

ABSTRACT

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The Influence of Influencer Nadya Shavira's Credibility and the Quality of TikTok Content @Ndshvv on the Brand image of Camille Beauty Among Followers in Tangerang City

Keywords: Influencer Credibility, Content Quality, Brand image, TikTok, Nadya Shavira

(xv + 117 + Appendices)

This research aims to determine the effect of influencer Nadya Shavira's credibility and the quality of TikTok content @ndshvv on the brand image of Camille Beauty among followers in Tangerang City. The research uses a correlational quantitative method with a positivist paradigm, and refers to the Stimulus-Organism-Response (S-O-R) Theory and Source Credibility Theory. The sample consisted of 406 respondents selected through purposive sampling using the Slovin formula. The results showed that the credibility of influencer Nadya Shavira (X1) had a positive and significant effect on the brand image of Camille Beauty (Y). The quality of TikTok content @ndshvv (X2) was also proven to have a positive and significant effect. Simultaneously, both variables play a significant role in shaping the Camille Beauty brand image. Within the S-O-R theoretical framework, both variables act as stimuli that are processed cognitively, affectively, and emotionally by the audience, resulting in a response in the form of a strong and positive brand image. In the Source Credibility theory, which includes trust, expertise, and attractiveness, Nadya Shavira is able to create stimuli that reinforce followers' positive perceptions of the brand image. This research confirms that the synergy between influencer credibility and content quality contributes significantly to strengthening the Camille Beauty brand image in the minds of followers in Tangerang City.

Bibliography (2005 - 2025)