

## **ABSTRACT**

*The popularity of healthy food and healthy diets is increasing in Indonesia, resulting in many restaurants and businesses focusing on serving healthy food. One way of promotion carried out by business owners through social media is to use endorsements, where an influencer's opinion about a product can influence consumer buying interest. This study aims to examine the effect of perceived credibility, trust, perceived behavior control, subjective norms, perceived expertise, and perceived congruence on attitude toward the influencer. In addition, the effect of attitude toward the influencer and attitude toward the brand on purchase intention was also examined. This study uses a quantitative method with a causal approach. The population that is the focus of this research is followers of Clarissa Putri's social media accounts. The sampling technique used is purposive sampling, namely determining the sample based on certain considerations. Data collection was carried out by distributing questionnaires online using the Google Form. Data analysis in this study used the Structural Equation Modeling (SEM) method using SMART PLS 3.0 software.*

**Keywords:** *Perceived Credibility, Trust, Perceived Behavior Control, Subjective Norms, Perceived Expertise, Perceived Congruence, Attitude Toward the Influencer, Attitude Toward the Brand, Purchase Intention*