

ABSTRACT

The development of digital technology has transformed consumer purchasing behavior, shifting from conventional methods to fully online transactions. One of the widely used platform is TikTok, especially through the TikTok Shop feature. Skintific, as a beauty product brands, takes advantage of this platform by collaborating with influencer to promote its products. This strategy has proven effective in attracting consumer interest and encouraging purchases. This study aims to analyze the influence of influencer marketing on the purchase behavior of Skintific products on TikTok Shop, with purchase intention as a mediating variable (Survey in Bandung City).

This research employs a quantitative approach with a descriptive analysis. The sampling technique in this study used a non-probability sampling method with purposive sampling, involving 210 respondents before outlier removal. Data collection was conducted through questionnaire that were prepared according to the research. The data analysis techniques used in this study are descriptive analysis, classical assumption tests, and path analysis using SPSS 27 for Windows.

The results show that influencer marketing has a positive and significant effect on purchase intention, and purchase behavior. Furthermore, purchase intention has a positive and significant influence on purchase behavior. Moreover, purchase intention is proven to be a partial mediation of the relationship between influencer marketing and purchase behavior. The findings of this study indicate that marketing strategies involving influencers not only influence consumers purchase intention but also significantly contribute to their actual purchasing behavior.

Keywords: influencer marketing, purchase intention, and purchase behavior.