

TABLE OF CONTENT

COVER

APPROVAL PAGE BY FINAL PAPER ADVISOR	iii
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE	iv
ABSTRACT	vi
ABSTRAK.....	iii
PREFACE	vii
TABLE OF CONTENT	xiii
LIST OF FIGURE.....	xiii
LIST OF TABLE.....	xiv
LIST OF APPENDICES.....	xvi

CHAPTER I INTRODUCTION

1.1 Background of the Study	1
1.2 Problem Limitation.....	13
1.3 Problem Formulation	13
1.4 Objective of the Research.....	15
1.5 Benefit of the Research.....	16
1.5.1 Theoretical Benefit	16
1.5.2 Practical Benefit	16

CHAPTER II LITERATURE REVIEW AND HYPOTHESIS

DEVELOPMENT.....	18
2.1 Purchase Behavior	18
2.1.1 Stages of Purchase Behavior	19
2.1.2 Indicator of Purchase Behavior	21
2.2 Influencer.....	23
2.2.1 Influencer Experience.....	24
2.2.2 Benefits of Experience.....	25
2.2.3 Indicator of Influencer Experience	28

2.2.4 Influencer Trustworthiness	29
2.2.5 Benefit of Trustworthiness.....	30
2.2.6 Indicator of Influencer Trustworthiness	32
2.2.7 Influencer Attractiveness	33
2.2.8 Steps of Attractiveness.....	35
2.2.9 Indicator of Influencer Attractiveness	36
2.2.10 Influencer Content Usefulness.....	37
2.2.11 The Importance of Content Usefulness	38
2.2.12 Indicator of Influencer Content Usefulness	43
2.2.13 Influencer Follower Congruence	44
2.2.14 Types Follower Congruence.....	45
2.2.15 Indicator of Influencer Follower Congruence	46
2.3 Previous Research.....	47
2.4 Hypothesis Development.....	48
2.4.1 Relationship of Influencer Experience and Purchase Behaviour....	48
2.4.2 Relationship of Influencer Trustworthiness and Purchase Behaviour	
.....	49
2.4.3 Relationship of Influencer Attractiveness and Purchase Behaviour	
.....	49
2.4.4 Relationship of Influencer Content Usefulness and Purchase	
Behaviour.....	50
2.4.5 Relationship of Influencer-follower congruence moderates the	
influence of influencer experience on purchase behavior	51
2.4.6 Relationship of Influencer-follower congruence moderates the	
influence of influencer Trustworthiness on purchase behavior.....	52
2.4.7 Relationship of Influencer-follower congruence moderates the	
influence of influencer Attractiveness on purchase behavior	53
2.4.8 Relationship of Influencer-follower congruence moderates the	
influence of influencer Content Usefulness on purchase behavior.....	53
2.5 Research Model	56
2.6 Framework of Thinking.....	56

CHAPTER III RESEARCH METHODOLOGY	57
3.1. Research Design	57
3.2. Population And Sample	58
3.3 Data Collection Method.....	59
3.4. Operational Definition and Variable Measurement	61
3.5 Data Analysis Method	63
CHAPTER IV RESEARCH RESULT AND DISCUSSION.....	68
4.1 General View of Research Object	68
4.1.1 Brief Overview of Skintific	68
4.2 Research Result	69
4.2.1 Test of Research Instrument	69
4.2.2 Descriptive Statistics	71
4.2.3 Model Eligibility Test.....	86
4.2.4 Test of Adjusted R Square.....	87
4.2.5 Test of Inner Model	88
4.2.6 Hypothesis Tes	89
4.3 Discussion.....	94
4.3.1 Influence of Influencer Experience on Purchase Behavior	94
4.3.2 Influence of Influencer Trustworthiness on Purchase Behavior.....	95
4.3.3 Influence of Influencer Attractiveness on Purchase Behavior.....	96
4.3.4 Influence of Influencer Content Usefulness on Purchase Behavior.	97
4.3.5 Influencer-follower congruence moderates the influence of influencer experience on purchase behavior.....	98
4.3.6 Influencer-Follower Congruence moderates the Influence Of Influencer Trustworthiness on Purchase Behavior	99
4.3.7 Influencer-Follower Congruence moderates the Influence Of Influencer Attractiveness On Purchase Behavior	100
4.3.8 Influencer-follower congruence moderates the influence of influencer experience on purchase behavior	100

