ABSTRACT

This study investigates the effects of influencer characteristics attractiveness, authenticity, expertise, and influencer brand fit on brand image and examines the subsequent impact of brand image on brand loyalty among MOP Beauty consumers. The increasing reliance on influencers in the beauty industry highlights the importance of understanding how influencer-related attributes shape consumer evaluations of a brand. A quantitative research design was applied using Structural Equation Modeling (SEM) with AMOS as the analytical tool. Data were collected from 237 respondents through purposive sampling, targeting individuals who had been exposed to MOP Beauty promotions endorsed by influencers.

The findings reveal that all influencer characteristics have a positive and significant effect on brand image. In addition, brand image significantly influences brand loyalty, confirming its role as a key mediating variable in the relationship between influencer attributes and consumer loyalty. The indirect effects of influencer characteristics on brand loyalty through brand image were also significant, with effect sizes ranging from small to moderate.

Theoretically, this study contributes to the literature on influencer marketing and consumer behavior by emphasizing the role of influencer credibility and congruence in enhancing brand image and fostering brand loyalty. Practically, the results offer strategic implications for beauty brands, particularly MOP Beauty, by underscoring the importance of selecting influencers with strong expertise and a high degree of alignment with the brand to effectively strengthen brand image and sustain consumer loyalty.

Keywords: Attractiveness, Authenticity, Brand Image, Expertise, Influencer Brand Fit, Brand Loyalty