

The Influence Of Influencer credibility, Perceived quality, And Price perception On Purchase Intention Of The Skincare Finally Found You!

By Rizka Rahma Andhina

Abstract

This study employed a quantitative research approach to analyze the effects of *Influencer Credibility*, *Perceived Quality*, and *Price Perception* on *Purchase Intention* toward Finally Found You! skincare products. The sampling technique used was *non-probability sampling* with a *purposive sampling* method involving 115 respondents who were familiar with Finally Found You! products and had been exposed to promotional content by the influencer Tasya Farasya. Data were collected through an online questionnaire and analyzed using *Structural Equation Modeling–Partial Least Squares* (SEM-PLS) with SmartPLS 4. The analysis results indicate that *Price Perception* is the most dominant factor influencing *Purchase Intention*, suggesting that the alignment between price, product quality, and perceived benefits is the primary consideration in shaping consumers' purchase intention. This study concludes that *Influencer Credibility*, *Perceived Quality*, and *Price Perception* each have a positive and significant effect on *Purchase Intention* toward Finally Found You! skincare products.

Keywords: *Influencer credibility, Perceived quality, Price perception, Purchase Intention, Finally Found You!.*

Pengaruh Kredibilitas *Influencer*, Persepsi Kualitas, Dan Persepsi Harga Terhadap Minat Beli Pada Skincare Finally Found You!

Oleh Rizka Rahma Andhina

Abstrak

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk menganalisis pengaruh *Influencer credibility*, *Perceived quality*, dan *Price perception* terhadap *Purchase Intention* pada produk skincare Finally Found You!. Teknik pengambilan sampel yang digunakan adalah *non-probability sampling* dengan metode *purposive sampling* terhadap 115 responden yang mengetahui produk Finally Found You! dan pernah melihat konten promosi oleh *Influencer* Tasya Farasya. Data dikumpulkan melalui kuesioner daring dan dianalisis menggunakan *Structural Equation Modeling–Partial Least Squares* (SEM-PLS) dengan bantuan SmartPLS 4. Hasil analisis menunjukkan bahwa *Price perception* merupakan variabel yang memberikan pengaruh paling dominan terhadap *Purchase Intention*, yang mengindikasikan bahwa kesesuaian harga dengan kualitas dan manfaat produk menjadi pertimbangan utama konsumen dalam membentuk minat beli. Penelitian ini menyimpulkan bahwa *Influencer credibility*, *Perceived quality*, dan *Price perception* masing-masing berpengaruh positif dan signifikan terhadap *Purchase Intention* pada produk skincare Finally Found You!.

Kata kunci: Kredibilitas *Influencer*, Persepsi Kualitas, Persepsi Harga, Minat Beli, Finally Found You!.