CHAPTER V CONCLUSION.....	102
5.1 Conclusion	102
5.2 Recommendation	103

REFERENCES



LIST OF FIGURE

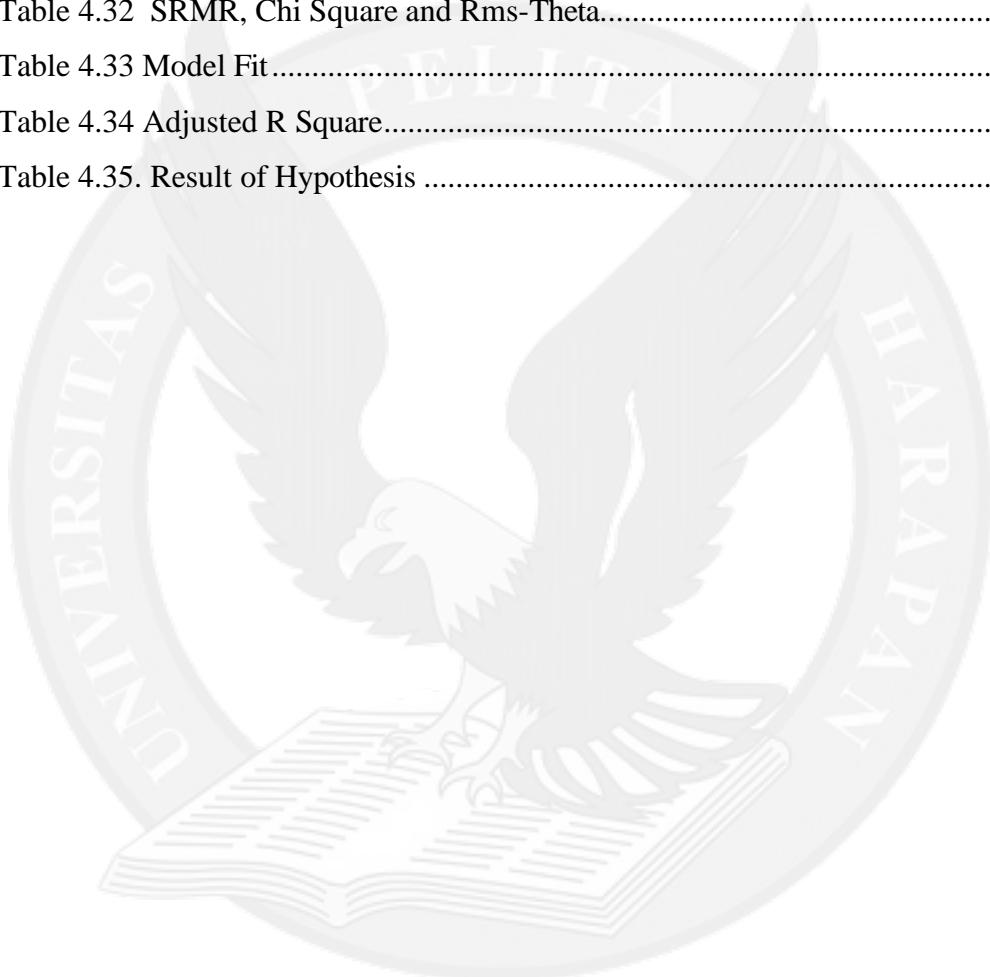
Figure 1. 1 Skintific Official Store at TikTok	7
Figure 1. 2 Influencer of Skintific at TikTok	9
Figure 2. 1Research Model	55
Figure 2. 2 Framework of Thinking	56
Figure 4. 1 Inner Model Testing Diagram.....	90



LIST OF TABLE

Table 1.1 Top Best-Selling Skincare brands in E-Commerce (2022-2023).....	7
Table 2. 1.Previous Research	47
Table 3. 1 Operationalization of Research Brand Image Variable.....	62
Table 3.2 Likert Scale.....	63
Table 4. 1 Validity Test.....	70
Table 4.2 Reliability Test	71
Table 4. 3 Characteristics of Respondents by Gender.....	71
Table 4.4 Characteristics of Respondents by Age.....	72
Table 4.5 Variable X ₁ - Question 1	72
Table 4.6 Variable X ₁ - Question 2	73
Table 4.7 Variable X ₁ - Question 3	73
Table 4.8 Variable X ₁ - Question 4.....	74
Table 4.9 Variable X ₂ - Question 1	74
Table 4.10 Variable X ₂ - Question 2.....	75
Table 4.11 Variable X ₂ - Question 3	75
Table 4.12 Variable X ₂ - Question 4.....	76
Table 4.13 Variable X ₃ - Question 1	76
Table 4.14 Variable X ₃ - Question 2	77
Table 4.15 Variable X ₃ - Question 3	77
Table 4.16 Variable X ₃ - Question 4.....	78
Table 4.17 Variable X ₄ - Question 1	78
Table 4.18 Variable X ₄ - Question 2	79
Table 4.19 Variable X ₄ - Question 3	79
Table 4.20 Variable X ₄ - Question 4.....	80
Table 4.21 Variable Z - Question 1	80
Table 4.22 Variable Z - Question 2.....	81
Table 4.23 Variable Z - Question 3	81
Table 4.24 Variable Z - Question 4.....	82
Table 4.25 Variable Y - Question 1	82

Table 4.26 Variable Y - Question 2	83
Table 4.27 Variable Y - Question 3	83
Table 4.28 Variable Y - Question 4	83
Table 4. 29 Descriptive Statistics for.....	84
Table 4. 30 Measurement Score of Descriptive Statistics	85
Table 4.31 Test Results of Collinearity Statistics (VIF)	87
Table 4.32 SRMR, Chi Square and Rms-Theta.....	88
Table 4.33 Model Fit.....	88
Table 4.34 Adjusted R Square.....	89
Table 4.35. Result of Hypothesis	91



LIST OF APPENDICES

Appendix A Kuesioner Penelitian	A-1
Appendix B Tabulation Of Pre-Test	B-1
Appendix C Output Of Validity Test.....	C-1
Appendix D Output Of Reliability Test.....	D-1
Appendix E Data Sample.....	E-1
Appendix F Output Of Sample	F-1
Appendix G Turnitin.....	G-1

