

ABSTRACT

The local skincare industry in Indonesia has experienced significant growth alongside the increasing use of social media and online marketplaces as digital marketing platforms. However, intensive promotion through influencers and social media marketing activities does not necessarily lead to optimal consumer purchase intention. This study aims to analyze the influence of influencer attributes and social media marketing on purchase intention toward local skincare products in Bandung, with follower's perception acting as a mediating variable. The theoretical foundations include influencer attributes proposed by Masuda, Han, and Lee (2022), social media marketing by Godey et al. (2016), follower's perception by Belanche et al. (2021), and purchase intention by Wang (2023). This study employs a quantitative approach using a survey method involving 100 respondents who have viewed or received information about local skincare products through social media and influencers. Data were collected through questionnaires and analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS software. The findings indicate that influencer attributes and social media marketing simultaneously have a positive and significant effect on purchase intention. Social media marketing significantly enhances consumers' purchase intention, whereas influencer attributes do not have a significant direct effect on purchase intention. The results further reveal that follower's perception plays an important role in explaining the relationship between digital marketing activities and consumer purchase intention. The coefficient of determination shows that 43.4% of the variance in purchase intention can be explained by influencer attributes, social media marketing, and follower's perception. This study concludes that improving the effectiveness of digital marketing strategies in the local skincare industry requires high-quality social media marketing activities and the development of positive follower perceptions to increase consumer purchase intention.

Keywords: *influencer attributes, social media marketing, follower's perception, purchase intention, local skincare.*