

ABSTRACT

The development of digitalization has transformed marketing strategies with the rise of influencer marketing, particularly through platforms such as TikTok and Instagram. Influencer credibility, which includes trustworthiness, expertise, and attractiveness plays a crucial role in influencing consumers' purchasing decisions, especially for skincare products like Skintific. However, most previous studies have focused only on the direct impact of influencer credibility without considering the mediating role of variables such as purchase intention. Moreover, research on the effectiveness of influencer credibility in the context of skincare products in Indonesia remains limited.

This study aims to analyze the influence of social media influencer credibility comprising trustworthiness, expertise, and attractiveness on consumer purchase behavior for Skintific products in Indonesia, with purchase intention as a mediating variable.

The method used in this study is a quantitative approach, with data collected through a questionnaire distributed to 327 social media users who had seen promotions of Skintific products by the influencer Tasya Farasya. Data analysis was conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method.

The results show that the dimensions of trustworthiness, expertise, and attractiveness have a positive and significant effect on both purchase intention and purchase behavior. Additionally, purchase intention is proven to mediate the effect of trustworthiness and expertise on purchase behavior. However, the study found that purchase intention does not mediate the effect of attractiveness on purchase behavior.

These findings contribute to the digital marketing literature and offer strategic implications for companies in selecting the right influencers to enhance the effectiveness of their marketing campaigns.

Keywords: *attractiveness, expertise, purchase behavior, purchase intention, Skintific, trustworthiness*