

ABSTRACT

The Covid-19 pandemic, which required people to interact online, actually played a role as a catalyst for the development of information technology in Indonesia. One of these developments is shown by the increasing use of social media, one of which is TikTok. TikTok, which is actually engaged in the entertainment sector, also has potential in the marketing sphere. One of the most common marketing methods found on this social media is the use of micro-influencers. Micro-influencers, which generally charge lower fees than larger influencers, are now often used as a medium for promoting products massively by brands, including local brands engaged in the beauty industry. However, this decision turned out to raise doubts in the minds of consumers.

This study aims to determine and analyze the effect of the credibility dimension, namely the attractiveness, expertise, and trustworthiness of micro-influencers towards the purchase intention of Sometime skincare products with brand attitude as a mediating variable. This study used a purposive sampling technique to collect data. Data was obtained by distributing questionnaires to 110 individuals who use social media TikTok, domiciled in the city of Semarang, and have seen promotional content of skincare products Sometime by micro-influencers on TikTok. The method used in this research is Structural Equation Modeling (SEM) with the AMOS program version 26.0.

The results of study showed that the dimensions of micro-influencer credibility, namely attractiveness had no significant effect on brand attitude, while expertise and trustworthiness had a positive and significant effect on brand attitude. The results of study also indicates that brand attitude had a positive and significant effect on purchase intention.

Keywords: *Micro-influencer Credibility, Brand Attitude, Purchase Intention*