

## **ABSTRACT**

*In the era of digital marketing, TikTok has emerged as a leading platform influencing consumer behavior, particularly among Generation Z, who actively engage with influencer-driven content. This study investigates the impact of influencer credibility, entertainment value, and brand anthropomorphism on purchase intention, specifically in the context of the cosmetic industry in Indonesia. Influencer credibility, including trustworthiness, attractiveness, and expertise, plays a vital role in shaping consumer perceptions, while entertainment and brand anthropomorphism enhance emotional connections with consumers. Data were collected from 235 respondents, predominantly Generation Z, who are active TikTok users and familiar with influencer-based promotions. The research framework was developed based on the Source Credibility Theory and related studies on digital consumer behavior.*

*Using Structural Equation Modeling (SEM) through AMOS 24, the study found that influencer credibility significantly influences purchase intention, with trustworthiness being the most critical factor. Entertainment value, characterized by engaging and creative content, was found to enhance consumer-brand emotional bonds, while brand anthropomorphism, which humanizes the brand, fosters trust and relatability. These findings provide a comprehensive understanding of how TikTok's dynamic and interactive nature drives consumer engagement and decision-making.*

*The results highlight the strategic importance of leveraging TikTok as a marketing platform and the need for brands to collaborate with credible influencers who can effectively communicate their value propositions. Moreover, the incorporation of entertaining and anthropomorphic elements in marketing strategies offers potential for fostering deeper consumer relationships. This study contributes to the growing body of literature on digital marketing, providing theoretical and practical insights for businesses targeting Generation Z consumers in the evolving digital landscape.*

**Keywords:** *Influencer Marketing, Social Media, Purchase Intention, TikTok, Generation Z.*