

ABSTRAK

Dalam industri kecantikan dan *skincare*, persaingan antar produk semakin ketat. Konsumen tidak lagi hanya mengandalkan iklan tradisional, tetapi juga memperhatikan ulasan, rekomendasi, serta kredibilitas *influencer*. Fenomena Reizuka Ari menunjukkan adanya persepsi di kalangan audiens bahwa *influencer* laki-laki dapat memengaruhi minat beli melalui konten yang disampaikan di media sosial. Penelitian ini didasarkan pada Teori Kredibilitas Sumber (*Source Credibility Theory*) yang menjelaskan bahwa efektivitas komunikasi dipengaruhi oleh tingkat kepercayaan, keahlian, dan daya tarik komunikator. Penelitian ini bertujuan untuk mengukur dan menganalisis pengaruh kredibilitas *influencer* Reizuka Ari terhadap minat beli produk Skintific pada Generasi Z pengguna TikTok. Metode yang digunakan adalah penelitian deskriptif kuantitatif. Teknik pengumpulan data dilakukan melalui penyebaran kuesioner, sedangkan analisis data menggunakan analisis deskriptif, korelasi *Product Moment*, dan regresi linier sederhana. Hasil penelitian menunjukkan bahwa kredibilitas *influencer* berpengaruh positif dan signifikan terhadap minat beli. Hal tersebut ditunjukkan oleh nilai koefisien regresi sebesar 0,572 dan nilai signifikansi sebesar $0,000 < 0,05$. Berdasarkan hasil penelitian, dapat disimpulkan bahwa semakin tinggi kredibilitas *influencer*, maka semakin tinggi pula minat beli konsumen terhadap produk Skintific.

Kata Kunci: Kredibilitas *Influencer*, Minat Beli, Skintific.

ABSTRACT

In the beauty and skincare industry, competition among products is becoming increasingly intense. Consumers no longer rely solely on traditional advertising but also pay attention to reviews, recommendations, and the credibility of influencers. The phenomenon of Reizuka Ari indicates a perception among audiences that male influencers can influence purchase intention through content shared on social media. This study is based on the Source Credibility Theory, which explains that communication effectiveness is influenced by the communicator's trustworthiness, expertise, and attractiveness. The purpose of this study is to measure and analyze the influence of Reizuka Ari's credibility as an influencer on the purchase intention of Skintific products among Generation Z TikTok users. This study employed a quantitative descriptive method. Data were collected through questionnaires and analyzed using descriptive analysis, Product Moment correlation, and simple linear regression. The results indicate that influencer credibility has a positive and significant effect on purchase intention. This is evidenced by a regression coefficient value of 0.572 and a significance value of $0.000 < 0.05$. It can be concluded that the higher the influencer's credibility, the higher the consumers' purchase intention toward Skintific products.

Keywords: Influencer Credibility, Purchase Intention, Skintific.