

ABSTRAK

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ANALISA PENGARUH *INFLUENCERS CHARACTERISTIC, INFLUENCER TRUSTWORTHINESS, INFLUENCER CONTENT* DAN *BRAND ATTITUDE* TERHADAP *PURCHASE INTENTION* PRODUK MAKE-UP

(xvii+113halaman+15gambar;26tabel;5lampiran)

Tidak dapat disangkal bahwa dunia berubah dengan cepat. Zaman sekarang ini memberikan cara hidup yang lebih nyaman dan mudah bagi manusia dengan memungkinkan mereka mengakses informasi apa pun dengan cepat dan tanpa batasan. Media sosial kini kian banyak digunakan untuk melakukan kegiatan apa saja, baik itu mencari informasi hingga untuk hiburan. Sekarang ini, pengguna media sosial hampir setara dengan 58,4 persen dari total populasi dunia. Di era sekarang, peran influencer sangat berpengaruh terhadap suatu produk, termasuk dalam bidang kecantikan.

Penelitian ini membahas faktor-faktor kepercayaan terhadap *influencer*, konten *influencer*, karakteristik *influencer* dan sikap merek berpengaruh signifikan terhadap niat beli produk *make-up*. Data dikumpulkan melalui kuesioner yang disebar kepada 159 responden sesuai dengan karakteristik yang telah ditentukan sebelumnya yakni pria dan wanita berumur 18 – 60 tahun berdomisili di Medan.

Temuan empiris tersebut mengidentifikasi bahwa nilai koefisien determinasi dari *brand attitude* adalah 0,5554, yang berarti *influencers characteristic, influencers contents, influencers trustworthiness* mampu mempengaruhi *brand attitude* sebesar 55,54% dan nilai koefisien determinasi dari variabel *purchase intention* adalah 0,5818, yang berarti *influencers characteristic, influencers contents, influencers trustworthiness, brand attitude* mampu mempengaruhi *purchase intention* sebesar 58,18%.

Referensi: 45 (1990-2022)

Kata Kunci: *Influencers Characteristic, Influencer Trustworthiness, Influencer Content, Brand Attitude, Purchase Intention.*

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(XVII+halaman+gambar;table;lampiran)

There is no denying that the world is changing rapidly. Today's area provides a more convenient and easier way of life for humans by enabling them to access any information quickly and without restrictions. Social media is now increasingly being used to carry out any activity, be it looking for information to entertainment. Currently, social media users are almost equivalent to 58.4 percent of the total world population. In the current era, the role of influencers is very influential on a product, including in the field of beauty.

This study discusses the factors of trust in influencers, influencer content, influencer characteristics and brand attitudes that have a significant effect on purchase intention of make-up products. Data was collected through a questionnaire distributed to 159 respondents according to predetermined characteristics, namely men and women aged 18-60 years living in Medan.

These empirical findings identify that the coefficient of determination of brand attitude is 0.5554, which means that influencers characteristic, influencers contents, influencers trustworthiness are able to influence brand attitude by 55.54% and the coefficient of determination of the purchase intention variable is 0.5818, which means influencers characteristic, influencers contents, influencers trustworthiness, brand attitude can affect purchasing intention by 58.18%.

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