

ABSTRACT

Social media influencers can shape brand image and customer engagement which then have an impact on the purchase intention of a brand. Suhay Salim, Abel Cantika, Jovi Adhiguna, Tasya Farasya, and Rachel Goddard are beauty influencers who often share reviews related to Avoskin products. The posts then grow the audience's brand image and customer engagement with Avoskin. Although Suhay Salim, Abel Cantika, Jovi Adhiguna, Tasya Farasya, and Rach Goddard are included in the Top 10 Beauty influencers, the sales data of Avoskin products show that the brand does not occupy the first position as the most used cosmetic product. This then indicates that influencer marketing carried out by social media influencers can influence the formation of brand image and customer engagement which has an impact on Avoskin's purchase intention.

The purpose of this study is to determine how much influence social media influencers have on purchase intention through brand image and customer engagement on the Avoskin brand. This research is included in quantitative research with data collection methods in the form of questionnaires. Researchers have distributed questionnaires online to 300 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 Avoskin brand, (2) social media influencers have a positive and significant effect on customer engagement on the Avoskin brand, (3) social media influencers have a positive and significant effect on purchase intention on the Avoskin brand, (4) brand image has a positive and significant effect on purchase intention on the Avoskin brand, (5) customer engagement has a positive and significant effect on purchase intention on the Avoskin brand, (6) brand image has a positive and significant effect on customer engagement on the Avoskin brand, (7) social media influencers have a positive and significant effect on purchase intention through brand image on the Avoskin brand, and (8) social media influencers have a positive and significant effect on purchase intention through customer engagement on the Avoskin brand.

Keywords: Avoskin, brand image, customer engagement, social media influencer, purchase intention.