ABSTRACT

Improvements in technology, especially social media and the use of the internet, are now increasingly rapid so that the dissemination of information becomes much more efficient, therefore also providing new opportunities for marketers to market their products and also encourage consumers to make purchases. Marketing via social media is also a marketing activity carried out on social media platforms. Now social media marketing in the beauty industry can be marketed through beauty influencers. Skintific can use this to sell its products through social media with the support of beauty influencers, especially on Instagram, and also build attitudes towards consumers. This research aims to measure the extent to which the influence of beauty influencer support on Instagram social media on Skintific consumers' purchasing interest is mediated by consumer attitude factors. The aspects studied include beauty influencer support via Instagram social media, purchasing interest and consumer attitudes. The type of research used is quantitative, aiming to determine the extent of the cause-and-effect relationship of the variables that form the structural equation model through a survey that uses a Likert scale for 15 questions. Indicators from the data for each variable from the survey results were tested for validity and reliability before testing the hypothesis in a model fit test. The sample for this research was taken using a non-probability sampling method, namely by conducting convenience sampling on 150 respondents via an online questionnaire using Google Form. This research is quantitative and uses the SEM (Smart PLS) research model. The results of this research conclude that marketing support from beauty influencers via Instagram social media towards brands influences consumer purchasing interest in Skintific products, and consumer attitudes towards Skintific products.

***Keywords**: Social Media, Instagram, Beauty Influencer, Purchase Intention, and Consumer Attitude.*