

ABSTRACT

The development of the digital era today has influenced the way businesses in Indonesia market their products, one of which is in the fashion business. This research focuses on marketing through influencers on social media by using Theory of Buyer Behaviour to analyze the influence of consumer attitudes on purchase intentions and Source Credibility Theory is used to understand how external factors, such as trust, expertise, similarity, and familiarity influence fashion influencers. This study aims to analyze the relationship between these factors with consumer attitudes as a mediating variable that affects purchase intentions.

This research is a replication of a previous study conducted in Portugal with a focus on a different demographic context, namely consumers in Semarang City, Indonesia. The data collection method was quantitative by distributing questionnaires online through Google Forms. This study applied a non-probability sampling method of purposive sampling with a total sample size of 205. Data analysis was carried out using Structural Equation Modeling (SEM) with AMOS 26. In this study, consumer attitudes as a mediating variable require indirect effect analysis. AMOS allows testing direct and indirect mediation by bootstrapping, which provides more accurate results.

The results show that trust, expertise, similarity and familiarity have a positive and significant influence on consumer attitudes towards fashion influencers. In addition, consumer attitudes were shown to play a mediating role in strengthening the relationship between these four factors and purchase intention. This indicates that the higher the level of trust, expertise, similarity, and familiarity of fashion influencers with their audience, the greater the influence in forming positive attitudes that ultimately increase purchase intentions. Of the four factors tested, the expertise of fashion influencers has the strongest impact on consumer attitudes, which in turn impacts purchase decisions.

Keywords: *Fashion Influencer, Consumer Attitude, Purchase Intention, Trustworthiness, Expertise, Similarity, Familiarity.*