

Impact Micro influencer Credibility And Brand Authenticity Impact of Consumer Trust in MS Glow Products on TikTok

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Abstract

This study aims to analyze the influence of Micro Influencer Credibility and Brand Authenticity on Consumer Trust in MS Glow products on the TikTok platform. The rapid development of digital technology has transformed marketing strategies, making social media an important platform for brand communication and consumer engagement. Based on Source Credibility Theory, Brand Authenticity Theory, and Consumer Trust Theory, this study examines how micro influencer credibility and brand authenticity influence consumer trust. A quantitative approach was employed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. Data were collected through questionnaires distributed to 154 MS Glow consumers who had been exposed to promotional content on TikTok. The results indicate that Micro Influencer Credibility has a positive and significant effect on Consumer Trust ($\beta = 0.479$, $T = 7.256$, $p < 0.001$), while Brand Authenticity also has a positive and significant effect on Consumer Trust ($\beta = 0.392$, $T = 6.169$, $p < 0.001$). The structural model explains 60.8% of the variance in Consumer Trust ($R^2 = 0.608$), indicating that both variables play an important role in building consumer trust. These findings contribute to the development of digital marketing literature and provide practical implications for companies in designing effective influencer marketing strategies and strengthening brand authenticity to increase consumer trust in the local skincare industry.

Keywords: *Micro Influencer Credibility, Brand Authenticity, Consumer Trust, TikTok, Digital Marketing.*

INTRODUCTION

The development of digital technology has driven significant changes in marketing strategies and consumer behavior. Social media is now a primary tool for companies to build brand communications and influence consumer perceptions quickly and broadly (Farivar et al., 2021; Sheng & Chen, 2023). Visual content-based social media platforms like TikTok boast high levels of user engagement, enabling a more interactive communication experience compared to traditional platforms . media traditional (Pavlou, 2003). In Indonesia, TikTok has develop rapidly As a platform for promoting beauty and skincare products, marketing strategies through influencers in TikTok considered effective Because can reach consumer in a way more Personal and persuasive (Farivar et al., 2021; Haryadi & Mujianto, 2023). However, the high intensity of promotions also increases consumer skepticism about the accuracy of product information. This makes consumer trust a key factor in the success of digital marketing (Gefen et al., 2003; Pavlou, 2003).

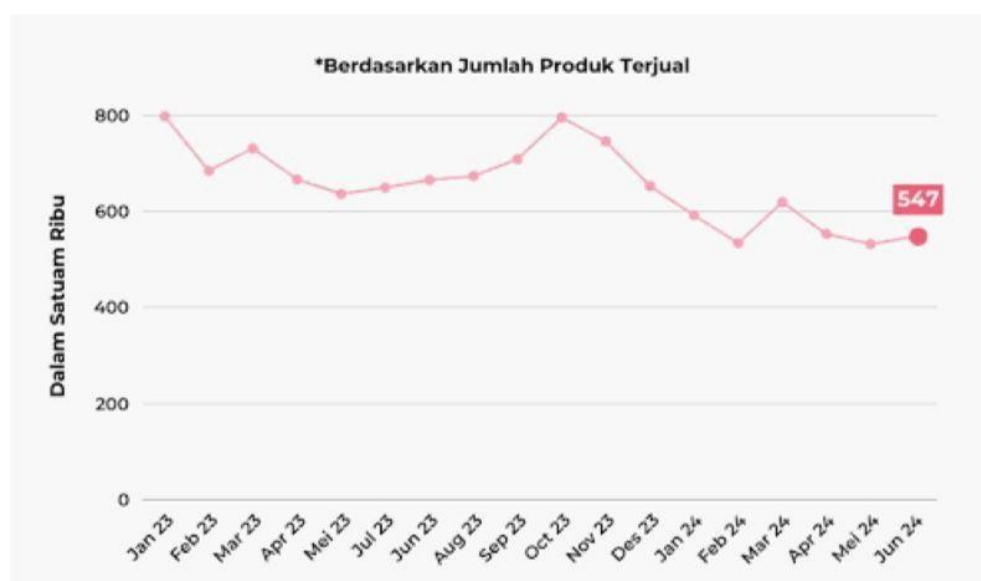
In influencer marketing practices, companies are increasingly choosing to use micro-influencers because they are considered to have a stronger emotional connection with their audiences compared to celebrity influencers (Sheng & Chen, 2023). Micro-influencers are considered more authentic And capable build connection parasocial Which strengthen audience trust in the message delivered (Sheng & Chen, 2023; Farivar et al., 2021). Based on Source Credibility Theory, effectiveness message very influenced by credibility of the source, Which covers honesty, skill, And Power pull (Hovland et al., 1953; Ohanian, 1990). Research shows that influencer credibility has a positive and significant influence on consumer confidence, attitudes towards brand, and purchase intention (Farivar et al., 2021; Hellen & Julianna, 2022; Haryadi & Mujianto, 2023). However, several studies have also found that low influencer credibility can reduce consumer trust, especially if promotional content is perceived as overly commercial and

