

ABSTRACT

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The effects of social media influencer on Brand Awareness, Brand Image and Brand Loyalty in the perspective of James Charles X Morphe (xvi + 143 pages, 11 figures, 31 tables, 6 appendices)

The aim for this study is to understand the relationship between social media influencer effects on brand awareness, brand image and brand loyalty towards Morphe. With a digitalization marketing dominating in 21st Century, the word of social media influencer is one of the people in digitalization platform who will change the branding towards a certain product that will be influence by their image in a certain way. James Charles is an influencer that act as a beauty make-up artist that have been known in the social media platform for his YouTube video of doing tutorial make-up. As for Morphe is one of the hottest cosmetic brands that have been collaborating or working together with James Charles in producing the product of 'James Charles Morphe Palette'. With this collaboration of a certain influencer and a brand it creates the necessity for a brand and its influencer in creating an awareness in their own perspectives of brand reputation. The actual research was conducted on 249 respondents however with the screening of the questionnaire there are only 160 respondents in Indonesia who knew about the social media influencers and the brand itself, by using online questionnaires and the sampling technique was nonprobability purposive sampling. The subjects of this research are the people who have known James Charles as an influencer and the brand of Morphe. The data are processed through validity, reliability, and statistical analysis and performed using SmartPLS software. The results of the study indicate that social media influencer have a positive affect towards Morphe brand awareness, brand image and brand loyalty.

Keywords: *Social Media Influencer, Brand Awareness, Brand Image, Brand Loyalty, Consumer Behaviour, Marketing*