

## **ABSTRAK**

*Changes that occur in the current digital era encourage many companies or entrepreneurs to carry out appropriate marketing strategies and in accordance with the products or services they want to market. Influencer Marketing is present as a strategy and also as an effective and efficient approach for a brand to connect with customers through social media influencer. This study aims to analyze the effect of expertise, trustworthiness, attractiveness and similarity of Instagram influencers on purchase intention through brand attitude as an intervention variable*

*The population in this study were Diponegoro University students who knew and had bought Scarlett Whitening skincare products. The number of samples used is 150 respondents and selected by purposive sampling. The data obtained from the questionnaire data were then analyzed using the AMOS 26.0 program.*

*The results of this study indicate that the expertise, trustworthiness, attractiveness and similarity of Instagram influencers who promote Scarlett Whitening skincare products have a positive effect on brand attitude. Furthermore, brand attitude also has a positive influence on purchase intention.*

*Keywords : Expertise, Trustworthiness, Attractiveness, Similarity, Brand Attitude, Purchase Intention.*