

## ABSTRAK

Pandemi membuat perubahan perilaku pada konsumen, khususnya di industri kecantikan, dimana masyarakat cenderung membeli *skincare* dibandingkan *make-up* karena berkurangnya aktivitas di luar rumah. Selain itu, penggunaan internet meningkat karena konsumen mencari informasi secara *online* sebelum membeli produk. Penelitian ini bertujuan untuk menguji pengaruh ulasan dari sesama konsumen dan *influencer* di media sosial terhadap minat beli *skincare* di Indonesia. Metode penelitian yang digunakan adalah metode kuantitatif. Sedangkan pengambilan data dilakukan dengan menggunakan kuesioner melalui *google form*, kemudian data tersebut diolah menggunakan *software Smart PLS*. Hasil dari penelitian ini adalah seluruh variabel mempunyai pengaruh terhadap niat beli kecuali sikap homofili. Interaksi parasosial dipengaruhi oleh kredibilitas *influencer* dan sikap homofili. Dapat disimpulkan bahwa ulasan sesama konsumen dan kredibilitas *influencer* mampu untuk meningkatkan minat beli, namun tidak dengan sikap homofili karena memerlukan variabel lain yang dapat membantu meningkatkan minat beli.

Kata Kunci: getok tular elektronik, minat pembelian, interaksi parasosial, sikap homofili, kredibilitas *influencer*



## **ABSTRACT**

*The pandemic has caused changes in consumer behaviour, especially in the beauty industry, people tend to buy skincare rather than make-up due to reduced activities outside home. In addition, internet usage is increasing as consumers search for information online before purchasing products. This study aims to examine the effect of reviews from fellow consumers and influencers on social media on skincare purchase intention in Indonesia. The research method used is a quantitative method. Data was collected using a questionnaire via Google Form, afterwards the data was processed using Smart PLS software. The results of this study are that all variables have influence on purchase intentions except for homophile attitudes. Parasocial interactions are influenced by influencer credibility and homophile attitudes. It can be concluded that fellow consumers' reviews and influencer credibility are able to increase purchase intention, but not with homophile attitudes since it needs another variable to be able to increase purchase intention.*

*Keywords: E-WOM, purchase intention, parasocial interaction, attitude homophily, influencer credibility*

