The Effect of Influencer Attributes on Purchase Intention Mediated by Trustworthiness on Skintific Products in Padang City

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Abstract. This research is a quantitative research using quasi-experimental design. Before receiving treatment, the This study aims to determine the Influence of Influencer Attributes on Purchase Intention Mediated by Trustworthiness on Skintific Products in Padang City. The population of this study is users of Skintific Products in Padang City. This study involved 110 respondents as samples. Data collection was carried out by distributing online questionnaires, and the data was processed using SmartPLS software. The findings of this study indicate that (1) There is a positive and significant influence between Influencer Attributes on Trustworthiness, (2) There is a positive and significant influence between Influencer Attributes on Purchase Intention, (3) There is a positive and significant influence between Trustworthiness on Purchase Intention, (4) Trustworthiness is able to mediate Influencer Attributes on Purchase Intention.

Keywords: Influencer Attributes, Trustworthiness, Purchase Intention

1. INTRODUCTION

The development of cosmetic products provides business opportunities for cosmetic manufacturers or skin care products that are now circulating in the market, namely from local products to imported products and products that enter legally or illegally, so that consumers can choose the best cosmetic products for themselves, and these products can be easily obtained in shopping centers. Cosmetics are one of the products offered to meet the secondary needs and desires of consumers, especially women to appear more beautiful and attractive. Consumers must also be selective in choosing cosmetic brands that suit their desires and needs. Various products on the market influence consumer interest in purchasing cosmetics. The many choices of cosmetic products make consumers have to be careful in their use, especially for Muslim women. Cosmetic products that are labeled halal are one of the criteria in choosing cosmetics. Cosmetic products that are labeled halal in Indonesia are cosmetics that have halal certification, which is an authority that has been issued by LPPOM MUI.

The current beauty trend is that having smooth and glowing facial skin and looking good or well-dressed are the three requirements for beauty according to Indonesian women. According to the survey results, as many as 63.4% of Indonesian women feel beautiful if they have smooth, glowing, and well-dressed faces. Smooth facial skin represents 30.7% of this population, and glowing facial skin represents 16.3% of this population. In terms of the definition of beauty, almost 98.9% of Indonesian women agree that white skin is no longer the standard of beauty (ZAP Beauty Index, 2024).

Competition in the Indonesian beauty industry is also increasingly competitive, this is supported by the many skincare brands that have emerged in Indonesia, both locally and internationally. A person's interest and ability to buy care and beauty products is influenced by the number of care and beauty products available in Indonesia. Because there are so many brands popping up in Indonesia, consumers have to be careful in choosing the products they want to buy. Therefore, purchasing decisions are still very

important to research at this time, because before reaching a purchasing decision consumers must consider alternative products.

Skincare is important for today's society, especially for young people. Skincare is part of body hygiene, and is the main purpose of skincare products. Skincare products include various products, such as cream, sunscreen, serum, moisturizer, toner, and many more. Skincare helps maintain healthy skin, improves dry skin and oily skin. Skincare products are very important for young people because they have young skin and play an important role in improving skin health from the start. Skincare also helps increase self-confidence for many people.

One of the rising skincare product brands is the skintific product. Skintific is a skincare product from Canada that entered Indonesia at the end of 2021. It is currently very popular in Indonesia, founded by Kristen Tveit and AnnKristin Stoke in 1957. They created cosmetic products that use Trilogy Triangle Effect (TTE) technology and are experienced in managing skincare products that are accompanied by halal certificates. Skintific has become a popular skincare cosmetic brand in Indonesia, because of the quality of its products and affordable prices (IDX Channel, 2023). Skintific products sold in Indonesia include face masks, moisturizers, toners, sunscreens, facial cleansers, serums, and cushions. Skintific has received the TOP 1 Beauty Category award in 2022, which is an award for the best brand with the most sales through e-commerce in Indonesia. Selling products through e-commerce has many advantages for both sellers and buyers, such as telling others about the pleasant experiences they have had with using the product. Skintific also uses social media such as Tiktok to attract consumer interest. They have an official account on Tiktok that provides information and promotions for their products. Skintific also provides discounts on each of its products, which is very consistent and attractive to consumers.

