

ABSTRACT

The development of industries in the era of globalization has intensified competition across various sectors, including the cosmetics industry in Indonesia. Wardah, as one of the leading local cosmetic brands, has successfully dominated the lipstick market based on sales value. To maintain its position, Wardah employs marketing strategies by utilizing TikTok as a promotional platform, including collaborations with influencers. Currently, influencer opinions are considered capable of influencing consumer purchase intentions; therefore, Wardah collaborates with Tasya Farasya, who is recognized for her high level of trust and credibility among audiences.

The purpose of this study is to determine how trust and perceived credibility influence purchase intention toward Wardah lipstick products, with attitude toward the social media influencer (SMI) as the intervening variable. This study focuses on the impact of the influencer Tasya Farasya in increasing consumer purchase intention in the city of Bandung.

A quantitative method with a causal research type was applied. The research sample comprised 321 respondents selected through non-probability sampling using purposive sampling techniques. Data were collected through an online questionnaire distributed via Google Forms. Data analysis was conducted using SPSS version 25 and PLS-SEM (Partial Least Squares-Structural Equation Modeling) with SmartPLS version 4 software.

The findings reveal that Trust has a positive and significant effect on Attitude Toward The Social Media Influencer (SMI), Perceived credibility has a positive and significant effect on Attitude Toward The Social Media influencer (SMI), Attitude Toward The Social Media Influencer (SMI) positively and significantly influences purchase intention, Trust also positively and significantly affects purchase intention. Perceived credibility has a positive and significant effect purchase intention. Trust positively and significantly impacts purchase intention through attitude toward the social media influencer (SMI), and perceived credibility also positively and significantly impacts purchase intention through attitude toward the social media influencer (SMI).

Based on these findings, it is recommended that Wardah continue collaborating with influencers who have high trust and credibility, such as Tasya Farasya. For future research, it is suggested to add other variables that influence purchase intention, expand the research object and different types of influencers, broaden the geographical scope, and develop qualitative methods to gain a deeper understanding of consumer behavior.

Keywords: *trust, perceived credibility, purchase intention, attitude toward social media influencers.*