

ABSTRACT

Technological developments change consumer preferences for shopping for cosmetics from offline to online. This study aims to examine the effect of credibility and attractiveness of influencers and online customer reviews on consumer attitudes, and their implications for brand loyalty, brand awareness, eWOM, and purchase intention.

Credibility is the extent to which recipients trust the source to provide objective information. Attractiveness relates to aesthetic influence. Online customer reviews are evaluations of consumers who have purchased. Attitude reflects an individual's evaluation of a concept. Brand loyalty, brand awareness, eWOM, and purchase intention play a role in consumer decisions to buy certain products.

This study involved 400 Skin Mandatory consumers who shopped through e-commerce. The method used is quantitative with descriptive and verification analysis. Instrument testing includes validity tests (convergent and discriminant validity) and reliability tests (construct and composite reliability). Data were analyzed using the Structural Equation Model (SEM) with Smart PLS 4.0.

The results showed a positive and significant effect of credibility, attractiveness of influencers, and online customer reviews on attitude. This attitude then has a positive impact on brand loyalty, brand awareness, and eWOM, which in turn increases the purchase intention of consumers of Skin Mandatory products.

Companies are advised to select relevant influencers, provide incentives for positive reviews, and conduct regular surveys. Other focuses include analyzing negative reviews, creating loyalty programs, innovating products, and conducting marketing campaigns based on consumer input to strengthen purchase intention and consumer satisfaction.

Key Words: Influencer, Online Customer Reviews, Brand Awareness, E-WOM, Purchase Intention.