 0.05$, meaning H_0 is rejected and H_a is accepted. Which indicates that from The partial aspect of Price variable (X3), it has a positive and significant influence on satisfaction in purchasing Rucas product on TikTok (case study of Rucas consumers on TikTok Madiun), so the third hypothesis is accepted.

D. CONCLUSIONS

According to the analysis conclusion carried out, it can be concluded that Influencers, Brand Image and Prices have a positive and significant influence. On purchasing Satisfaction of Rucas product on the TikTok Application (Consumer Case Study Rucas in Madiun). With this Rucas succes in buliding coustomer satisfactionpurchases cannot be seperated from the the synergy between influencer-based promotions, strong brand image, and pricingstrategis that in the era of digital marketing, these factors are every relevant to pay attention to by local fashion brand in increasing competitiveness and maintanting loyalty consumers, especially among GenZ in Madiun.

E. RECOMMENDATIONS

Further research is suggested as follows, which is aimed at management. Rucas brand, consumers, and further researchers. These suggestions are expected to be strategic evaluation materials and references for further development for research and practice relevant marketing.

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