

## ABSTRACT

RIO ARIESTAMA TANAGA  
03011200021

### EXAMINING THE EFFECT OF INFLUENCER'S EXPERIENCE, TRUSTWORTHINESS, ATTRACTIVENESS, AND CONTENT USEFULNESS TOWARDS CONSUMER PURCHASING BEHAVIOUR AT SKINTIFIC\_ID WITH FOLLOWER CONGRUENCE AS MODERATOR

(xv, 98 pages; 8 figures; 57 tables; 8 appendixes)

Skintific\_Id Tiktok account experienced a decline in consumer purchasing behavior that can be seen from the percentage of sales this was suspected due to influencer's experience, trustworthiness, attractiveness and influencer content usefulness.

The writer used quantitative research design. The sampling technique used was purposive sampling technique. The sample size of 100 respondents calculated using the lemeshow formula. Data analysis techniques structural equation modeling

The results of hypothesis test showed that Influencer experience on TikTok Live not influence on consumer purchase behavior consumer, Influencer trustworthiness on tiktok live have a positive influence on consumer purchase behavior consumer, Attractive influencers on tiktok live have a positive influence on consumer purchase behavior consumer, Influencer content usefulness on tiktok live not influence on consumer purchase behavior consumer, Influencer-follower congruence on TikTok Live not moderate the influence of Influencer Experience on consumer purchase behavior consumer, Influencer-follower congruence on TikTok Live moderate the positive influence of Influencer Trustworthiness on consumer purchase behavior consumer, Influencer-follower congruence on TikTok Live not moderate the influence of Influencer Attractiveness on consumer purchase behavior consumer and Influencer-follower congruence on TikTok Live not moderate influence of Influencer Content Usefulness on consumer purchase behavior consumer skincare product brand Skintific

Recommendations for company increase trust by improving the influencer's trustworthiness and attractiveness in order to be able to drive purchasing decisions so that they have an impact on skintific progress.

**Keywords:** Influencer's Experience, Trustworthiness, Attractiveness, Content Usefulness, Consumer Purchasing Behavior, Influencer-follower congruence  
References: 36 (2019-2023)

## **ABSTRAK**

**RIO ARIESTAMA TANAGA, CPS®**

**03011200021**

### **MENGAJAI PENGARUH PENGALAMAN INFLUENCER, KEPERCAYAAN, DAYA TARIK, DAN KEGUNAAN KONTEN TERHADAP PERILAKU PEMBELIAN KONSUMEN DI SKINTIFIC\_ID DENGAN KESESUAIAN PENGIKUT SEBAGAI MODERATOR**

(xv, 98 halaman; 8 angka; 57 tabel; 8 lampiran)

*Akun Tiktok Skintific\_Id mengalami penurunan perilaku pembelian konsumen yang terlihat dari persentase o penjualan hal ini diduga karena pengalaman influencer, kepercayaan, daya tarik, dan kegunaan konten influencer.*

*Penulis menggunakan desain penelitian kuantitatif. Teknik sampling yang digunakan adalah purposive sampling. Ukuran sampel 100 responden dihitung menggunakan rumus lemeshow. Data analysis techniques structural equation modeling.*

*Pengalaman influencer di TikTok Live tidak berpengaruh pada perilaku pembelian konsumen konsumen, kepercayaan Influencer di tiktok live berpengaruh positif terhadap perilaku pembelian konsumen konsumen, Influencer Atraktif di tiktok live berpengaruh positif terhadap perilaku pembelian konsumen konsumen, kegunaan konten Influencer di tiktok live tidak berpengaruh pada perilaku pembelian konsumen konsumen, kesesuaian Influencer-follower di TikTok Live tidak memoderasi pengaruh Pengalaman Influencer terhadap perilaku pembelian konsumen konsumen, Kesesuaian influencer-follower di TikTok Live memoderasi pengaruh positif Kepercayaan Influencer terhadap perilaku pembelian konsumen konsumen, kesesuaian Influencer-follower di TikTok Live tidak memoderasi pengaruh Daya Tarik Influencer terhadap perilaku pembelian konsumen kesesuaian konsumen dan Influencer-follower di TikTok Live tidak memoderasi pengaruh Kegunaan Konten Influencer terhadap perilaku pembelian konsumen merek produk perawatan kulit konsumen Skintific.*

*Rekomendasi untuk perusahaan meningkatkan kepercayaan dengan meningkatkan kepercayaan dan daya tarik influencer agar dapat mendorong keputusan pembelian sehingga berdampak pada kemajuan skintific.*

**Kata kunci:** *Pengalaman influencer, Kepercayaan, Daya Tarik, Kegunaan Konten, Perilaku Pembelian Konsumen, Kesesuaian Influencer-Pengikut*

Referensi: 36 (2019-2023)