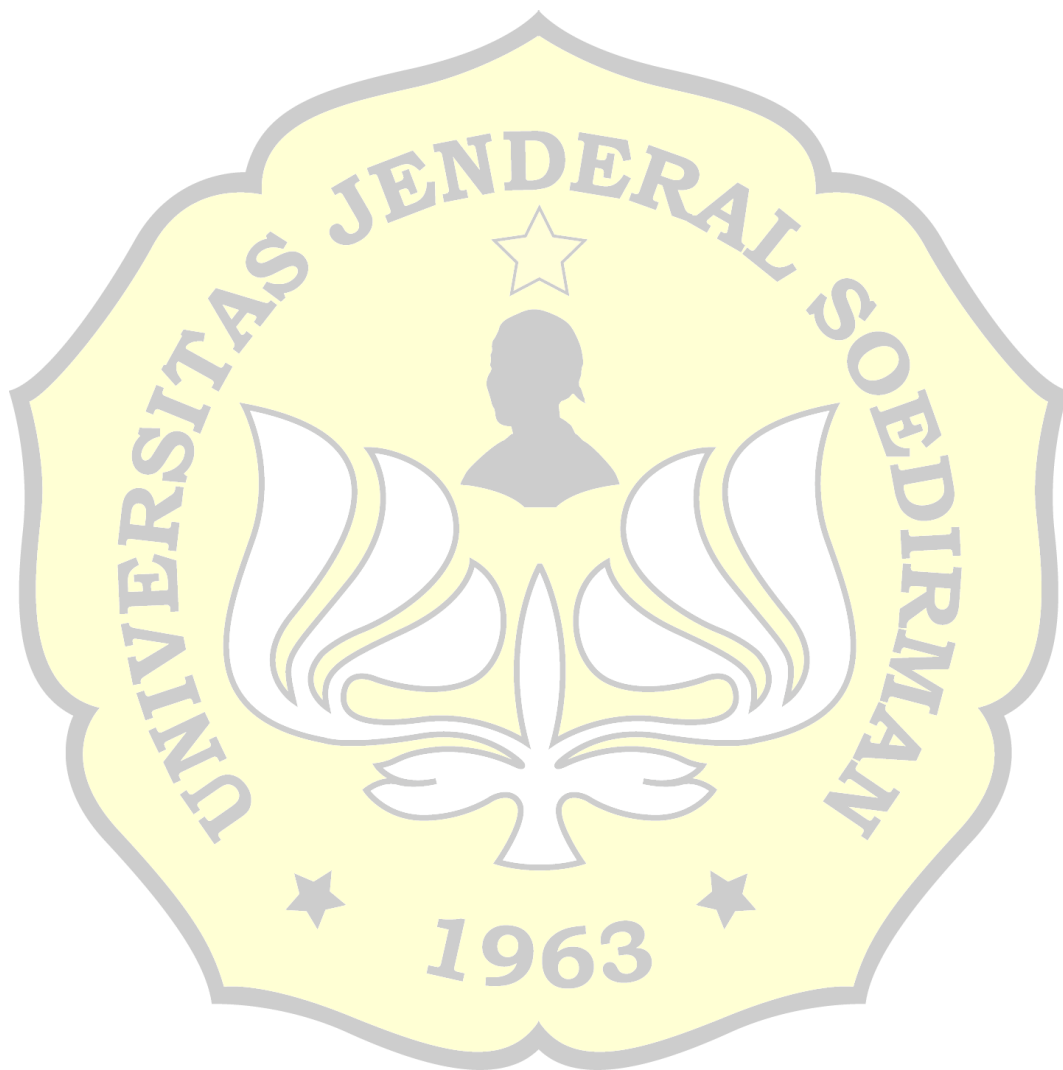


RINGKASAN

Penelitian ini bertujuan untuk menganalisis pengaruh persepsi kredibilitas *influencer* terhadap niat beli konsumen, dengan interaksi parasosial sebagai variabel mediasi dalam konteks ulasan produk *skincare* di Tiktok. Persepsi kredibilitas *influencer* diukur melalui tiga dimensi utama, yaitu *trustworthiness* atau kepercayaan, *expertise* atau keahlian, dan *attractiveness* atau daya tarik. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui kuesioner *online*, yang disebarakan kepada 204 responden pengguna Tiktok di Indonesia yang pernah melihat konten ulasan produk *skincare* dari Dokter Detektif atau Doktif. Data analisis menggunakan *Partial Least Squares-structural Equation* (PLS-SEM) untuk menguji hubungan antar variabel. Adapun hasil penelitian ini menunjukkan bahwa persepsi kredibilitas *influencer* berpengaruh positif dan signifikan terhadap niat beli konsumen. Kemudian hasil berikutnya interaksi parasosial memiliki pengaruh positif dan signifikan terhadap niat beli. Persepsi kredibilitas *influencer* berpengaruh positif dan signifikan terhadap interaksi parasosial. Dan terakhir menunjukkan interaksi parasosial memediasi hubungan antara persepsi kredibilitas *influencer* dan niat beli secara signifikan. Implikasi penelitian ini menunjukkan bahwa kredibilitas *influencer* berperan penting dalam membentuk kepercayaan audiens dan mendorong perilaku keputusan konsumen. Selain itu, hubungan parasosial yang terbentuk antara *influencer* dengan audiens memperkuat pengaruh rekomendasi ataupun ulasan produk terhadap niat beli. Oleh karena itu, pemasar atau merek yang ingin

memanfaatkan *influencer marketing* di Tiktok perlu mempertimbangkan faktor kredibilitas dan keterlibatan emosional audiens dalam strategi pemasaran mereka.

Kata kunci: Persepsi Kredibilitas *Influencer*, Niat Beli, Interaksi Parasosial, Tiktok, Skincare.



SUMMARY

This study aims to analyze the influence of perceived influencer credibility on consumers' purchase intention, with parasocial interaction as a mediating variable in the context of skincare product reviews on TikTok. Perceived influencer credibility is measured through three main dimensions: trustworthiness, expertise, and attractiveness. This study employs a quantitative approach using a survey method via an online questionnaire, which was distributed to 204 TikTok users in Indonesia who have seen skincare product reviews from Dokter Detektif (Doktif). Data analysis was conducted using Partial Least Squares-Structural Equation Modeling (PLS-SEM) to examine the relationships between variables. The results of this study indicate that perceived influencer credibility has a positive and significant effect on consumers' purchase intention. Furthermore, parasocial interaction has a positive and significant influence on purchase intention. Perceived influencer credibility also has a positive and significant impact on parasocial interaction. Lastly, the findings show that parasocial interaction significantly mediates the relationship between perceived influencer credibility and purchase intention. The implications of this study suggest that influencer credibility plays a crucial role in building audience trust and influencing consumer purchasing decisions. Moreover, the parasocial relationship formed between influencers and their audience strengthens the impact of product recommendations or reviews on purchase intention. Therefore, marketers or brands looking to leverage influencer marketing on TikTok should

consider influencer credibility and audience emotional engagement in their marketing strategies.

Keywords: *Perceived Influencer Credibility, Purchase Intention, Parasocial Interaction, TikTok, Skincare.*

