

## **ABSTRACT**

*The rapid development of digital technology has transformed marketing strategies, particularly through the utilization of social media platforms like Instagram. This study examines the influence of influencers credibility on brand attitude and purchase intention, focusing on Citra Body Lotion and targeting beauty product consumers in Semarang. Using the Source Credibility Theory as a framework, the study explores the roles of trustworthiness, expertise, and information quality in shaping consumer attitudes and purchase intentions.*

*A survey was conducted involving 100 active Instagram users familiar with the Citra brand. Data were analyzed using PLS-SEM with SmartPLS 4.0. The findings reveal that trustworthiness and expertise significantly affect purchase intention, while trustworthiness and information quality positively influence brand attitude. Brand attitude mediates the relationship between trustworthiness and information quality with purchase intention. However, the effects of expertise on brand attitude and information quality on purchase intention were found to be insignificant.*

*Influencers credibility based marketing strategies, particularly on Instagram, can effectively enhance brand attitude and purchase intention, especially for skincare products like Citra Body Lotion. This study provides practical recommendations for companies to select influencers with high levels of trustworthiness, expertise, and information quality to improve their competitive edge in the market.*

*Keywords: Influencers credibility, brand attitude, purchase intention, Source Credibility Theory, Citra Body Lotion*