

## ABSTRAK

### **Pengaruh *Influencer Marketing*, Inovasi Produk Dan Persepsi Harga Terhadap Minat Beli Produk Scarlett Melalui *Brand Image***

Di masa pandemi Covid-19 di Indonesia membawa dampak disegala aspek kehidupan, salah satunya bagi para pelaku bisnis. *Influencer marketing* menjadi salah satu strategi pemasaran *online* yang tepat dan efektif agar bisnis dapat bertahan di masa pandemi dan dapat menghadapi pesaing. Scarlett merupakan produk *skincare* lokal yang mencapai kesuksesan dengan memanfaatkan kemajuan teknologi saat ini dalam memasarkan produknya. Penelitian ini memiliki tujuan untuk melihat keterkaitan antara variabel *influencer marketing*, inovasi produk dan persepsi harga terhadap minat beli produk Scarlett melalui *brand image*. Teknik pengumpulan data menggunakan kuesioner yang dibagikan kepada 145 responden. Data pada penelitian ini yaitu data primer dengan pengumpulan data melalui penyebaran kuesioner menggunakan *skala likert* 5 point dengan mengukur 29 pernyataan. Data dianalisis dengan menggunakan *path analysis* (analisis jalur). Hasil penelitian ini menunjukkan bahwa *influencer marketing*, inovasi produk dan persepsi harga berpengaruh positif terhadap *brand image*, *Influencer marketing*, inovasi produk dan persepsi harga berpengaruh terhadap minat beli. Namun variabel *brand image* tidak terbukti sebagai variabel intervening antara *influencer marketing*, inovasi produk dan persepsi harga terhadap minat beli produk Scarlett.

**Kata Kunci :** *Influencer Marketing*, Inovasi Produk, Persepsi Harga, *Brand Image*, Minat Beli

**ABSTRACT**

***The Influence of Influencer Marketing, Product Innovation and Price Perception on purchase intention in Scarlett Products through Brand Image***

*During the Covid-19 pandemic in Indonesia, it had an impact on all aspects of life, one of which was for business people. Influencer marketing is one of the right and effective online marketing strategies so that businesses can survive during the pandemic and can face competitors. Scarlett is a local skincare product that has achieved success by leveraging current technological advances in marketing its products. This study aims to see the relationship between the variables of influencer marketing, product innovation and price perception on purchase intention in Scarlett products through brand image. The data collection technique used a questionnaire which was distributed to 145 respondents. The data in this study are primary data with data collection through distributing questionnaires using a 5-point Likert scale by measuring 29 statements. Data were analyzed using path analysis (path analysis). The results of this study indicate that influencer marketing, product innovation and price perception have a positive effect on brand image, Influencer marketing, product innovation and price perception have an effect on buying interest. However, the brand image variable was not proven as an intervening variable between influencer marketing, product innovation and price perception on buying interest in Scarlett's products.*

**Keywords :** *Influencer Marketing, Product Innovation, Price Perception, Purchase Intention, Brand Image.*