

ABSTRACT

Social media is a type of electronic communication that uses online platforms such as websites for microblogging and social networking. In the rapidly growing beauty and skincare industry in Indonesia, marketing through influencers has become an innovative approach to promote products or brands. Marketers believe that careful implementation of influencers can shape positive perceptions from customers towards a product or brand, with the hope of building customer loyalty to that brand.

The aim of this research is to understand how social media influencers affect brand loyalty with purchase intention as a mediating variable among Gen Z in Indonesia, who are known to be very tech-savvy and spend most of their time on social media, especially on TikTok, which has seen a significant increase in brand loyalty. By creating a marketing strategy that is familiar and easily accessible, it is hoped that consumers can build purchase intentions and brand loyalty at an efficient cost.

This research uses a quantitative approach and tests hypotheses. This study collected 385 samples using purposive sampling method. This study was conducted through interviews using an online questionnaire. The variables to be measured by the researcher have determined the design of the questions. After testing the validity and reliability of the data with 30 respondents, it was concluded that the data is valid and reliable. Researchers are not directly involved in the research process. The researchers only collected data from people who filled out the questionnaire and then analyzed it. It is hoped that the results of this research will provide further information on how the influence of social media influencers can affect positive customer perceptions and the extent to which Purchase Intention and Brand Loyalty can be shaped through effective marketing strategies among Gen Z in Indonesia.

The analysis of the outer and inner model tests is used to conduct this research. In this study, Structural Equation Modeling (SEM) is used. The SmartPLS software version 4.0.9.9 for Windows will be used to conduct all tests. The research results indicate that the influence of social media influencers on brand loyalty, the influence of social media influencers on brand loyalty with purchase intention, and the influence of social media influencers on brand loyalty with purchase intention all have positive and significant effects. The conclusion of this study is that the influence of social media influencers on purchase intention is the most significant. Therefore, it is hoped that the use of influencers on social media can enhance brand appeal and strengthen branding at a low cost, especially if the target consumers are the younger generation. Future research is also expected to examine other factors influenced by influencers on social media, such as brand image and brand reputation. To understand the influence of influencers more broadly, it is recommended to include more users who utilize various social media platforms such as Instagram, YouTube, and X.

Keywords: Social Media Influencer, Brand Loyalty, Purchase Intention, Z generation