

## **ABSTRACT**

*Fierce competition in the local cosmetics industry has prompted cosmetics companies and brands to utilize influencer recommendations and consumer reviews as marketing strategies to increase consumer interest in purchasing their products. However, the diversity of such information can cause uncertainty among consumers, making brand trust an important factor in influencing purchasing interest. This study aims to analyze the influence of influencer credibility and electronic word of mouth (e-wom) on purchase intention with brand trust as a mediating variable among consumers of Wardah products in Semarang City.*

*This study uses a quantitative approach with a survey method through the distribution of online questionnaires to 153 respondents who are Wardah consumers residing in Semarang City who have seen promotions, reviews, or recommendations for Wardah products from influencers or other consumers on social media. The data obtained was then analyzed using Structural Equation Modeling (SEM) techniques with the help of the AMOS 21 program. The research model was based on the Stimulus-Organism-Response Model, in which influencer credibility and e-wom acted as stimuli, brand trust as the organism (mediator), and purchase intention as consumer behavior response.*

*The results showed that influencer credibility and e-wom had a positive and significant effect on brand trust. In addition, influencer credibility, e-wom, and brand trust were also found to have a positive and significant effect on purchase intention. This study also found that brand trust was able to mediate the influence of influencer credibility and e-wom on purchase intention. These results indicate that consumer trust in the brand is an important factor in strengthening the influence of information from influencers and other consumer reviews in shaping consumer purchase interest in Wardah products.*

*Keywords: Influencer Credibility, E-WOM, Brand Trust, Purchase Intention, Stimulus-Organism-Response Model.*