

## **ABSTRACT**

*Competition in the business world is getting tougher, this causes all companies to compete and increase sales in order to fight for market share (Market Share). In the digital era, companies are trying to continuously market their products and connect with customers via the internet. Through the Social Media Platform, the Company can promote products using Influencer marketing and take advantage of the benefits that these influencers have. This study aims to examine the Attractiveness, Trust, and Expertise variables possessed by influencers on Purchase Intention with Brand Image as an intervention.*

*The population in this study is Indonesian people who know or have seen influencers promoting Scarlett Whitening Products and have never bought Scarlett Whitening Products. The number of samples used as many as 110 respondents. The data obtained from the questionnaire was then analyzed using the AMOS 26.0 program.*

*The results of this study indicate that Attractiveness, Trust, and Expertise possessed by influencers who promote Scarlett Whitening Products have a positive effect on Brand Image and Purchase Intention. Furthermore, Brand Image has a positive effect on Purchase Intention*

**Keywords:** *Attractiveness, Trustworthiness, Expertise, Purchase Intention, and Brand Image*