Figure 1. Local and Imported Skincare Sales as of April 2023

Source : Compas

Based on the graph 1. above, it can be seen that Skintific is an imported cosmetic brand that deserves attention for its company's growth potential. Based on Compas Dashboard data for the period 1-15 April, Skintific is ranked sixth under Gulsha. With a market share of 9.33% and more than 18,000 products sold out, Skintific has successfully entered the top six. (Pratama, 2023).

Here is the sales data for Skintific Products 2022 - 2024 at Miss Glam to see Purchase

Intention for Skintific Products:

Table 2. Skintific Product Sales Data 2022 - 2024 at Miss Glam

No	Year	Income
1	2022	Rp. 158.574.000
2	2023	Rp. 149.432.000
3	2024	Rp. 144.526.000

Source: Miss Glam Padang

From table 2. above, it can be seen that sales of Skintific Products at Miss Glam from 2022-2024 have decreased. Where this illustrates the Purchase Intention on Skintific Products has decreased which is suspected to be caused by Influencer Attributes which

are still low, and Trustworthiness which is still not optimal. One of the steps that needs to be taken to increase Purchase Intention *is* by utilizing the Influencer Attributes function. Influencer attributes are characteristics or traits possessed by an influencer that make them effective in influencing consumer opinions, reactions, and behavior towards a brand or product. These attributes can be expertise, trust, attractiveness, or social relationships built with their followers (Tasya Firdhausi Islamiyah & Raditha Dwi Vata Hapsari, 2023). Influencer attributes build the level of trust of the reviewer in the audience.

These good Influencer Attributes are able to attract new consumers to then participate in making transactions for the products or services offered because the business is known to have a good image.

The research (Tasya Firdhausi Islamiyah & Raditha Dwi Vata Hapsari, 2023) Influencer Attributes have an effect on Purchase Intention. Meanwhile, in the research (Fitrianti et al., 2022) Influencer Attributes have no effect on Purchase Intention.

In this previous study, only the Influencer Attributes variable was examined on Purchase Intention. While in the study that the author studied, two types of variables were used, namely Influencer Attributes as the independent variable, then using the Trustworthiness variable as the mediating variable. One of the influencers or celebrities who reviewed skintific products is Tasya Farasya. Tasya Farasya, whose full name is Lulu Farassiya, was born in Jakarta on May 25, 1992. Although known as a successful beauty vlogger, her background is quite unique. Born into a family of entrepreneurs, Tasya Farasya chose to start her own career instead of relying on her parents' wealth, showing her dedication and ability in the field of beauty. With an education in dentistry, Tasya has a promising career choice. However, her passion in the world of beauty led her to become one of the most influential beauty influencers in Indonesia. Let's take a closer look at her career journey. Tasya Farasya was born to Alawiyah Alatas and a doctor who died when Tasya was three years old. Her mother, who is a successful businesswoman, raised Tasya and her two siblings, Tasyi Athasyia and Selvi Alavia, in a loving environment. Tasya studied at SMAN 8 Jakarta and then continued her education at Trisakti University, where she majored in dentistry with Tasyi Athasyia, her twin sister. Although she graduated as a dentist, Tasya chose to pursue a career in the beauty industry. This decision proves that she followed her heart and did not hesitate to pursue her passion in the world of makeup, which she has loved since she was little.

With the many influencers on social media, companies that will use influencer marketing services must really understand the credibility of influencers. To trust the claims made by a brand and influence consumer behavior, influencers must have credibility, including relevant knowledge, skills or experience that are considered weighty (Ohanian in Permatasari, 2019). This makes influencers who have high credibility a valuable asset for the company in marketing its products.

However, with the irrelevant knowledge of influencers, skills that are still not optimal in reviewing products will decrease the intention to buy the products they promote.

Trustworthiness or trust is the level at which the recipient of information believes in the intent of the influencer in conveying a statement (Nafiza & Khasanah, 2024). Whereas (Panesto et al., 2024) argue that trustworthiness refers to the trust that consumers have in influencers for the messages conveyed. Trustworthiness is an important aspect that every company must strive for. Trustworthiness can influence purchasing decisions made by consumers. As a general rule, buyers must consider many options before deciding to buy a particular product or service. As a result, they have a better ability to assess the Trustworthiness of the products they want to buy.

