

## **ABSTRACT**

*The phenomenon of declining Kleveru members and the company's unmet revenue targets became the basis for this research. The study entitled "The Influence of Influencer Marketing and Brand Image on Purchase Decisions of Local Skincare Products and Its Implications for Consumer Loyalty (A Survey on Face Oil Kleveru Consumers on Shopee)" employed a quantitative method with a descriptive and verificative approach. Data were collected through questionnaires distributed to 100 respondents who had purchased Kleveru products on Shopee. Data analysis was conducted using path analysis, multiple correlation, multiple regression, and the coefficient of determination, with hypothesis testing carried out through t-tests to examine both direct and indirect relationships among variables. The results indicate that Influencer Marketing and Brand Image have a positive and significant effect on purchase decisions, contributing 62.1%, while the remaining 37.9% is influenced by other factors beyond this study. The formed purchase decisions subsequently have a positive implication for consumer loyalty toward Kleveru.*

**Keywords:** *Influencer Marketing, Brand Image, Purchase Decision, Consumer Loyalty*