

**ANALISIS PENGARUH INFLUENCER MARKETING TERHADAP
MINAT BELI KONSUMEN
PADA SKINCARE SOMETHINC
(STUDI KASUS PADA MASYARAKAT KECAMATAN BENGKALIS)**

Nama	: Siti Rahmah
NIM	: 5604221061
Pembimbing	: Erma Domos BA., MTCSOL

ABSTRAK

Perkembangan teknologi digital mendorong perubahan strategi pemasaran, salah satunya melalui Influencer Marketing yang kini banyak diterapkan oleh brand *skincare* lokal seperti Somethinc. Meski demikian, penelitian terdahulu menunjukkan hasil yang berbeda-beda mengenai efektivitas Influencer Marketing terhadap minat beli konsumen, sehingga diperlukan kajian lebih lanjut khususnya pada masyarakat Kabupaten Bengkalis yang penggunaan media sosialnya terus meningkat. Penelitian ini bertujuan untuk menganalisis pelaksanaan Influencer Marketing pada produk *skincare* Somethinc, menganalisis minat beli konsumen terhadap produk tersebut, serta menganalisis pengaruh Influencer Marketing terhadap minat beli konsumen. Penelitian menggunakan metode kuantitatif dengan menyebarkan kuesioner kepada 100 responden masyarakat Bengkalis yang dipilih melalui teknik nonprobability sampling jenis purposive sampling, kemudian data dianalisis menggunakan analisis korelasi dan regresi linear sederhana. Hasil penelitian menunjukkan nilai koefisien korelasi Pearson sebesar 0,703 yang menandakan hubungan kuat dan searah antara kedua variabel, dengan koefisien determinasi (R Square) sebesar 0,494 atau 49,4%. Persamaan regresi yang diperoleh adalah $Y = 11,061 + 0,431X$, dan hasil uji t menunjukkan nilai t hitung 9,784 lebih besar dari t tabel 1,966 dengan signifikansi 0,000. Dapat disimpulkan bahwa Influencer Marketing berpengaruh positif dan signifikan terhadap minat beli konsumen pada produk *skincare* Somethinc di Kabupaten Bengkalis.

Kata Kunci: *Influencer Marketing*, Minat Beli, Somethinc, *Skincare*, Kredibilitas *Influencer*.

**ANALYSIS OF THE INFLUENCE OF INFLUENCER MARKETING ON
CONSUMER PURCHASE INTENTION TOWARD SOMETHINC SKINCARE
(A CASE STUDY ON THE COMMUNITY OF KECAMATAN BENGKALIS)**

Name	: Siti Rahmah
Student ID (NIM)	: 5604221061
Advisor	: Erma Domos, BA., MTCSOL

ABSTRACT

The development of digital technology has driven changes in marketing strategy, one of which is Influencer Marketing, now widely applied by local skincare brands such as Somethinc. However, previous studies show varying results regarding the effectiveness of Influencer Marketing on consumer purchase intention, making further study necessary, particularly in the community of Bengkalis Regency, where social media usage continues to increase. This study aims to analyze the implementation of Influencer Marketing on Somethinc skincare products, analyze consumer purchase intention toward the product, and analyze the influence of Influencer Marketing on consumer purchase intention. This study used a quantitative method by distributing questionnaires to 100 respondents from the Bengkalis community, selected through nonprobability sampling with a purposive sampling technique, with the data then analyzed using correlation analysis and simple linear regression. The results show a Pearson correlation coefficient of 0.703, indicating a strong and positive relationship between the two variables, with a coefficient of determination (R Square) of 0.494 or 49.4%. The resulting regression equation is $Y = 11.061 + 0.431X$, and the t-test results show a t-count value of 9.784, greater than the t-table value of 1.966, with a significance of 0.000. It can be concluded that Influencer Marketing has a positive and significant effect on consumer purchase intention toward Somethinc skincare products in Bengkalis Regency.

Keywords: *Influencer Marketing, Purchase Intention, Somethinc, Skincare, Influencer Credibility.*