non-transparent (Sheng & Chen, 2023). In Indonesia, research on the credibility of micro-influencers on TikTok, particularly in the local skincare industry like MS Glow, is still limited. Some Most previous research focused more on platforms such as Instagram or YouTube (Haryadi & Mujianto, 2023; Raden Sigit Surya Primary, 2022), so that required further research that suits TikTok's characteristics.

In addition to influencer credibility, consumers are increasingly paying attention to brand authenticity as a basis for building trust. Brand authenticity is defined as the consumer's perception of the alignment between the communicated values and the brand. brand with action real Which done by brand the (Naples et al., 2014; Moulard et al., 2016). (Napoli et al. 2014) stated that brand authenticity consists of the dimensions of sincerity, consistency, credibility, and integrity. Further research shows that that brand Which perceived authentic tend more trusted, have higher loyalty, and can establish long-term relationships with consumers (Moulard et al., 2016; Brand Authenticity Literature Review, 2019).

Trust consumers are the main basis in connection between consumer and brands, especially in the uncertain digital environment (Gefen et al., 2003; Pavlou, 2003). Consumer Trust Theory states that trust functions as a mechanism to reduce risk and uncertainty, thus encouraging consumers to receive information, try products, and make transactions (Gefen et al., 2003). Various studies show that trust consumers are influenced by source credibility information and perception brand authenticity (Pavlou, 2003; Naples et al., 2014; Moulard et al., 2016). In context media social, trust consumer become more important because consumers No can verify product in a way direct (Sheng & Chen, 2023; Farivar et al., 2021). Therefore, consumer trust in MS Glow products on TikTok is thought to be influenced by a combination of micro-influencer credibility and brand authenticity. In the skincare industry, the issue of brand authenticity is becoming increasingly important as consumers facing risks related to product safety and inaccurate benefit claims (Rezamuamar et al., 2023). Therefore, MS Glow's brand authenticity is a crucial factor in building consumer trust amidst the intense digital promotion on TikTok. Study about brand authenticity on brand skincare local in Indonesia is still limited and has not been studied empirically in the context of TikTok social media (Admin IJBE, 2022; Azarine & Kalyana, 2021).

Picture 1.1
Trends Sale Brand Ms Glow from Year 2023 Until 2024



Source: compass.com

Figure 1 shows the sales trend of MS Glow products from January 2023 to June 2024, indicating a significant decline in product sales. In January 2023, sales reached nearly 800 thousand units, while in June 2024 sales decreased to around 547 thousand units. This decline may indicate decreasing consumer trust and purchase intention. Previous studies have shown that **consumer trust plays an important role in influencing purchasing decisions** (Gefen et al., 2003; Pavlou, 2003). **Farivar et al. (2021)** also found that influencer credibility can increase consumer trust and purchase intention. Furthermore, **Sheng and Chen (2023)** explained that credible micro influencers are more effective in building trust with consumers. In addition, **Moulard et al. (2016)** stated that brand authenticity has a positive effect on consumer trust and long-term relationships with customers. Therefore, strengthening micro influencer credibility and brand authenticity is important to rebuild consumer trust and improve MS Glow product sales.

