

ABSTRACT

The Effect of Influencer Use on NPURE Skincare Purchasing Decisions Mediated by Brand Awareness and Brand Image in the Digital Era

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This study was conducted with the aim of analyzing the effect of influencer use on NPURE skincare purchasing decisions by considering the mediating role of brand awareness and brand image in the digital era. Currently, influencers are one of the main strategies in increasing brand image and brand awareness to the public regarding NPURE products so that consumer purchasing decisions occur. This study uses a quantitative approach, with the population used being consumers of skincare products from the NPURE brand who actively use social media, and have purchased NPURE products at least once and have been exposed to content from influencers related to the product. The researcher used purposive sampling as a sampling method with a total of 112 samples. In this study, the researcher will distribute questionnaires, and the data analysis technique will use the Structural Equation Model (SEM) based on Partial Least Squares (PLS) through the SmartPLS 4.1.1.2 application. The results of this study indicate that influencers have a significant effect on brand awareness and brand image. Brand awareness and brand image significantly influence purchasing decisions, and both variables act as mediators for the indirect effect of influencers on purchasing decisions.

Keywords: *NPURE, Influencer, Brand Awareness, Brand Image, Purchasing Decisions.*