

## **ABSTRACT**

*Technological growth is increasing. Information access become easier with internet for example through social media Youtube. Ease of accessing information through Youtube in various fields including beauty, bring up the phenomenon that is influencer for advertising make up product with reviewing make up product to influence consumer to decide a purchase intention.*

*The purpose of this research is to find out about influence of influencer on purchase intention PIXY products with directly or not through source characteristics as a intervening variable.*

*The method used of this research is a causal descriptive method with a quantitative approach. The number of respondents used was 100 respondents. The analysis used is descriptive analysis and path analysis with simultan (F test) and partial (t test) for hypothesis testing.*

*The results of the research showed that respondents gives a response about influencer include on the good category with score 78,63%, response about purchase intention include on the good enough category with score 60,8%, and response about source characteristics include on the good category with score 78,63%. Partially, influencer have influence to purchase intention, source characteristics have influence to purchase intention and influencer have influence to source characteristics. Simultaneously influencer have influence to purchase intention through source characteristics.*

**Key Words** : *Influencer, Source Characteristics, Purchase Intention, PIXY, Tasya Farasya*