RESEARCH METHODS

This study employed a **quantitative research approach** with an **associative research design**. According to **Creswell (2018)**, quantitative research is an approach used to test objective theories by examining the relationship among variables, which are measured using numerical data and analyzed through statistical procedures. Meanwhile, **Sugiyono (2019)** defines associative research as research that aims to determine the relationship and influence between two or more variables, including both causal and correlational relationships. Therefore, a quantitative associative approach was considered appropriate because this study examines the influence of **micro-influencer credibility (X1)** and **brand authenticity (X2)** on **consumer trust (Y)** among MS Glow consumers on the TikTok platform. The relationships among these variables were analyzed using statistical methods to test the proposed research hypotheses.

The population in this study is all consumers of MS Glow products who live in in City Cirebon And Once see or exposed content promotion MS Glow through the TikTok platform. This population was selected because Cirebon City is one of the areas with a relatively high level of social media usage, making it relevant to examine the influence of micro-influencer credibility and brand authenticity on consumer trust. The respondent criteria for this study were: (1) Domiciled in City Cirebon (2) Ever view content promotion MS Glow on TikTok. (3) Ever use or minimum know product MS Glow. (4) Minimum age 17 year. In this study, the sample size was determined based on guidelines from Hair et al. (2010) Which state that amount sample Which ideal in study multivariate, including regression and SEM-PLS, is 5–10 times the number of indicators used in the research instrument. This study used a total of 22 indicators. Thus, size sample minimum Which needed counted as following: 22×5

= 110 respondents to $22 \times 10 = 220$ respondents. By respondents to ensure the research results have adequate analytical power and meet the sample adequacy criteria according to Hair et al. (2010). Based on these considerations, this study determined a minimum sample size of 154 respondents because it used the following calculation:

$$n = \text{amount respondents} \times 7 \quad n = 22 \times 7 \\ n = 154 \text{ respondents}$$

Information :

n : amount sample

k : number of research indicators

m: ratio minimum (5 until 10 respondents per indicator)

The data analysis technique in this study used *the Partial Least Square–Structural Equation Modeling (PLS-SEM)* method with the help of SmartPLS software. The analysis process was carried out in stages through two main stages, namely the evaluation of the

measurement model (*outer model*) and the evaluation of the structural model (*inner model*). At the evaluation stage of the measurement model (*outer model*), several tests were carried out, namely convergent validity which was measured through the *loading factor value* with criteria of more than 0.70 and the *Average Variance Extracted* (AVE) value which must be greater than 0.50 to ensure that each indicator is able to represent the latent variable adequately. Next, a construct reliability test was carried out which was measured through the *Composite Reliability* and *Cronbach's Alpha values* with a recommended value of more than 0.70 to assess the internal consistency of the statement items in the questionnaire. In addition, a discriminant validity test (*cross loading*) was conducted to ensure that each indicator only measures its own construct and does not overlap with other constructs, by comparing the indicator's correlation value against its own construct with the correlation against other constructs. Discriminant validity is declared fulfilled if the indicator's *loading factor value* on the intended construct is greater than its *loading value* on other constructs in the model, so that the *Micro Influencer Credibility* , *Brand Authenticity* , and *Consumer Trust variables* have strong empirical differentiation. Furthermore, in the evaluation of the structural model (*inner model*), a determination coefficient (R^2) test was conducted to measure the extent to which the variation of the endogenous variable, namely Consumer Trust (Y), can be explained by the exogenous variables in the model, namely *Micro Influencer Credibility* (X1) and *Brand Authenticity* (X2) in the context of MS Glow products on TikTok. In addition, an F^2 (*effect size*) test was conducted to determine the magnitude of the contribution or relative influence of each exogenous variable on the endogenous variable, with a value criterion of 0.02 indicating a small influence, 0.15 a medium influence, and 0.35 a large influence.

