ABSTRACT

THE INFLUENCE OF INFLUENCER CREDIBILITY ON PURCHASE INTENTION OF HANASUI PRODUCTS THROUGH BRAND IMAGE AS A MEDIATING VARIABLE

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This study is motivated by the widespread use of social media as a product promotion tool, particularly in the beauty industry. Hanasui is a local brand that actively utilizes Influencers to build brand image and attract consumer purchase intention. This phenomenon highlights the need for scientific research on the influence of Influencer on purchase intention, with brand image as a mediating variable. The purpose of this study is to determine the extent to which Influencer credibility influence consumers' purchase intention of Hanasui products through brand image. The theoretical framework includes marketing communication theory, source credibility theory, as well as concepts of consumer behavior and brand image. This research uses a quantitative approach with a survey method. The sample was determined using purposive sampling technique, involving individuals aged 15–65 years who reside in the Greater Jakarta area (Jabodetabek), are active social media users (particularly on TikTok and Instagram), and are aware of or have been exposed to Hanasui promotions by Influencers or KOLs. Data were collected through online questionnaires and analyzed using Structural Equation Modeling with Partial Least Squares (SEM-PLS).

Keywords: Influencer Credibility , Brand Image, Purchase intention