SUMMARY

ATIKA HERMANDA. The Effects of Beauty Influencers towards Brand Image, Self-Concept and Purchase Intention of Consumer Cosmetic Makeovers. Supervised by UJANG SUMARWAN and NETTI TINAPRILLA.

The benefits of social media now bring out the latest trends in the world of marketing, namely word of mouth in the form of social media influencers. Influencers are defined as those who shape audience behavior through blogs, tweets, videos and other posts on social media (Scoble et al. 2006). Influencers have the ability to shape the information needed by consumers in a way that is easily felt and understood by consumers. Influencers generally have expertise in their respective fields, for example beauty influencers who often upload reviews of beauty products on social media. At present many beauty influencers are appearing on social media because of the high enthusiasm of the community towards cosmetic products.

One of the cosmetic brands in Indonesia that is developing is Makeover. Makeover is a cosmetic product launched by PT Paragon Technology and Innovation in 2010. The phenomenon of the proliferation of beauty influencers has become an opportunity used by Makeover cosmetics who from the beginning did not market products through conventional advertisements on television but collaborated with beauty influencers to review Makeover products on social media accounts and holding joint events such as beauty class and meet and greet.

This study analyzes the influence of beauty influencers on buying consumer interest in Makeover cosmetics by using brand image and self-concept as an intervening variable. The data obtained is processed using Microsoft Excel 2013, SPSS version 23.0 and SEM SmartPLS 3.0. The results obtained after a study of 219 respondents namely beauty influencers had a significant positive effect on brand image and self-concept but did not significantly influence direct buying interest. Meanwhile in the intervening variable, brand image has a significant positive effect on buying interest while the self concept does not significantly influence buying interest.

Keywords: beauty influencer, brand image, purchase intention, self concept