

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

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Abstract

This study is a quantitative research that aims to analyze the influence of *Influencer credibility*, *Perceived quality*, and *Price perception* on *Purchase Intention* toward Finally Found You! skincare products. The sampling technique employed was non-probability sampling using a purposive sampling method involving 115 respondents who were familiar with Finally Found You! products and had been exposed to promotional content by Tasya Farasya. Data were collected through an online questionnaire and analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4 software. The results indicate that *Influencer credibility*, *Perceived quality*, and *Price perception* have a positive and significant effect on *Purchase Intention*. These findings suggest that higher *Influencer credibility*, better consumer perceptions of product quality, and more favorable *Price perceptions* lead to higher *Purchase Intention* toward Finally Found You! skincare products. Among the independent variables, *Price perception* was found to have the strongest influence on *Purchase Intention*. This study concludes that improving *Influencer credibility*, *Perceived quality*, and positive *Price perception* can enhance consumers' *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!

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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 penelitian menunjukkan bahwa *Influencer credibility*, *Perceived quality*, dan *Price perception* berpengaruh positif dan signifikan terhadap *Purchase Intention*. Temuan ini menunjukkan bahwa semakin tinggi kredibilitas *Influencer*, semakin baik persepsi konsumen terhadap kualitas produk, serta semakin positif persepsi harga yang dimiliki konsumen, maka semakin tinggi pula *Purchase Intention* terhadap produk skincare Finally Found You!. Variabel *Price perception* merupakan faktor yang memberikan pengaruh paling dominan terhadap *Purchase Intention*. Penelitian ini menyimpulkan bahwa peningkatan kredibilitas *Influencer*, kualitas yang dipersepsikan, dan persepsi harga yang positif dapat meningkatkan *Purchase Intention* konsumen terhadap produk skincare Finally Found You!.

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