

ABSTRACT

In recent years, the rising development of the internet has created new chances for marketers to influence their audiences. Scarlett Whitening is a well-known local business that uses social media influencers to test and review its products. In 2020, it was discovered that influencer recommendations influenced 62% of Indonesian online customers before they made a purchase. However, while selecting an influencer, examine the person's trustworthiness and whether they can be trusted or depended on to boost consumer confidence. In addition to these occurrences, past research has shown contradictions between green trust and repurchase intention. Based on these facts and research gaps, this study seeks to bridge the gap between green trust and repurchase intention among Scarlett Whitening consumers in Central Java by emphasizing authenticity, physical appeal, and mobile convenience.

The research framework model built connecting authenticity, physical attractiveness, mobile convenience, green trust, and repurchase intention is based on previously conducted theory and research. Data was collected by sending online surveys with closed and open questions, which yielded 200 responses. Criteria respondents are Scarlett Whitening consumers who follow influencers on social media, have never used Scarlett Whitening products, and live in Semarang. The questionnaire data was then quantitatively evaluated structurally using SEM (Structural Equation Modeling) and AMOS (analysis Moment of Structural) 24.

The findings of this study demonstrate that authenticity and mobile convenience can significantly improve the association between green trust and repurchase intention. Green trust is positively and significantly influenced by authenticity, mobility ease, and repurchase intention. However, there is a rejection of a hypothesis with a negative and small effect, namely physical attractiveness and green trust. Managerial ramifications of this study include considering Scarlett Whitening while selecting influencers for marketing.

Keywords: *Authenticity, Physical Attractiveness, Mobile Convenience, Green Trust, Repurchase Intention*