

ABSTRACT

The beauty industry in Indonesia is experiencing rapid growth as the use of social media as a marketing tool increases, particularly TikTok, which has become one of the most popular platforms among all generations. The shift in influencer trends from older generations to newer, more interactive ones has encouraged local brands such as Somethinc to collaborate with popular influencers, one of whom is Tasya Farasya. With a strong personal brand and high credibility, Tasya Farasya is able to influence audience perception and increase purchasing interest through honest and relevant product reviews aligned with current market trends on social media. This phenomenon highlights that personal branding and perceived credibility of influencers are key factors in influencing consumer purchasing interest in the digital age.

This study used a descriptive quantitative method with a survey technique using an online questionnaire for 100 respondents who are TikTok users who follow Tasya Farasya and are familiar with Somethinc skincare products. Data analysis was performed using SmartPLS through validity, reliability, discriminant, significance of relationship, f-square, and coefficient of determination tests. The results of the study indicate that all paths between variables are statistically significant ($T\text{-Statistic} > 1.96$; $P\text{-Value} < 0.05$) with a positive influence. Personal branding and perceived credibility were found to significantly influence purchase intent, with TikTok as a strong mediating variable ($R^2 = 0.668$). Purchase intent had a high path coefficient of 0.849 with a $T\text{-Statistic}$ of 27.539, indicating a very strong influence.

Keywords: Personal Branding, Perceived Credibility, Tasya Farasya, Purchase Intention, TikTok Social Media, Somethinc Skincare Products