

## ABSTRAK

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### **ANALISIS PENGARUH INFLUENCER EXPERIENCE, TRUSTWORTHINESS, ATTRACTIVENESS DAN CONTENT USEFULNESS TERHADAP PURCHASE BEHAVIOUR DENGAN DI MODERASI OLEH KONGRUENSI INFLUENCER-FOLLOWER CONGRUENCE PADA PENGGUNA SKINCARE SOMETHINC DI KOTA TANGERANG**

(xiv + 120 Halaman; 21 tabel; 11 gambar; 3 Lampiran )

Berikut tujuan dalam penelitian ini Untuk mengetahui apakah influencer experience memiliki pengaruh positif terhadap purchase behaviour pada produk skincare Somethinc. Untuk mengetahui apakah Influencer Trustworthiness memiliki pengaruh positif terhadap purchase behaviour pada produk skincare Somethinc. Untuk mengetahui apakah Influencer Attractiveness memiliki pengaruh positif terhadap purchase behaviour pada produk skincare Somethinc. Untuk mengetahui apakah Influencer Content usefulness memiliki pengaruh positif terhadap purchase behaviour pada produk skincare Somethinc. Untuk mengetahui apakah influencer-follower congruence dapat memoderasi pengaruh positif dari influencer experience terhadap purchase behaviour pada produk skincare Somethinc. Untuk mengetahui apakah influencer-follower congruence dapat memoderasi pengaruh positif dari Influencer Trustworthiness terhadap purchase behaviour pada produk skincare Somethinc. Untuk mengetahui apakah influencer-follower congruence dapat memoderasi pengaruh positif dari Influencer Attractiveness terhadap purchase behaviour pada produk skincare Somethinc. Dalam penelitian ini, peneliti akan menggunakan metode penelitian kuantitatif. Dalam penelitian ini, peneliti akan menggunakan metode penelitian kuantitatif. Populasi dalam penelitian ini adalah konsumen Somethinc pada Shopee Live. Sampel dalam penelitian ini diambil dengan menggunakan teknik non probability sampling. Kesimpulan pada penelitian ini adalah influencer experience berpengaruh positif terhadap purchase behaviour. Influencer trustworthiness berpengaruh negatif terhadap purchase behaviour. Influencer attractiveness berpengaruh positif terhadap purchase behaviour. Influencer content usefulness berpengaruh positif Terhadap purchase behaviour. Influencer-follower congruence tidak mampu memoderasi pengaruh dari variabel influencer experience terhadap purchase behaviour. Influencer-follower congruence mampu memoderasi pengaruh dari variabel influencer trusworthiness terhadap purchase behaviour. Influencer-follower congruence tidak mampu memoderasi pengaruh dari variabel influencer attractiveness terhadap purchase behaviour. Influencer-follower congruence tidak mampu memoderasi pengaruh dari variabel influencer content usefulness terhadap purchase behaviour.

Kata Kunci : Influencer Experience; Trustworthiness; Attractiveness; Content Usefulness; Purchase Behaviour; Kongruensi INFLUENCER-FOLLOWER CONGRUENCE

## ABSTRACT

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**ANALYSIS OF THE INFLUENCE OF INFLUENCER EXPERIENCE, TRUSTWORTHINESS, ATTRACTIVENESS AND CONTENT USEFULNESS ON PURCHASE BEHAVIOR MODERATION BY INFLUENCER-FOLLOWER CONGRUENCE ON SOMETHINC SKINCARE USERS IN TANGERANG CITY**

(xiv + 120 Pages; 21 tables; 11 Picture; 3 Appendix )

The following aims of this research are to find out whether influencer experience has a positive influence on purchase behavior for Somehinc skincare products. To find out whether Influencer Trustworthiness has a positive influence on purchase behavior for Somehinc skincare products. To find out whether Influencer Attractiveness has a positive influence on purchase behavior for Somehinc skincare products. To find out whether Influencer Content usefulness has a positive influence on purchase behavior for Somehinc skincare products. To find out whether influencer-follower congruence can moderate the positive influence of influencer experience on purchase behavior for Somethinc skincare products. To find out whether influencer-follower congruence can moderate the positive influence of Influencer Trustworthiness on purchase behavior for Somethinc skincare products. To find out whether influencer-follower congruence can moderate the positive influence of Influencer Attractiveness on purchase behavior for Somethinc skincare products. In this research, researchers will use quantitative research methods. In this research, researchers will use quantitative research methods. The population in this research are Somehinc consumers on Shopee Live. The sample in this research was taken using non-probability sampling techniques. The conclusion of this research is that influencer experience has a positive effect on purchase behavior. Influencer trustworthiness has a negative effect on purchase behavior. Influencer attractiveness has a positive effect on purchase behavior. Influencer content usefulness has a positive effect on purchase behavior. Influencer-follower congruence is unable to moderate the influence of the influencer experience variable on purchase behavior. Influencer-follower congruence is able to moderate the influence of the influencer trustworthiness variable on purchase behavior. Influencer-follower congruence is unable to moderate the influence of the influencer attractiveness variable on purchase behavior. Influencer-follower congruence is unable to moderate the influence of the influencer content usefulness variable on purchase behavior.

Keywords: Influencer Experience; Trustworthiness; Attractiveness; Content Usefulness; Purchase Behavior; INFLUENCER-FOLLOWER CONGRUENCE Congruence