

**PENGARUH *PERCEIVED INFLUENCER TRUSTWORTHINESS* DAN  
*PERCEIVED QUALITY* TERHADAP *INTENTION TO PURCHASE*  
PRODUK KECANTIKAN DENGAN *ATTITUDE TOWARD*  
*THE BRAND* SEBAGAI VARIABEL MODERASI  
(STUDI PENGGUNA TIKTOKSHOP)**

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**Abstrak**

Penelitian ini bertujuan untuk menguji pengaruh *perceived influencer trustworthiness* dan *perceived quality* terhadap *intention to purchase* produk kecantikan dengan *attitude toward the brand* sebagai variabel moderasi (Studi Pengguna TikTokshop). Penelitian ini menggunakan teknik *non probability sampling*. Populasi dalam penelitian ini adalah pengguna TikTok yang mengikuti *beauty influencer* yang pernah atau sedang mempromosikan produk kecantikan. Penentuan jumlah sampel pada penelitian ini menggunakan rumus *Lemeshow* dengan populasi tidak diketahui, dan didapatkan 100 sampel. Pengumpulan data primer dilakukan dengan penyebaran kuesioner secara langsung yang telah di uji validitas dan reliabilitasnya. Analisis data menggunakan analisis regresi linier berganda dan analisis *moderating* dengan pendekan Uji Interaksi atau *Moderrated Regression Analysis* (MRA). Data di analisis menggunakan program IBM SPSS *statistic* 26. Hasil pengujian dengan analisis regresi linier berganda, menunjukkan bahwa variabel *perceived influencer trustworthiness* berpengaruh negatif dan tidak signifikan terhadap *intention to purchase* produk kecantikan dan *perceived quality* berpengaruh negatif dan tidak signifikan terhadap *intention to purchase* produk kecantikan, selanjutnya hasil Uji MRA dari interaksi variabel *attitude toward the brand* tidak mampu memoderasi pengaruh *perceived influencer trustworthiness* terhadap *intention to purchase* dan *attitude toward the brand* tidak mampu memoderasi pengaruh *perceived quality* terhadap *intention to purchase*.

**Kata Kunci:** *Influencer Trustworthiness, Perceived Quality, Attitude Toward the Brand, Intention to Purchase*



**THE INFLUENCE OF PERCEIVED INFLUENCER TRUSTWORTHINESS  
AND PERCEIVED QUALITY ON INTENTION TO PURCHASE BEAUTY  
PRODUCTS WITH ATTITUDE TOWARD  
THE BRAND AS A MODERATING VARIABLE.  
(STUDY OF TIKTOKSHOP USERS)**

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**Abstract**

*This research examines the influence of perceived influencer trustworthiness and perceived quality on the intention to purchase beauty products, with brand attitude as a moderating variable (TikTok Shop User Study). The study employs a non-probability sampling technique. The population consists of TikTok users who follow beauty influencers promoting beauty products. The Lemeshow formula for an unknown population determined the sample size, resulting in 100 samples. Primary data collection was conducted through the distribution of questionnaires tested for validity and reliability. Data analysis was performed using multiple linear regression and moderating analyses, specifically the Short Interaction Test or Moderated Regression Analysis (MRA). The data were analyzed using IBM SPSS Statistics version 26. Test results with multiple linear regression analysis show that the perceived influencer trustworthiness variable has a negative and insignificant effect on the intention to purchase beauty products. The perceived quality has a negative and insignificant effect on the intention to purchase beauty products. The MRA Test results from the interaction of the attitude variable towards the brand cannot moderate the influence of the perceived influencer trustworthiness, and the attitude towards the brand cannot moderate the influence of perceived quality on the intention to purchase.*

**Keywords:** *Influencer Trustworthiness, Perceived quality, Attitude Toward the Brand, Intention to Purchase*