

ABSTRACT

Social media influencers can form a brand image and customer engagement which then has an impact on the purchase intention of a brand. Lizzie Parra is a beauty influencer who often shares reviews related to BLP Beauty products. The post then grows the brand image and customer engagement of the audience at BLP Beauty. However, in fact Lizzie Parra is not included in the Top 10 Beauty Influencers in Indonesia. When compared to other beauty influencers, Lizzie Parra has lower followers and engagement rates. This will then affect the brand image and customer engagement which then has an impact on BLP Beauty's purchase intention.

The purpose of this study was to determine how much influence social media influencer Lizzie Parra had on purchase intention through brand image and customer engagement on the BLP Beauty brand.

This research is included in quantitative research with data collection method in the form of a questionnaire. Researchers have distributed online questionnaires to 412 respondents. The data analysis technique used is SEM using the SmartPLS program.

The results of statistical analysis show that (1) social media influencers have a positive and significant effect on brand image on the BLP Beauty brand, (2) social media influencers have a positive and significant impact on customer engagement on the BLP Beauty brand (3) social media influencers have a positive and significant impact on purchase intention on the BLP Beauty brand, (4) brand image has a positive and significant effect on purchase intention on the BLP Beauty brand, (5) customer engagement has a positive and significant effect on purchase intention on the BLP Beauty brand, (6) brand image has a positive and significant effect on significant on customer engagement on the BLP Beauty brand, (7) social media influencer Lizzie Parra has a positive and significant effect on purchase intention through brand image on the BLP Beauty brand, and (8) social media influencer Lizzie Parra has a positive and significant effect on purchase intention through customers. engagement on the BLP Beauty brand.

The results show that brand image has the biggest influence in increasing purchase intention. The data also shows that reputation, the color of the cosmetics offered, and a strong personality can form a positive BLP Beauty brand image. Lizzie Parra must pay attention to these things in conveying information related to BLP Beauty products.

Keyword: BLP Beauty, brand image, customer engagement, Lizzie Parra, purchase intention, and social media influencer