

ABSTRACT

Technological developments from year to year will continue to develop by making several innovations or changes for the better. One example is the growth in internet use. In January 2021 in Indonesia, internet usage reached 202.6 million people, with a total population in Indonesia of 274.9 million people. The potential of the cosmetic and skin care market in Indonesia is quite large and can be used as a business opportunity because with a total population of 274.9 million people, of which 49.7% are female and 50.3% are male. The object of this research is Garnier cosmetics. Garnier is a brand that uses Instagram as social media and influencer as its marketing activities.

The aim is to determine The Effect Of Influencer On Trust And Its Impact Of Loyalty To The Influencer, Product Attitude, And Purchase Intention Garnier Cosmetics. Characteristics that are assessed from an influencer are expertise, expertise, physical attractiveness, and homophily. The method used in this study is a quantitative method. Skin care users who know influencer Chelsea Islan and know the Garnier brand are the population of this study with a sample of 400 respondents. The questionnaire used to collect data and use technical analysis of SEM data with the software used is Smart PLS 3.0.

The results of this study are that expertise does not have a positive effect on trust, then authenticity, physical attractiveness, and homophily have a positive effect on trust, and trust has a positive effect on loyalty to the influencer, product attitude, and purchase intention. Therefore, it is hoped that the characteristics of authenticity, physical attractiveness, and homophily can be improved so that trust and its impact on loyalty to the influencer, product attitude, and purchase intention will be achieved.

Keywords: *Influencer, Trust, Loyalty To The Influencer, Product Attitude, Purchase Intention*