Hypothesis testing (*path coefficient*) was conducted using the *bootstrapping method* to determine the significance of the relationship between variables, both the direct influence of *Micro Influencer Credibility* (X1) and *Brand Authenticity* (X2) on Consumer Trust (Y), with assessment criteria based on *T-statistics values* of more than 1.96 or *P-values* less than 0.05 to determine whether the research hypothesis is accepted or rejected. In addition, a *Goodness of Fit* (GoF) test was conducted to validate the combined performance of the measurement model and the structural model, so that it can be known whether the model as a whole has good predictive quality in explaining the influence of *Micro Influencer Credibility* and *Brand Authenticity* on Consumer Trust, with the criteria of a small GoF value of 0.10, medium of 0.25, and large of 0.36. This research was conducted in Cirebon City with the research object being consumers of MS Glow products who had seen promotional content for the product through the TikTok platform. Data collection was conducted by distributing questionnaires to respondents, and the research implementation period was from December 2025 to January 2026, covering the stages of research instrument preparation, data collection, and data processing and analysis. In its implementation, this study also paid attention to research ethics by applying the principle of *informed consent* , maintaining the confidentiality of respondent data, not disclosing respondents' personal identities, and following research ethics guidelines established by the Swadaya Gunung Jati University (UGJ).

RESULTS AND DISCUSSION

Description Results Survey

This study involved 154 respondents who had experience purchasing MS Glow products on the TikTok platform. The research instrument was an online questionnaire consisting of 22 items. grains question disseminated through Google Form on range time month December 2025 to January 2026. This data was collected and then analyzed using the *Structural Equation Modeling* (SEM) technique with the help of SmartPLS 4 software.

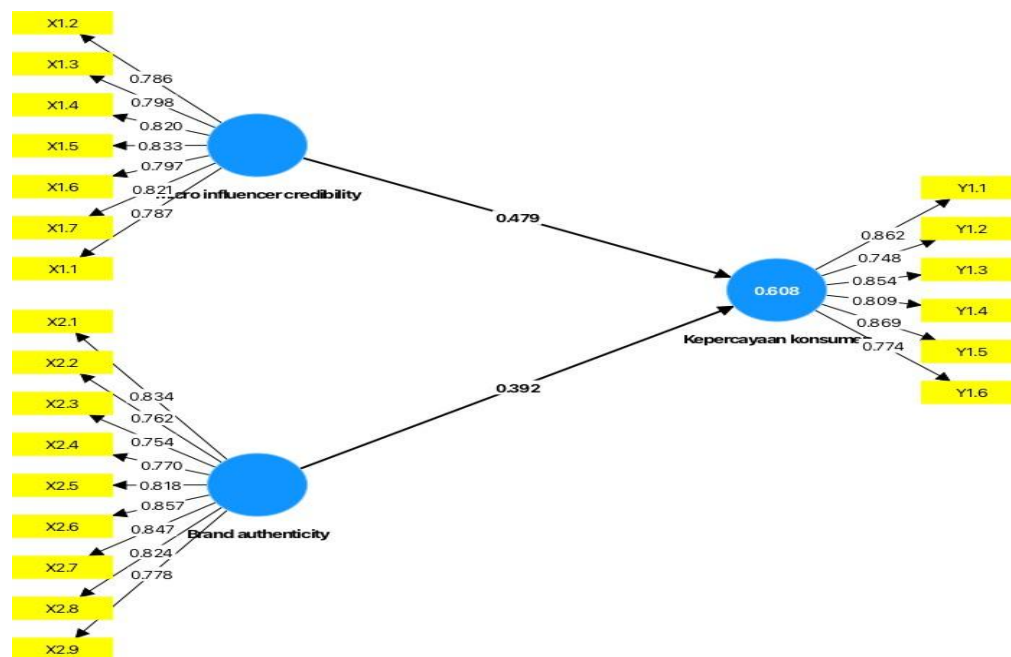
Profile Respondents**Table 1 Profile Respondents**

No	Category	Total	Percentage
1	Age 17–20 Years	43	27.9%
	21–25 Years	84	54.5%
	26–30 Years	24	15.6%
	< 30 Years	3	1.9%
	Total	154	100%
2	Gender Male	62	40.3%
	Female	92	59.7%
	Total	154	100%
3	Status University Student	95	62.3%
	School Student	16	10.4%
	Worker	43	28.6%
	Total	154	100%