Skintific products are generally considered trustworthy due to several factors. This product has a claim to repair the skin barrier, has obtained BPOM permits, and is made from ingredients that are safe for the skin. In addition, Skintific has also received several awards as the best skincare product. In general, based on reviews, Skintific products have high trustworthiness. Many reviewers praise the effectiveness of its products, especially in

repairing the skin barrier and overcoming skin problems such as acne and blackheads. In addition, Skintific is also known for its safe formulation and does not contain harmful chemicals. However, there are also several reviews that state that the results obtained vary depending on the type of skin and skin problems of each.

Consumer trust in the Skintific brand is important because it can influence purchasing decisions and a positive brand image. Skintific seeks to build consumer trust by: conducting product research and development, using pure active ingredients, smart formulations, and advanced technology, using influencers to provide product information, maintaining product quality by conducting dermatological tests, carrying out safe and effective formulas.

Based on the background described above, the author is interested in conducting a study entitled, "The Influence of Influencer Attributes on Purchase Intention Mediated by Trustworthiness on Skintific Products in Padang City.".

2. METHOD

The type of research used by the researcher is quantitative research with a causative method. This study specifically wants to observe how Influencer Attributes influence Purchase Intention with Trustworthiness as a mediating variable on Skintific Products in Padang City. The researcher decided to set a location in Padang City that had purchased Skintific products. The population in this study were users of Skintific Products in Padang City. The sample taken was at least 5 times the number of indicators used in the study, but the author took 10 times the number of indicators used in the study, so that the minimum number of samples taken was 11 x 10 = 110. The type of data used in this study is primary and secondary data in quantitative form. In this study, data will be collected through the distribution of questionnaires. In this study, the data analysis used was validity testing, reliability testing, and hypothesis testing with SEM-PLS on 4 (four) variables.

3. RESULTS AND DISCUSSION

Research result

The data in this study were collected through a questionnaire distributed via Google Form with 110 respondents.

Respondent Characteristics

In the discussion of the characteristics of the respondents of this study, we can see a picture of the large and small percentage of the number of respondents based on gender, age, occupation, income / month. The results are as follows:

a. Characteristics Based on GenderKelamin

After collecting data on the identity of Skintific Cosmetic Users in Padang City and continuing with data processing, the characteristics based on gender of 110 respondents can be seen in table 4.1 below:

Table 3. Characteristics Based on Gender

NO	Gender	Total	
		Respondents	**Percentage (%)**
1	Female	110	100,0
Total		**110**	**100%**

Source: Hasil Pengolahan Data Primer

Based on Table 3. above, it can be seen that out of 110 respondents, 110 are female, or 100.0%. This shows that the majority of respondents are female.

b. Characteristics Based on Age

After collecting data on the identity of Skintific Cosmetic Users in Padang City and continuing with data processing, the characteristics based on age of 110 respondents can be seen in table 4.below:

Table 4. Characteristics Based on Age

NO	Age	Total	
		Respondents	Percentage (%)
1	>20-30 Year	78	70,9
2	> 31-40 Year	32	29,1
Total		**110**	**100%**

Source: **Hasil Pengolahan** Data **Primer**

Based on Table 4. above, it can be seen that out of 110 respondents aged >20-30 years, there are 78 people or 70.9%, respondents aged >31-40 years are 32 people or 29.1%. This shows that the majority of Skintific Cosmetic Users in Padang City are respondents aged >20-30 years.

Characteristics Based on Occupation

After collecting data on the identity of Skintific Cosmetic Users in Padang City and continuing with data processing, the characteristics based on the work of 110 respondents can be seen in table 5. below:

Table 5. Characteristics Based on Occupation

No	Work	Total	
		Respondents	Percentage (%)
1	Student	48	43,6
2	Civil Servant	7	6,4
3	Self-Employed	12	10,9
4	Entrepreneur	28	25,5
5	Housewife	15	13,6
Total		**110**	**100%**

Source: **Hasil** Pengolahan **Data Primer**

Based on Table 4.3 above, it can be seen that out of 110 respondents who have Student Jobs, there are 48 people or 43.6%, respondents who have Civil Servant Jobs are 7 people or 6.4%, respondents who have Self-Employed Jobs are 12 people or 10.9%, respondents who have Entrepreneurial Jobs are 28 people or 25.5%, respondents who have Housewife Jobs are 15 people or 13.6%. This shows that the majority of respondents have Student Jobs.

