

## **ABSTRACT**

*In recent years, we have witnessed a significant change in the world of transactions and marketing, from conventional methods to online. In particular, marketing on social media has shifted towards influencer marketing, where individuals with great influence on social media platforms are used to promote products and services. This change is clearly visible in the fashion product market in Indonesia, which experienced substantial growth from 2020 to 2023. In 2020, the market value of fashion products in Indonesia reached 15.12 billion USD, and increased to 21.69 billion USD in 2023. This research aims to determine the influence of perceived trust and perceived behavior control on purchase intention with attitudes towards influencers as an intervening variable.*

*The sample used in this research was 130 respondents who live in Semarang City who have purchased Jiniso products. This research method uses the Structural Equation Model (SEM) analysis method with the AMOS application as a data processing tool.*

*The research results found that perceived trust had a positive effect on attitudes towards influencers, perceived behavior control had a positive effect on attitudes towards influencers, perceived trust had a negative effect on purchase intention, perceived behavior control had a positive effect on purchase intention, and attitude towards influencers had a positive effect on purchase intention. The results of tests carried out using AMOS show that although perceived trust does not have a direct influence on purchase intention, perceived trust has an indirect influence on purchase intention through attitudes towards influencers.*

***Keywords: Perceived Trust, Perceived Behavior Control, Attitude towards Influencers, Purchase Intention.***