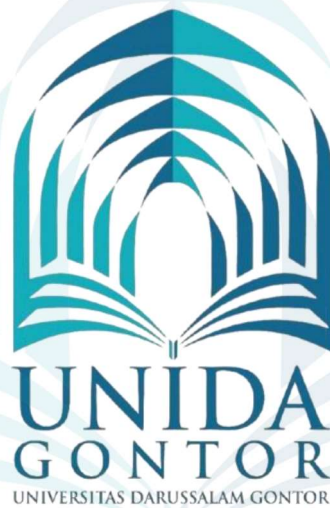


**THESIS**  
**THE INFLUENCE OF BRAND IMAGE, CONTENT**  
**MARKETING, AND INFLUENCER ENDORSER,**  
**ON PURCHASE INTENTION OF SKINTINT**  
**SOMETHINC VIA TIKTOK PLATFORM**  
**(Study on Female Students of Class XII at MAN 3 Ngawi)**



**By:**  
**Regina Husna**  
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**DEPARTMENT OF MANAGEMENT**  
**FACULTY OF ECONOMICS AND MANAGEMENT**  
**UNIVERSITY OF DARUSSALAM GONTOR**

**2025M/1446H**

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**UNDERGRATUATED THESIS**

Submitted in fulfillment of the requirement for the degree of Bachelor  
Management

**By**

**Regina Husna**

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**DEPARTMENT OF MANAGEMENT**

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DECLARATION

Name : Regina Husna  
Registered Number : 422021428052  
Faculty : Economic and Management  
Department : Management  
Title : The Influence of Brand Image Content Marketing and  
Influencer Endorser on Purchase Intention of Skintint  
Somethinc via Tiktok Platform (Study on Female Students of  
Class XII at MAN 3 Ngawi)

I hereby declare that this undergraduate thesis is the result of my investigations, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at University of Darussalam Gontor or other institutions.

Ponorogo, Sya'ban 11<sup>st</sup>, 1446 H  
February 10<sup>th</sup>, 2025 M

Author,



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APPROVAL OF SUPERVISOR

To Honorable,

**Dean of Faculty of Economics and Management  
University of Darussalam Gontor**

*Bismillahirrahmanirrahim,  
Assalamu 'alaikum Wr, Wb*

I have the honor of presenting this thesis written by:

Name : Regina Husna  
Reg. Number : 422021428052  
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Influencer Endorser on Purchase Intention on Skintint  
Somethinc via Tiktok Platform (Studi on Female Students At  
MAN 3 Ngawi).

In has been processed and corrected to fulfill of the requirement for  
Undergraduate program in Management, Faculty of Economics and Management.  
Therefore, we kindly request that the thesis be scheduled for examination promptly.

*Wassalamu 'alaikum Wr, Wb.*

Ponorogo, 6 Rajab 1446 H

7 Januari 2025 M

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THESIS EXAMINATION COMMITTEE APPROVAL

The examination committee declared that the thesis written by:

Name : Regina Husna

Reg. Number : 422021428052

Title : The Influence of Brand Image, Content Marketing and Influencer Endorser on Purchase Intention of Skintint Somethinc via Tiktok Platform (Study on Female Students of Class XII at MAN 3 Ngawi)

It has passed the thesis examination and it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as an undergraduate thesis for the degree of Bachelor in Department of Management, Faculty of Economics and Management, University of Darussalam Gontor.

Chairman,



Hayatul Maemunah S.E., M.E.I.

Secretary,



Kurnia Firmanda Jayanti, S.E., M.H.

The Team of Thesis Examination

1<sup>st</sup> Examiner: Suyanto, S.Ag., M.M.



2<sup>nd</sup> Examiner: Kurnia Firmanda Jayanti, S.E., M.H.



APPROVAL OF DEAN

The Faculty of Economics and Management University of Darussalam Gontor has received the thesis by:

Name : Regina Husna  
Reg. Number : 422021428052  
Title : The Influence of Brand Image Content Marketing and Influencer Endorser on Purchase Intention of Skintint Somethinc via Tiktok Platform (Study on Female Students of Class XII at MAN 3 Ngawi)

It is accepted as a fulfillment of the requirement for the degree of Bachelor of Management, academic year 1445-1446H / 2024-2025 M.

Sya'ban 11<sup>st</sup>, 1446 H  
Ponorogo, February 10<sup>th</sup>, 2025 M

Dean of  
Faculty of Economics and Management



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**MOTTO**

فَإِذَا عَزَمْتَ فَتَوَكَّلْ عَلَى اللَّهِ

(QS. Ali Imran: 159)

*“If you are determined, then put your trust in Allah.”*

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## DEDICATION

*Bismillahirrahmanirrahim*

*Alhamdulillahirabbil'aalamin*, Praise be to Allah SWT, the Lord of the universe, who has bestowed His grace, guidance, and strength so that I can complete this thesis well. There is no power and effort but for His permission and help. Shalawat and salam do not forget to pour out to our lord, the Prophet Muhammad SAW, the best example who has brought us from darkness to the light of Islam. May we always be on the path blessed by Him, *Aamiin*.

I would like to express my deepest gratitude to my beloved father and mother, who have always been a source of strength and motivation for me. Thank you for your endless prayers, love, and the tremendous support you have given me throughout this journey. Without you, I could not have gotten to this point. For my dearest sister Wardah & Farin, thank you for being the best friend and entertainer when I feel tired and stressed. Your presence always makes everything feel lighter. Your little support, although you may take it for granted, means a lot to me. Thank you for always being there for me.

I would like to express my deepest gratitude to my supervisor, Ustadzah Hayatul Maemunah, S.E., M.E.I for her guidance, direction, and patience during the process of preparing this thesis. Thank you for taking the time, providing valuable input, and supporting me to continue learning and perfecting this research.

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With gratitude, I express my sincere gratitude to my parents for their endless prayers, love, and support, as well as to my younger siblings who always provide enthusiasm and happiness. I dedicate this thesis to you as a form of gratitude and love.

May this thesis serve as a lasting source of insight for its readers and contribute meaningfully to the growth and enrichment of knowledge for generations to come.

Ponorogo, 6 Rajab 1446 H

7 Januari 2025 M

**Regina Husna**

**422021428052**