Characteristics Based on Income/Month

After collecting data on the identity of Skintific Cosmetic Users in Padang City and continuing with data processing, the characteristics based on Income/Month of 110 respondents can be seen in table 4.4 below:

Table 6. Characteristics Based on Income / Month

No	Income/Month Total	Total	
		Respondents	Percentage (%)
1	>Rp.1.000.000-Rp.3.000.000	71	64,5
2	>Rp.3.000.000-Rp.5.000.000	39	35,5
Total		**110**	**100%**

Source: **Hasil Pengolahan Data** Primer

Based on Table 4.4 above, it can be seen that out of 110 respondents whose Income/Month> Rp.1,000,000-Rp.3,000,000 amounted to 71 people or 64.5%, respondents whose Income/Month> Rp.3,000,000-Rp.5,000,000 amounted to 39 people or 35.5%. This shows that the majority of Skintific Cosmetic Users in Padang City have an Income/Month> Rp.1,000,000-Rp.3,000,000 respondents.

Descriptive Analysis of Research Variables

In this TCR, the data and answers given by respondents in the questionnaire distributed to 110 users of Skintific Cosmetics in Padang City will be interpreted. In the TCR Value Table of the Purchase Intention Variable, the Purchase Intention variable has an average TCR value of 83.6% with a good category, with the highest TCR percentage in the statement, I always look for information on new products offered by Skintific, namely with a percentage of 86% with a good category, while the lowest percentage is in the statement Before buying Skintific Products, I look for information about Skintific Products on social media, namely with a percentage of 82.4% with a good category. In the TCR Value Table of Influencer Attributes, it can be concluded that the Influencer Attributes variable has an average TCR value of 84.2% with a good category, with the highest TCR percentage in the statement, Tasya Farasya is an experienced source in reviewing beauty products, namely with a percentage of 87.2% with a good category, while the lowest percentage is in the statement I have confidence in what Tasya Farasya said about the Skintific product, namely with a percentage of 82% with a good category. In the TCR Value Table of the Trustworthiness Variable (Z), it is concluded that the Trustworthiness variable has an average TCR value of 84.5% with a good category, with the highest TCR percentage in the statement, I believe in Tasya Farasya's credibility as a beauty influencer because she always gives positive reviews, namely with a percentage of 86.2% with a good category, while the lowest percentage is in the statement I believe in Tasya Farasya as a beauty influencer because she has reviewed many cosmetic products, namely with a percentage of 83% with a good category.

Data Analysis Techniques

Analysis *Outher* Model

The outer model assessment aims to assess the correlation between the item or indicator score and the construct score which indicates the level of validity of a statement item. . In the development stage, a correlation of 0.50 to 0.6 is considered adequate or acceptable. In the study, the limit of Convergent Validity values is above 0.7.

Outer Model Testing

Based on the results of the outer loading data test using SmartPLS, the correlation value between the statement item and the latent variable, namely the Purchase Intention variable, as is generally found, a reasonable or valid convergent validity value has been found, where each statement item has a convergent validity value above 0.7. It can be seen that all statement items for the Purchase Intention variable have convergent validity values above 0.7. Therefore, it can be concluded that all existing items have good or measurable validity to represent the Purchase Intention variable in the hypothesis assessment. Based on the results of the outer loading data test using SmartPLS, the correlation value between the statement item and the latent variable, namely the Influencer Attributes variable, as seen in Figure 4.4. In general, a reasonable or valid convergent validity value has been found, where each statement item has a convergent validity value above 0.7. From the table above, it can be seen that all statement items for the Influencer Attributes variable have convergent validity values above 0.7. Therefore, it can be concluded that all existing items have good or measurable validity to represent the Influencer Attributes variable in the hypothesis assessment. Based on the results of the outer loading data test using SmartPLS, a correlation value was produced between the statement items and the latent variable, namely the Trustworthiness variable, as seen in Figure 4.5. In general, a decent or valid convergent validity value has been found, where each existing statement item has a convergent validity value above 0.7. From the

table above, it can be seen that all statement items for the Trustworthiness variable have convergent validity values above 0.7. Therefore, it can be concluded that all existing items have good or measurable validity to represent the Trustworthiness variable in the hypothesis assessment.

