

ABSTRACT

Local beauty products are increasingly favored in the digital era, particularly with the presence of platforms such as TikTok Shop, which facilitates influencer-based marketing. Tasya Farasya, a renowned beauty influencer, plays a significant role in building trustworthiness and attractiveness, which influence brand equity and consumer purchase intention. This study focuses on examining the effect of trustworthiness on consumer purchase intention through attractiveness and brand equity in MOP Beauty products on TikTok Shop, with a case study in Bandung.

The purpose of this research is to explore the extent to which influencer trustworthiness directly and indirectly affects consumer purchase intention through attractiveness and brand equity. This quantitative research employed online questionnaires distributed to 300 respondents who are active TikTok Shop users and are familiar with Tasya Farasya and MOP Beauty products. The sampling technique used is non-probability sampling, supported by the G-power application. Data analysis was conducted using the Structural Equation Modeling (SEM) method with SmartPLS version 4 software.

The findings reveal that trustworthiness has a positive and significant effect on attractiveness and brand equity. Additionally, attractiveness and brand equity significantly influence consumer purchase intention. Moreover, influencer trustworthiness indirectly impacts consumer purchase intention through attractiveness and brand equity. This study contributes theoretically to the field of digital marketing, particularly in the context of influencer-based marketing strategies. The results also provide practical recommendations for companies to leverage influencers with high levels of trustworthiness and attractiveness to strengthen brand equity and effectively drive consumer purchase intention.

Keywords: *Trustworthiness, Attractiveness, Brand Equity, Consumer Purchase Intention, Beauty Influencer, Beauty Products.*