

## ABSTRAK

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**ANALISIS PENGARUH KREDIBILITAS *INFLUENCER*, PERILAKU  
IMITASI *INFLUENCER*, FENOMENA *FEAR OF MISSING OUT*, POSITIF  
*ELECTONIC WORD OF MOUTH (e-WOM)* DAN DAMPAKNYA PADA  
NIAT BELI PADA PRODUK KOSMETIK LOKAL YANG DI DUKUNG  
OLEH *INFLUENCER* MEDIA SOSIAL**

(xv + 154 halaman: 7 gambar; 19 tabel; 2 grafik; 5 lampiran)

*Influencer* adalah sumber yang efektif untuk membangun hubungan positif dengan pelanggan karena mereka mentransfer pesan merek kepada pengikut mereka. Penelitian ini bertujuan untuk mengkaji pengaruh kredibilitas *Influencer* terhadap niat pelanggan untuk membeli produk *endorse* yang dimediasi oleh perilaku imitasi *Influencer*. Peneliti juga memeriksa peran mediasi FOMO serta positif e-WOM pada niat beli. Penelitian ini adalah penelitian kausalitas multivariat dengan menggunakan pendekatan Model Persamaan Struktural (SEM) untuk menganalisis data. Data dalam penelitian didapatkan dari penyebaran kuesioner kepada 407 responden setelah dilakukannya filterisasi. Hasil penelitian menunjukkan variabel kredibilitas *influencer* ditemukan tidak mempengaruhi secara langsung niat beli masyarakat atas produk kosmetik lokal. Sementara itu, variabel kredibilitas *influencer* ditemukan berpengaruh positif dan signifikan terhadap perilaku imitasi *influencer*, *fenomena fear of missing out* dan positif e-WOM, serta ketiga variabel tersebut ditemukan pula mempengaruhi niat beli konsumen. Temuan menarik dalam penelitian ini adalah ditemukannya peran penuh mediasi atas perilaku imitasi *influencer*, *fenomena fear of missing out* dan positif e-WOM pada hubungan antara kredibilitas *influencer* dan niat beli masyarakat atas produk kosmetik lokal. Penelitian ini dilengkapi dengan implikasi manajerial yang dapat diimplementasikan oleh pelaku usaha terkait.

**Kata Kunci:** kredibilitas *influencer*, perilaku imitasi *Influencer*, *fear of missing out*, positif *electonic word of mouth*, niat beli

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***ANALYSIS OF THE INFLUENCE OF INFLUENCER CREDIBILITY,  
INFLUENCER IMPACT BEHAVIOR, FEAR OF MISSING OUT  
PHENOMENON, POSITIVE ELECTONIC WORD OF MOUTH (e-WOM)  
AND IMPACT ON PURCHASE INTENTION ON LOCAL COSMETIC  
PRODUCTS SUPPORTED BY INFLUENCE MEDIA***

*(xv + 154 pages: 7 images; 19 tables; 2 graphs; 5 appendices)*

*Influencers are a practical resource for building positive relationships with customers as they transfer the brand message to their followers. This study aims to examine the effect of Influencer credibility on customer intention to buy endorsed products mediated by Influencer imitation behavior. Researchers also examined the mediating role of FOMO and positive e-WOM on purchase intention. This research is a multivariate causality study using a Structural Equation Model (SEM) to analyze the data. The data in this study were obtained by distributing questionnaires to 451 respondents and getting a final total of 407 respondents after filtering. The results showed that nine were accepted of the ten existing hypotheses, and one was rejected. The influence of the influencer credibility variable was unable to influence people's purchase intentions for local cosmetic products directly.*

*Meanwhile, the influencer credibility variable was found to have a positive and significant effect on influencer imitation behavior, the phenomenon of fear of missing out, and positive e-WOM. The three variables were also found to influence consumer purchase intentions. An interesting finding in this study is discovering a fully mediating role in influencer imitation behavior, the phenomenon of fear of missing out, and positive e-WOM on the relationship between influencer credibility and people's purchase intention of local cosmetic products. This research is equipped with managerial implications that related business actors can implement.*

***Keywords:*** *influencer credibility, Influencer imitation behavior, fear of missing out, Positive electronic word of mouth, purchase intention*