Average Variance Extracted (AVE) Assessment

The validity criteria of a construct or variable can also be assessed through the Average Variance Extracted (AVE) value of each construct or variable. A construct is said to have high validity if its value is above 0.50. The following will present the AVE value in this study in the table 4.12:

Tabel 7. *Average Variance Extracted* (AVE) Assessment

Variabel	AVE
Influencer Attributes (X)	0,716
Purchase Intention (Y)	0,663
Trustworthiness (Z)	0,696

Source: Hasil olahan SmartPLS, 2025

Based on Table 4.12, it can be concluded that all constructs or variables above meet the criteria for good validity. This is indicated by the Average Variance Extracted (AVE) value above 0.50 as recommended criteria.

Discriminant Validity

Based on the results of data processing, it shows that the score (correlation) of the variable to its indicator is higher than the score (correlation) of other variables. It can be concluded that all indicators tested in the study have met discriminant validity.

Reliabilitas Assessmet (Cronbach'sAlpha)

The value of a construct is said to be reliable if it provides a Cronbach alpha value > 0.70. The results of the reliability test are presented in Table 4.1:

Tabel 8. Nilai Reliabilitas

Construct (Variabel)	Cronbachs Alpha	Composite Reliability	Information
Influencer Attributes (X)	0,950	0,958	*Reliabel*
Purchase Intention (Y)	0,953	0,959	*Reliabel*
Trustworthiness (Z)	0,960	0,965	*Reliabel*

Sumber: Hasil olahan SmartPLS*, 2025*

Based on the SmartPLS output in Table 4.14 above, the composite reliability value and the Crombach alpha value of each construct or variable are greater than 0.70. Thus, it can also be concluded that the level of data reliability is good or reliable.

Persamaan Inner Model

The following is the R-Square estimate in Table 4.15:

Table 9. Evaluation Value *R Square*

Variabel	R Square	R Square Adjusted
Trustworthiness (Z)	0,878	0,877
Purchase Intention (Y)	0,789	0,785

Source: Hasil olahan SmartPLS*, 2025*

In table 9, the R2 value of the Trustworthiness construct is 0.878 or 87.8%, which illustrates the magnitude of the influence received from the Influencer Attributes construct. The remaining 12.2% is influenced by other variables outside this study. Meanwhile, the R2 value for the Purchase Intention construct is 0.789 or 78.9%, indicating the magnitude of the influence given by Influencer Attributes and Trustworthiness in explaining or influencing Purchase Intention. The remaining 21.1% is influenced by other variables outside this study. The higher the R-Square value, the greater the ability of the exogenous construct to explain endogenous variables, so that the structural equation

formed is better.

Hypothesis Testing

Where the t-statistic value> t-table or 56.051> 1.96 therefore H0 is rejected and H1 is accepted. It can be concluded that Influencer Attributes have a positive and significant effect on the Trustworthiness of Skintific Cosmetics in Padang City. Hypothesis H1 in this study is **accepted**.

or rejected, then the comparison between the t-statistic value and the t-table is 1.96. Where the t-statistic value> t-table or 3.146> 1.96 therefore H0 is rejected and H2 is accepted. It can be concluded that Influencer Attributes have a positive and significant effect on Purchase Intention of Skintific Cosmetics in Padang City. Hypothesis H3 in this study is **accepted**.

Where the t-statistic value> t-table or 0.365> 1.96 therefore H0 is rejected and H3 is accepted. So it can be concluded that Trustworthiness has a positive and significant effect on Purchase Intention on Skintific Cosmetics in Padang City. Hypothesis H5 in this study is accepted. Where the t-statistic value> t-table or 2.101> 1.96 therefore H0 is rejected and H4 is accepted. So it can be concluded that Influencer Attributes have a positive and significant effect on Purchase Intention through Trustworthiness on Skintific Cosmetics in Padang City, Hypothesis H6 in this study is **accepted or mediated.**

3. DISCUSSION

Based on the results of the research that has been conducted, the author can imply the following things:

