

## ABSTRACT

### ***The Influence of Influencer Marketing on Purchasing Decisions Through Brand Image and Brand Liking on Skintific Products in Jabodetabek Area in 2023 - 2024***

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*This study aims to determine the effect of Influencer Marketing on Purchasing Decisions through Brand Image and Brand Liking. Skintific skincare brand consumers were sampled in this study with the criteria of users of Skintific skincare brand products, both men and women domiciled in Jabodetabek, as many as 150 users of skincare brand products. The research method used is quantitative with data collection through questionnaires. This study uses Structural Equation Modeling (SEM) data analysis techniques which are processed with the help of AMOS 23 software. The results showed that Influencer Marketing has no significant effect on Purchasing Decisions on Skintific products in Jabodetabek area, Influencer Marketing has a significant effect on Brand Image on Skintific products in Jabodetabek area, Influencer Marketing has a significant effect on Brand Liking on Skintific products in Jabodetabek area, Brand Image has no significant effect on Decisions on Skintific products in Jabodetabek area, and Brand Liking affects Decisions on Skintific products in Jabodetabek area.*

**Keywords:** Brand Skintific, Skincare, Jabodetabek, Influencer Marketing, Purchasing Decision, Brand Image, and Brand Liking.