

## **ABSTRACT**

*The rapid development of digital technology has transformed consumer behavior in seeking and utilizing information, including in the purchasing decision-making process. In the skincare industry, Trust in Micro Influencer and Electronic Word of Mouth (eWOM) have become crucial factors influencing purchase intention. This study aims to analyze the influence of Trust in Micro Influencer and eWOM on Purchase Intention, with Brand Trust as a mediating variable, focusing on TikTok users of Skintific products in Semarang City.*

*This research is quantitative. The population of this study consists of TikTok users in Semarang City who have viewed content about Skintific products, with a total of 120 respondents. The sample was determined through a purposive sampling technique. Data were collected through questionnaires and analyzed using Structural Equation Modeling (SEM) based on AMOS to test the relationships between variables, validity, reliability, and model fit.*

*The results show that Trust in Micro Influencer and eWOM have a positive and significant effect on both Brand Trust and Purchase Intention. Furthermore, Brand Trust is proven to mediate the influence of both independent variables on Purchase Intention. These findings confirm that consumer perceptions of micro-influencer credibility and the quality of eWOM information are important determinants in driving purchase intention, with brand trust serving as the key intermediary.*

*In conclusion, Trust in Micro Influencer and eWOM play a strategic role in shaping the Purchase Intention of Skintific consumers in Semarang City. Theoretically, this study reinforces the relevance of the Theory of Planned Behavior and Trust Transfer Theory in the context of digital marketing on platforms like TikTok. Practically, the results provide implications for Skintific's management to optimize their marketing strategies by focusing on collaboration with authentic micro-influencers and enhancing the credibility and usefulness of eWOM to more effectively influence consumer purchasing decisions.*

**Keywords:** *Trust in Micro Influencer, Electronic Word of Mouth (eWOM), Brand Trust, Purchase Intention, TikTok, Skintific.*

