ABSTRACT

Local cosmetic products that are widely available in supermarkets, department stores, cosmetic centers and those offered from the internet are increasingly diverse and the choices are increasingly varied. The increasing variety of products makes marketing strategies more creative and innovative to attract the attention of potential cosmetic consumers. The top 5 most talked about brands on twitter 2017 found the five most talked about brands by nitizens, namely Wardah with 500 posts, Sariayu 399 posts, Purbasari 278 posts, Emina 238 posts and finally Mustika Ratu with 75 posts. The entry of the Emina brand into the top five cosmetic brands most frequently discussed by netizens indicates that the marketing strategy is quite effective because Emina is a new brand compared to other competitors. One of the factors that can influence consumers to choose a brand is marketing communication using influencers. The purpose of this study was to determine the effect of influencers' credibility on brand attitudes. This study uses an independent variable, namely influencer credibility with the dimensions of Trustworthy, Expertise and Attractives. The dependent variable is the attitude towards the brand with dimensions namely brand believe, brand evaluation and intention to buy. The population in this study were adolescent users of Emina products in Bandung with a sample calculation of 100 respondents.

This study uses a descriptive correlational method and uses a quantitative approach, because it aims to describe the influence of influencers' credibility with attitudes on brands. The results of the analysis of influencer credibility variables that have three dimensions, namely Trustworthy, Expertise and Attractives. Trustworthy consists of five indicators, while Expertise consists of three indicators and Attractive consists of three indicators. The influencer credibility variable has 11 question items for the Trustworthy section has 5 questions and the Expertise section has 3 and the Attractives section has 3 questions. The overall total score and the average percentage of Trustworthy dimensions is 1720 with a percentage of 86%. The overall total score and the average percentage of expertise dimension is 1023 with a percentage of 85.25%. The overall total score and the average percentage of Attractives dimensions is 1063 with a percentage of 88.58%. The results of the analysis of attitude variables on brands that have three dimensions, namely brand believe, brand evaluation and intention to buy. The brand believe section consists of three indicators, while brand evaluation consists of three indicators and the intention to buy consists of three indicators. The attitude variable on the brand has 9 question items, the brand believe section has 3 questions and the brand evaluation section has 3 and the intention to buy section has 3 questions. The overall

total score and the average percentage of the brand believe dimension is 980 with a percentage of 81.67%. The overall total score and the average percentage of the private acceptance dimension is 1015 with a percentage of 84.25%. The overall total score and the average percentage of the intention to buy dimension is 927 with a percentage of 77.25%.

The magnitude of the influence between variables X and Y is carried out by a simple linear regression test which is Y = 11,430+ 0.550 X, which means that the constant value □ is 11,430 which means that if the influencer credibility variable (X) is zero or the attitude towards the brand (Y) is not influenced by the influencer's credibility. , then the average influencer's credibility of brand attitudes is around 11,430. While the regression coefficient b has a meaning that if the influencer credibility variable (X) increases by one unit, then the attitude towards the brand (Y) will increase by 0.550. Based on the results of the t-test, it shows that the value of t count (7,096)> t table (1,984), and with a determination coefficient of 33.9% while the remaining 66.1% is influenced by other factors.

Keywords: Credibility, influencer, brand attitude