

**PENGARUH KREDIBILITAS, REPUTASI DAN KEMAMPUAN PERSUASIF
BEAUTY BLOGGERS TERHADAP INTENSI PEMBELIAN PRODUK KOSMETIK
DI INDONESIA**

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The purpose of this study is to examine how credibility, reputation and persuasive capability of beauty bloggers affect cosmetic purchase intention in Indonesia. This research use questionnaire that spreaded using e-mail, BBM, line, and whatsapp with targeted respondent women aged 15-40 who live in Indonesia and actively use Internet. Findings show that credibility of beauty blogger has influence towards purchase intention since it can build a positive WOM regarding brand they endorsed. Reputation in other hand has affect but not significant. Persuasive capability has influence since online review can become source information and advice for consumer before they make purchase decision.

Keywords : beauty blogger, cosmetic, credibility, reputation, persuasive capabilities.