

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
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Bogor, 23 August 2024

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ABSTRAK

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 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

ABSTRACT

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
as one of the requirements for obtaining a degree
Bachelor of Business
at
Business Study Program

**BUSINESS STUDY PROGRAM
BUSINESS SCHOOL
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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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Bogor, August 2024

Fadhya Putri Fadhillah

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