The Influence of **Influencer Attributes on Trustworthiness**

The influence of Influencer Attributes on Trustworthiness is 0.937 which indicates that the direction of the relationship between Influencer Attributes on Trustworthiness is positive. Where the P-Value value of 0.000 is small from alpha 5% which is 0.000 <0.05 which indicates a significant effect and with a t-statistic value of 56.051 to determine whether this hypothesis is accepted or rejected, then The influence of Influencer Attributes on Trustworthiness is 0.937 which indicates that the direction of the relationship between Influencer Attributes on Trustworthiness is positive. Where the P-Value value of 0.000 is small from alpha 5% which is 0.000 <0.05 which indicates a significant effect and with a t-statistic value of 56.051 to determine whether this hypothesis is accepted or rejected, then the comparison between the t-statistic value and the t-table is 1.96. Where the t-statistic value> t-table or 56.051> 1.96 therefore H0 is rejected and H1 is accepted. So it can be concluded that Influencer Attributes have a positive and significant effect on the Trustworthiness of Skintific Cosmetics in Padang City. Hypothesis H1 in this study is accepted. And the Influencer Attributes variable has an average TCR value of 84.2% with a good category, with the highest TCR percentage in the statement, Tasya Farasya is an experienced source in reviewing beauty products, namely with a percentage of 87.2% with a good category, while the lowest percentage is in the statement I have confidence in what Tasya Farasya said about the Skintific product, namely with a percentage of 82% with a good category.

This shows that the better the Influencer Attributes, the more Trustworthiness will increase. As the theory (Tasya Firdhausi Islamiyah & Raditha Dwi Vata Hapsari, 2023) states that Influencer attributes build the level of trust of reviewers in the audience. Influencer attributes are defined as a collection of identification processes for many individuals who have influence on a particular target audience or audience with the aim of informing certain products or brands so that they can increase reach, sales, and relationships with consumers. The results of this study are in line with research (Tasya Firdhausi Islamiyah & Raditha Dwi Vata Hapsari, 2023), with the results of the study showing a positive and significant influence of Influencer Attributes on Trustworthiness. Therefore, to increase Influencer Attributes through increasing Attitude Homophily,

Physical Attractiveness, Social Attractiveness

The Influence of Influencer Attributes on Purchase Intention

The influence of Influencer Attributes on Purchase Intention is 0.536 which indicates that the direction of the relationship between Influencer Attributes on Purchase Intention is positive. Where the P-Value value of 0.002 is small from alpha 5% which is 0.002 <0.05 which indicates that there is a significant influence and with a t-statistic value of 3.146 to determine whether this hypothesis is accepted or rejected, the comparison between the t-statistic value and the t-table is 1.96. Where the t-statistic value> t-table or 3.146> 1.96 therefore H0 is rejected and H3 is accepted. So it can be concluded that Influencer Attributes have a positive and significant effect on Purchase Intention of Skintific Cosmetics in Padang City. Hypothesis H3 in this study is accepted. And the Influencer Attributes variable has an average TCR value of 84.2% with a good category, with the highest TCR percentage in the statement, Tasya Farasya is an experienced source in reviewing beauty products, namely with a percentage of 87.2% with a good category, while the lowest percentage is in the statement I have confidence in what Tasya Farasya said about the Skintific product, namely with a percentage of 82% with a good category.

This shows that the better the Influencer Attributes, the higher the Purchase Intention will be. As the theory put forward by (Jesica et al., 2024) Influencers are individuals who have the power to influence the behavior, opinions, or decisions of their audience on social media platforms such as Instagram, YouTube, Twitter, or TikTok. Their influence is usually based on credibility, personal appeal, and the ability to build relationships with their followers.

The results of this study are in line with research (Adinda Nora Farasandy & Willy Arafah, 2023), with the results of the study there is a positive and significant influence of Influencer Attributes on Purchase Intention. Therefore, to increase Influencer Attributes by increasing Attitude Homophily, Physical Attractiveness, Social Attractiveness.

The Influence of Trustworthiness on Purchase Intention.

The influence of Trustworthiness on Purchase Intention is 0.365 which indicates that the direction of the relationship between Trustworthiness and Purchase Intention is positive. Where the P-Value value of 0.039 is small from alpha 5% which is 0.039 <0.05 which indicates that there is a significant influence and with a t-statistic value of 0.365 to determine whether this hypothesis is accepted or rejected, then the comparison between the t-statistic value and the t-table is 1.96. Where the t-statistic value> t-table or 0.365> 1.96 therefore H0 is rejected and H5 is accepted. So it can be concluded that Trustworthiness has a positive and significant effect on Purchase Intention on Skintific Cosmetics in Padang City. Hypothesis H5 in this study is accepted. And the Trustworthiness variable has an average TCR value of 84.5% with a good category, with the highest TCR percentage in the statement, I believe in Tasya Farasya's credibility as a beauty influencer because she always gives positive reviews, namely with a percentage of 86.2% with a good category, while the lowest percentage is in the statement I believe in Tasya Farasya as a beauty influencer because she has reviewed many cosmetic products, namely with a percentage of 83% with a good category.

