

**THE INFLUENCE OF TRUSTWORTHINESS, EXPERTISE,
AND ATTRACTIVENESS OF INFLUENCER ON CONSUMER
TRUST IN WARDAH PRODUCTS AMONG GEN Z**



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Degree in Sarjana Ilmu Komunikasi**

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ABSTRACT

This study aims to deeply analyze how influencer credibility, measured through the factors of Trustworthiness, Expertise, and Attractiveness, influences Consumer Trust in Wardah products among Generation Z. Using a targeted purposive sampling technique, a survey was conducted on 101 Generation Z respondents with experience as consumers of Wardah products. The results of the multiple linear regression analysis show that Expertise was proven to have a significant and positive influence on consumer trust. In contrast, Trustworthiness and Attractiveness did not show a significant partial influence. Simultaneously, the three independent variables were able to explain 45.3% of the variation in consumer trust, which is reflected in the coefficient of determination (R^2) value of 0.453. The largest effect size (F^2) was found in the Expertise variable at 0.351, followed by Attractiveness at 0.012, and Trustworthiness at 0.008. These findings confirm that for Gen Z, an influencer's expertise and in-depth knowledge are key elements in building trust, surpassing mere honesty or physical appeal. An increase in trust can be achieved by collaborating with influencers who can provide informative and substantive content, thereby meeting the needs of Gen Z who seek authenticity and tangible evidence in every recommendation.

Keywords: consumer trust, trustworthiness, expertise, attractiveness, influencer, Generation Z

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