

## ABSTRAK

Penelitian ini bertujuan untuk: (1) mengetahui pengaruh antara *beauty influencer* dan citra merek produk Scarlett Whitening; (2) mengetahui pengaruh antara *beauty influencer* terhadap minat beli produk Scarlett Whitening; (3) mengetahui pengaruh antara citra merek terhadap minat beli produk Scarlett Whitening; (4) mengetahui pengaruh *beauty influencer* terhadap minat beli melalui citra merek. Metode penelitian yang digunakan pada penelitian ini adalah metode kuantitatif. Populasi pada penelitian ini adalah mahasiswa Manajemen Universitas Buana Perjuangan Karawang yang pernah menggunakan produk Scarlett Whitening. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah sampel sebanyak 116 responden. Data dianalisis menggunakan metode deskriptif, verifikatif, dan *Partial Least Square* (PLS) menggunakan bantuan Software SmartPLS versi 3.2.9. Hasil analisis menunjukkan bahwa terdapat pengaruh secara positif dan signifikan antara *beauty influencer* terhadap citra merek produk Scarlett Whitening, *beauty influencer* berpengaruh secara positif dan signifikan terhadap minat beli, citra merek berpengaruh secara positif dan signifikan terhadap minat beli, dan *beauty influencer* berpengaruh secara positif dan signifikan terhadap minat beli melalui citra merek.

Kata Kunci: *Beauty Influencer*, Citra Merek, Minat Beli

## **ABSTRACT**

The purpose of this research is to: (1) determine the influence between beauty influencers and brand image of Scarlett Whitening products; (2) knowing the effect of beauty influencers on buying interest in Scarlett Whitening products; (3) knowing the effect of brand image on buying interest in Scarlett Whitening products; (4) determine the effect of beauty influencers on buying interest through brand image. The research method used in this study is a quantitative method. The population in this study were students of Management at Buana Perjuangan Karawang University who had used Scarlett Whitening products. The sampling technique used purposive sampling with a total sample of 116 respondents. Data were analyzed using descriptive, verification, and Partial Least Square (PLS) methods using SmartPLS software version 3.2.9. The results of the analysis show that there is a positive and significant influence between beauty influencers on the brand image of Scarlett Whitening products, beauty influencers have a positive and significant effect on buying interest, brand image has a positive and significant effect on buying interest, and beauty influencers have a positive and significant effect on buying interest through brand image.

*Keyword: Beauty Influencer, Brand Image, Purchase Intention*