This shows that the better the Trustworthiness, the more Purchase Intention will increase. As the theory put forward by (Tasya Firdhausi Islamiyah & Raditha Dwi Vata Hapsari, 2023) Trustworthiness will refer to the level of honesty, integrity, and confidence of a source in conveying messages or information. If an influencer is trustworthy, it means that the product or brand they say has great credibility, influencer trustworthiness refers to the celebrity's ability to introduce products or brands to potential consumers. Trustworthiness will show the extent to which the source is viewed regarding honesty, sincerity, and trustworthiness so that it can increase purchase intention. The results of this study are in line with research (Jesica et al., 2024), with the results of the study showing a positive and significant influence of Trustworthiness on Purchase Intention. Therefore, to increase Trustworthiness through increasing Reviewer's Involvement, Reviewer's

Experience, Reviewer's Positivity, Reviewer's Specialization.

The Influence of Influencer Attributes on Purchase Intention through Trustworthiness as an intervening variable.

The influence of Influencer Attributes on Purchase Intention through Trustworthiness is 0.342 which indicates that the direction of the relationship between Influencer Attributes on Purchase Intention through Trustworthiness is positive. Where the P-Value value of 0.036 is small from alpha 5% which is 0.036 <0.05 which indicates that there is a significant influence and with a t-statistic value of 2.101 to determine whether this hypothesis is accepted or rejected, then the comparison between the t-statistic value and the t-table is 1.96. Where the t-statistic value> t-table or 2.101> 1.96 therefore H0 is rejected and H6 is accepted. So it can be concluded that Influencer Attributes have a positive and significant effect on Purchase Intention through Trustworthiness on Skintific Cosmetics in Padang City, Hypothesis H6 in this study is accepted or mediated. And the Influencer Attributes variable has an average TCR value of 84.2% with a good category, with the highest TCR percentage in the statement, Tasya Farasya is an experienced source in reviewing beauty products, namely with a percentage of 87.2% with a good category, while the lowest percentage is in the statement I have confidence in what Tasya Farasya said about the Skintific product, namely with a percentage of 82% with a good category.

This shows that the better the Influencer Attributes, the Purchase Intention will increase. As the theory (Tasya Firdhausi Islamiyah & Raditha Dwi Vata Hapsari, 2023) states that Influencer attributes build the level of trust of reviewers in the audience. Influencer attributes are defined as a collection of identification processes for many individuals who have influence on a particular target audience or audience with the aim of informing certain products or brands so that they can increase reach, sales, and relationships with consumers.

The results of this study are in line with research (Tasya Firdhausi Islamiyah & Raditha Dwi Vata Hapsari, 2023), with the results of the study Trustworthiness being able to mediate Influencer Attributes on Purchase Intention. Therefore, to increase Influencer Attributes by increasing Attitude Homophily, Physical Attractiveness, Social Attractiveness. Because strong Influencer Attributes can also help businesses gain consumer trust, because brands with a positive image and good reputation tend to gain higher consumer trust.

4. CONCLUSSION

Based on the discussion in the previous chapters, several conclusions can be drawn. There is a positive and significant influence of Influencer Attributes on Trustworthiness in Skintific Cosmetics in Padang City, where the Influencer Attributes variable has an average TCR value categorized as good, with the highest percentage in the statement "Tasya Farasya is an experienced source in reviewing beauty products," and the lowest in the statement "I have confidence in what Tasya Farasya said about Skintific products." Similarly, Influencer Attributes also have a positive and significant influence on Purchase Intention, with the same pattern of TCR results. Furthermore, Trustworthiness has a positive and significant influence on Purchase Intention, with the highest TCR in the statement "I believe in Tasya Farasya's credibility as a beauty influencer because she always gives positive reviews," and the lowest in the statement "I believe in Tasya Farasya as a beauty influencer because she has reviewed many cosmetic products." Additionally, Trustworthiness is proven to mediate the influence of Influencer Attributes on Purchase Intention for Skintific Cosmetics in Padang City.

Reference

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