

ABSTRAK

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Judul : Pengaruh *Influencer Marketing* Terhadap *Purchase intention* Melalui *Brand Awareness* Sebagai Mediasi

Penelitian ini bertujuan untuk menganalisis pengaruh *attractiveness*, *expertise*, dan *trustworthiness influencer* terhadap *purchase intention* dengan *brand awareness* sebagai variabel mediasi pada konsumen *Cushion Skintific*. Latar belakang penelitian ini didasarkan pada semakin berkembangnya pemasaran digital melalui *influencer* yang mendorong perusahaan kosmetik untuk memanfaatkan karakteristik *influencer* sebagai strategi dalam meningkatkan kesadaran merek dan niat beli konsumen. Penelitian ini menggunakan pendekatan kuantitatif dengan metode analisis *Structural Equation Modeling* (SEM) berbasis *Partial Least Square* (PLS). Data penelitian diperoleh melalui penyebaran kuesioner kepada 184 responden yang memenuhi kriteria sebagai pengguna media sosial dan mengetahui produk *Cushion Skintific*. Hasil penelitian menunjukkan bahwa *expertise* dan *trustworthiness* berpengaruh positif dan signifikan terhadap *purchase intention*, sedangkan *attractiveness* tidak berpengaruh signifikan terhadap *purchase intention*. Selanjutnya, *attractiveness* dan *trustworthiness* berpengaruh signifikan terhadap *brand awareness*, sementara *expertise* tidak berpengaruh signifikan terhadap *brand awareness*. Hasil penelitian juga menunjukkan bahwa *brand awareness* berpengaruh positif dan signifikan terhadap *purchase intention*. Selain itu, *brand awareness* mampu memediasi secara penuh hubungan antara *attractiveness* dan *purchase intention*, serta memediasi secara parsial hubungan antara *trustworthiness* dan *purchase intention*. Namun, *brand awareness* tidak mampu memediasi hubungan antara *expertise* dan *purchase intention*. Temuan ini menunjukkan bahwa kredibilitas *influencer* dan kemampuan perusahaan dalam membangun kesadaran merek memiliki peran penting dalam meningkatkan niat beli konsumen terhadap *Cushion Skintific*.

Kata Kunci: *attractiveness*, *expertise*, *trustworthiness*, *brand awareness*, *purchase intention*, *influencer marketing*.

ABSTRACT

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Title : *Examining the Effect of Influencer Marketing on Purchase intention Through the Mediating Role of Brand Awareness*

This study aims to analyze the influence of influencer attractiveness, expertise, and trustworthiness on purchase intention, with brand awareness serving as a mediating variable among Skintific Cushion consumers. The study is motivated by the growing use of influencer marketing in digital platforms, encouraging cosmetic companies to utilize influencer characteristics as a strategy to enhance brand awareness and consumer purchase intention. This research employed a quantitative approach using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). Data were collected through questionnaires distributed to 184 respondents who met the criteria of being social media users and being familiar with Skintific Cushion products. The results indicate that expertise and trustworthiness have a positive and significant effect on purchase intention, while attractiveness does not significantly affect purchase intention. Furthermore, attractiveness and trustworthiness significantly influence brand awareness, whereas expertise does not have a significant effect on brand awareness. The findings also reveal that brand awareness has a positive and significant effect on purchase intention. In addition, brand awareness fully mediates the relationship between attractiveness and purchase intention and partially mediates the relationship between trustworthiness and purchase intention. However, brand awareness does not mediate the relationship between expertise and purchase intention. These findings suggest that influencer credibility and the company's ability to establish strong brand awareness play a crucial role in increasing consumer purchase intention toward Skintific Cushion products.

Keywords: attractiveness, expertise, trustworthiness, brand awareness, purchase intention, influencer marketing.