



## **THE ANALYSIS OF BEAUTY INFLUENCERS TOWARDS PURCHASE INTENTION OF BEAUTY PRODUCTS (CASE STUDY ON GEN Z IN JABODETABEK)**

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**BUSINESS STUDY PROGRAM  
BUSINESS SCHOOL  
IPB UNIVERSITY  
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2024**



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FADHYA PUTRI FADHILLAH. Pengaruh Beauty Influencer Terhadap Minat Pembelian Produk Kecantikan (Studi Kasus pada Gen Z di Jabodetabek). Dibimbing oleh M SYAMSUL MAARIF dan LINDA KARLINA SARI.

Penelitian ini bertujuan untuk menganalisis pengaruh beauty influencer terhadap minat pembelian produk kecantikan pada generasi Z di wilayah Jabodetabek. Latar belakang penelitian ini adalah meningkatnya penggunaan media sosial dan peran signifikan beauty influencer dalam mempromosikan produk kecantikan. Gen Z dipilih sebagai subjek penelitian karena mereka merupakan pengguna utama media sosial dan memiliki daya beli yang signifikan dalam industri kecantikan. Metode penelitian yang digunakan adalah survei dengan menyebarkan kuesioner. Data dianalisis menggunakan model VisCAP (Visibility, Credibility, Attraction, Power) untuk menilai pengaruh masing-masing variabel terhadap minat pembelian. Hasil penelitian menunjukkan bahwa semua variabel dalam model VisCAP memiliki pengaruh signifikan terhadap minat pembelian produk kecantikan. Dari keempat variabel tersebut, Credibility memiliki pengaruh terbesar. Kepercayaan terhadap beauty influencer adalah faktor utama yang mendorong minat pembelian produk kecantikan di kalangan Gen Z. Kesimpulan dari penelitian ini bahwa beauty influencer memiliki peran penting dalam mempengaruhi minat pembelian produk kecantikan, terutama melalui kredibilitas mereka. Penelitian ini memberikan implikasi praktis bagi perusahaan kecantikan untuk fokus pada kolaborasi dengan beauty influencer yang memiliki kredibilitas tinggi untuk meningkatkan penjualan produk mereka.

Kata Kunci : Beauty Influencer, Gen Z, Minat Pembelian, Produk Kecantikan, VisCAP

## ABTRACT

FADHYA PUTRI FADHILLAH. The Influence of Beauty Influencers on the Purchase Intention of Beauty Products (Case Study on Gen Z in Jabodetabek). Supervised by M SYAMSUL MAARIF and LINDA KARLINA SARI.

This study aims to analyze the influence of beauty influencers on the purchase intention of beauty products among Generation Z in the Jabodetabek area. The background of this research is the increasing use of social media and the significant role of beauty influencers in promoting beauty products. Gen Z was chosen as the subject of this research because they are the primary users of social media and have significant purchasing power in the beauty industry. The research method used is a survey by distributing questionnaires. The data was analyzed using the VisCAP model (Visibility, Credibility, Attraction, Power) to assess the influence of each variable on purchase intention. The results of the study show that all variables in the VisCAP model have a significant influence on the purchase intention of beauty products. Among the four variables, Credibility has the greatest influence. This indicates that trust in beauty influencers is the main factor driving the purchase intention of beauty products among Gen Z. The conclusion is that beauty influencers play an important role in influencing the purchase intention of beauty products, primarily through their credibility. This research provides practical implications for beauty companies to focus on collaborating with highly credible beauty influencers to increase their product sales.

Keywords: Beauty Influencer, Gen Z, Purchase Intention, Beauty Product, VisCAP.



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**FADHYA PUTRI FADHILLAH**

Thesis

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at  
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**BUSINESS STUDY PROGRAM  
BUSINESS SCHOOL  
IPB UNIVERSITY  
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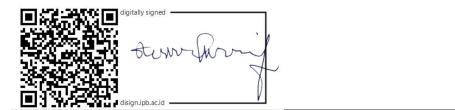
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## INTRODUCTION

Praise and gratitude to Allah subhanaahu wa ta'ala for all His gifts so that this scientific work can be successfully completed. The theme chosen in the research conducted from April 2024 to July 2024 is consumers behavior with the title "The Analysis of Beauty Influencers Towards Purchase Intention of Beauty Products (Case Study on Gen Z in Jabodetabek)".

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Hopefully this scientific work will be useful for those who need it and for the advancement of science.

Bogor, August 2024

*Fadhyia Putri Fadhillah*



LIST OF TABLE	xii
LIST OF FIGURE	xii
LIST OF APENDIX	xiii
I INTRODUCTION	1
1.1 Background	1
1.2 Problem Formulation	4
1.3 Research Objectives	5
1.4 Research Benefits	5
1.5 Research Scope	5
II LITERATURE REVIEW	7
2.1 Beauty Influencer	7
2.2 Model VisCAP	7
2.3 Purchasing Intention	8
2.4 Beauty Products	8
2.5 Generation Z	9
2.6 The Relationship Between Beauty Influencers And Purchase Intention	9
2.7 Research Framework	10
2.8 Research Models and Hypotheses	12
III METHODOLOGY	14
3.1 Location and Time of Research	14
3.2 Research Design	14
3.3 Types and Data Sources	14
3.4 Respondent Determination Techniques	14
3.5 Variable Operational Data and Definition	16
3.6 Data Processing and Analysis Methods	19
IV RESULTS AND DISCUSSION	21
4.1 Description of Respondent Characteristics	21
4.2 Description of Respondent's Answer	26
4.3 Outer Model	31
4.4 Inner Model	39
4.5 Illustration and Discussion	40
4.6 Research Implications	45
V CONCLUSIONS AND SUGGESTIONS	48
5.1 Conclusion	48
5.2 Suggestion	48
BIBLIOGRAPHY	49
APPENDIX	55
BIOGRAPHY	62



1	Operational variables	16
2	Characteristics of respondents by age	21
3	Respondent characteristics by gender	21
4	Characteristics of respondents based on marital status	22
5	Characteristics of respondents based on domicile	22
6	Respondent characteristics based on education	22
7	Respondent characteristics based on work	23
8	Characteristics of respondents based on income	23
9	Respondents' characteristics based on beauty products they want to buy in the near future	23
10	Characteristics of respondents based on viewing duration per week	24
11	Respondent's characteristics based on the most followed beauty influencers	24
12	Respondent's characteristics based on reasons for following beauty influencers	25
13	Respondent's characteristics based on their influence on purchase decisions	25
14	Respondent's characteristics based on usefulness in increasing knowledge	25
15	Respondent's characteristics based on the type of content watched	26
16	Description of respondent's answer	27
17	Description of respondent's answer	30
18	Validity test value of outer loading	32
19	Validity test with cross loading	33
20	R square	34
21	Reliability test	35
22	HTMT test	35
23	Colinierity statistic (VIF)	37
24	Regression test	40

## LIST OF FIGURE

1	Value FMCG sector sales 2023	1
2	Percentage of influencer types that affect beauty product selection	2
3	Research framework	11
4	Research models and hypotheses	12
5	Hypothesis framework SEM	18
6	Outer model	32
7	Inner model	39



## **LIST OF APENDIX**

1 Request for research questionnaire completion	56
2 Research questionnaire	57

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