

## ABSTRACT

*The rapid development of technology and information makes people able to access everything without the limitations of time and place. This affects the market economy where trade is increasingly free which makes business competition even tighter. Marketers are required to continue to innovate and be creative. At this time social media is one of the effective business promotion tools because it can be accessed by anyone. One of the ways to promote through social media is endorsement. And one of the factors that influence buying interest at this time is the opinion of an influencer on a product. The purpose of this study was to measure the effect of perceived credibility, trust, perceived expertise and perceived congruence of an influencer on purchase intention with attitude toward the influencer as a mediator variable on camani basic product.*

*This study uses quantitative methods with descriptive and causal research types. In this study is non-probability sampling and the method used is purposive sampling with the Bernoulli formula for as many as 100 respondents who follow Pangestika social media. This study uses a questionnaire data collection technique with an ordinal scale and the data analysis technique used in this study is Partial Least Squares Structural Equation Modeling (PLS-SEM).*

*Based on the results of data analysis, it was concluded that perceived credibility, trust, and perceived expertise had a significant positive effect on attitude toward the influencer, and perceived congruence had no effect on attitude toward the influencer. Then attitude toward the influencer has no influence as a mediator variable between perceived credibility, trust, perceived expertise and perceived congruence to purchase intention.*

*The suggestions from the results of this study are that companies are expected to focus on corporate social media marketing and be more active in uploading their products on social media and websites. As well as adding variations in the form of men's clothing products to provide choices for each characteristic.*

**Keywords:** *Perceived Credibility, Trust, Perceived Expertise, Perceived Congruence, Attitude Toward the Influencer, Purchase Intention*