

ABSTRACT

Globalization has led to the rise of social media as a major platform for digital interaction, changing how people connect and providing a new foundation for business strategies. The purpose of this study is to determine the effect of influencer attributes on purchase intention with perceived characterizations and brand equity as intervening variables. This study uses quantitative methods to collect data with non-probability sampling using purposive sampling techniques and processed using SmartPLS version 3. There were 385 respondents used in this study who fit the questionnaire criteria, including knowing Scarlett products, being interested in buying, or having made purchase transactions, and also having seen Scarlett advertisements starring influencers on social media. The results show influencer attributes has a significant effect on purchase intention. Influencer attributes, perceived characterizations, brand equity significantly effect purchase intention. Influencer attributes has a significant effect on brand equity. Both of perceived characterizations and brand equity have a mediation rol eon the relationship between influencer attributes and purchase intention.

Keywords: *influencer attributes, perceived characterizations, brand equity, purchase intention*