

ABSTRACT

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Source Trustworthiness, Source Attractiveness, and Source Expertise As Factors Affecting Purchase Intention Of Nivea Brand In Jabodetabek-Indonesia

This quantitative research study was conducted to illustrate the relationship between source trustworthiness, source attractiveness, and source expertise and its effect on purchase intention. The research study will be focusing on Nivea brand in JABODETABEK (Indonesia) area, the rise of globalization has made an impact on social media marketing as well as the rise of the beauty industry in Indonesia. The purpose of this study is 1) to identify the influence of source expertise on purchase intention of beauty products in JABODETABEK area, 2) to identify the influence of source expertise on purchase intention of beauty products in JABODETABEK area, 3) to identify the influence of source attractiveness on brand awareness of beauty products in JABODETABEK area. The data collection for this study was adopted through a survey questionnaire distributed to respondents in the areas: Jakarta, Bogor, Depok, Tangerang, and Bekasi. The survey was focused on the target population of people who are familiar with the Nivea brand located in the JABODETABEK area. The data analysis done for the study was done using Smart-PLS 4.0. In conclusion, the result shows that source trustworthiness and source attractiveness indeed has a positive influence on purchase intention. On the other hand, the result shows that source expertise does not have an influence on purchase intention.

Keywords: *Source Trustworthiness, Source Attractiveness, Source Expertise, Purchase Intention*

References: *60*