

ABSTRACT

The rise of the beauty industry in Indonesia has changed people's preference for skincare products, especially for local brands that are now getting more attention. This phenomenon has brought economic growth and a shift in consumer values that prioritize quality, authenticity, and sustainability. Influencers who are one of the sources of information are also now widespread, so influencers with various backgrounds appear, one of which is a doctor who has credibility in the health sector. This study aims to analyze the effect of the source credibility of an influencer doctor and brand loyalty on consumer buying interest in the Azarine brand.

This research uses a causal descriptive quantitative approach. The population in this study is Generation Z TikTok users and had purchased Azarine products in Bandung City, so there were 250 respondents. The sampling technique used was non-probability sampling with purposive sampling by distributing questionnaires online. The data analysis used in this study is SEM-PLS to analyze the relationship between the independent and dependent variables. Data analysis was processed using SPSS and SmartPLS software. The results showed that in the focus of the product overclaim issue, the credibility of the influencer's source does not have a significant effect on purchase intention and brand loyalty has a significant influence on purchase intention. Meanwhile, simultaneously the credibility of the source and brand loyalty have an influence on purchase intention.

Keywords: Source credibility, Purchase intention, Brand loyalty, Social media Influencer, Overclaim, Trustworthiness, Expertise, Attractiveness