

## **ABSTRACT**

*Business people use social media creatively and innovatively. This is driven by the fact that today's consumers are more likely to use social media. Therefore, the method that has been applied is one form of their business as a means of promotion, managing, interacting with their customers and also increasing revenue. Social media, which is considered the most effective means of delivering information, makes many people use it in their daily activities. The use of social media is certainly supported by the development of social media users in Indonesia.*

*The population is the population used are online customers on Instagram social media Scarlett by Felicya Angelista. While the sample in this study were 100 people. The analytical tool used is multiple linear regression which was first tested using validity and reliability tests.*

*The results show that there is a significant influence between attractiveness on purchase intention, there is a significant influence between credibility and purchase intention, there is a significant influence between Product Match-Up on purchase intention, there is a significant influence between perceived quality on purchase intention, there is a significant influence between brand loyalty on purchase intention, there is a significant influence between perceived quality on brand loyalty and there is a significant influence between brand loyalty on perceived quality*

*Keywords: Attractiveness, credibility, Product Match-Up, purchase intention, perceived quality brand loyalty*