ABSTRACT

The beauty industry in Indonesia continues to increase every year, every company competes to be the best by prioritizing its marketing strategy. The increasing development of today's technology has also become one of the main challenges for business actors to compete in the world of marketing. One of the marketing strategies carried out is the approach of using influencers. This research was conducted to find out whether influencer attributes and characteristics can influence purchasing decisions of MS Glow beauty products. The aspects studied included influencer attributes (homophile attitudes, physical attractiveness and social attractiveness) and other aspects studied were characteristics (trust, perceived expertise and parasocial relationships). These aspects are examined to determine the effect on consumer purchase intentions. In this study, the influencer studied was Nagita Slavina.

This study uses a quantitative research method using a purposive sampling technique, namely the sampling method using certain considerations. Data was obtained by distributing questionnaires to social media users who know influencer Nagita Slavina and MS Glow beauty products. Data were analyzed using the Structural Equation Model (SEM) method with the Partial Least Square (PLS) program using SmartPLS 3.0 software. In this study the sample obtained was 393 respondents.

The results of the study found that on the influencer attribute there was a positive and significant relationship between the variables of homophile attitude and physical attractiveness to the variable on the perceived characterization, while on the influencer factor attribute of social attractiveness there was a positive but not significant relationship to the variable on the perceived characterization. Other results indicate that there is a positive and significant relationship created between the variables of trust and purchase intention and the variables of parasocial relations and purchase intention, but there is an insignificant relationship between perceived expertise and purchase intention. The advice given to companies is to choose influencers with physical attractiveness and good homosexuality in order to increase sales. Meanwhile, in future research, it is necessary to pay attention to selecting the right products and influencers to provide more comprehensive results.

Keywords*: characteristics, influencer attributes, influencer marketing, characteristics, purchase intention*