# ABSTRACT

This research analyzes the influence of social media influencer (SMI) characteristics on consumer well-being and purchase intention, as well as compares the effectiveness of macro and mega influencers on the TikTok platform in the beauty & personal care industry. Using the Elaboration Likelihood Model (ELM) framework, this study examines how influencer characteristics (argument quality, source credibility, and kindness) affect consumer message processing through central and peripheral routes. Although influencer marketing has developed significantly alongside digital transformation, research examining its impact on consumer well-being in Indonesia remains limited. This study focuses on consumers in Semarang City to identify the strategic role of SMIs in influencing consumer behavior in the context of an emerging digital market.

Online experimental research was selected as the appropriate methodology to test the direct impact of influencer content exposure on consumer responses under controlled conditions. This study employs a quantitative approach with an experimental design that divides respondents (active TikTok users in Semarang City) into groups exposed to content from macro-influencers and mega-influencers. The combination of experimental methods with Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis was chosen for its ability to reveal causal relationships between influencer characteristics and consumer psychological constructs, while simultaneously modeling complex indirect influence pathways between influencer characteristic variables on consumer well-being and purchase intention.

The results indicate that the three independent variables—argument quality, source credibility, and kindness—significantly influence consumer well-being, which in turn positively affects purchase intention. Additionally, macro-influencers are more effective in fostering emotional connections with audiences, while mega-influencers play a greater role in enhancing brand credibility and trust. This study provides valuable insights for brands and marketers in developing more effective influencer marketing strategies on TikTok to increase consumer engagement and loyalty.

**Keywords**: Beauty & Personal Care, Social Media Influencer, Elaboration Likelihood Model,, Experimental Research Method.