Based on Table 1 about profile respondents, can concluded that The majority of MS Glow product consumers on TikTok are Generation Z, especially those aged 21-25 years (54.5%), with a female dominance (59.7%) who are students (62.3%). In a way scientific, findings This inform that target market MS Glow consists of from individuals with high digital literacy, who rely more on Micro Influencer Credibility (X1) and Brand Authenticity (X2) as the main instruments in validating information product. Engagement all over respondents as consumer Which active in TikTok show that they have passed information evaluation process digital before finally forming a Trust Consumer (Y). Considering the majority respondents is generation young people (Gen Z), they are highly influenced by the quality of information received through influencer recommendations. And review from users other in platform TikTok For build Customer Trust m (Z) before do decision purchase (purchase product decision MS Glow.

Results Analysis Data**Model Measurement (Outer Model)**

Analysis outer model play a role in connect variables latent with related indicators to ensure that each instrument has Adequate level of validity and reliability in explaining the research construct.

Picture 1 Outer Model**Test validity convergent**

Validity convergent functioning to validate correlation between items in measuring something construct study. Testing This done with see mark loading factor And AVE was performed using SmartPLS 4.0 software. The threshold used in this analysis was a loading factor value >0.70 to ensure each indicator significantly contributes to its construct. The following is a summary of the convergent validity evaluation results:

Table 2
Outer Test Results Loading

Variables	Micro influencer credibility	Brand authenticity	Consumer confidence	Note
X1.1	0.787			Valid
X1.2	0.786			Valid
X1.3	0.798			Valid
X1.4	0.820			Valid
X1.5	0.833			Valid
X1.6	0.797			Valid
X1.7	0.821			Valid
X2.1		0.834		Valid
X2.2		0.762		Valid
X2.3		0.754		Valid

X2.4	0.770	Valid
X2.5	0.818	Valid
X2.6	0.857	Valid
X2.7	0.847	Valid
X2.8	0.824	Valid
X2.9	0.778	Valid
Y1.1	0.862	Valid
Y1.2	0.748	Valid
Y1.3	0.854	Valid
Y1.4	0.809	Valid
Y1.5	0.869	Valid
Y1.6	0.774	Valid

Based on the validity test according to Hair et al. (2019), an indicator is declared valid if own mark loading factor > 0.70 , Which show level representation latent the strong one as well as contribution Which significant in explain construct study. Based on the results of data testing, it can be concluded that all research instruments that measure the influence **Credibility Micro Influencer (X1)** , **Brand Authenticity (X2)** , And **Consumer Trust (Y)** has met the very good validity criteria because it has a high content value. factor (loading factor) Which in a way consistent more big from limit 0.70. Results This high validity is very important, because in the context of skincare products such as **MS Glow** on TikTok, consumers cannot verify the product directly, so they are very dependent on the credibility of the information conveyed by micro influencers and the authenticity of the brand. For reduce perception risk before make decision purchase. By Therefore, all indicators of this questionnaire are proven to be valid and accurate in measuring how micro influencer credibility and brand authenticity shape consumer trust, which is a key factor in driving purchasing decisions on social media platforms such as TikTok.

Test Reliability

Table 3
Results Test Reliability And AVE

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Brand authenticity	0.933	0.946	0.943	0.649
Consumer confidence	0.902	0.906	0.925	0.674
Micro influencer credibility	0.911	0.919	0.929	0.650

Based on the results of this data analysis, the reliability test strengthens the consistency of the instrument by obtaining the Cronbach's value. Alpha and Composite Reliability (rho_c) were all above the standard value of 0.70. In addition, the Average Variance Extracted (AVE) value for all variables was recorded above 0.50, which proves that this research instrument has stability And consistency internal Which strong. Findings these statistics confirm that data Which collected valid And reliable For used in testing hypothesis about influence Credibility Micro Influencer (X1), Authenticity Brand (X2) to Consumer Trust (Y) in the context of MS Glow products on the platform TikTok.

a) Test Discriminant Validity (Cross Loading)

The main objective of this test is to prove discriminant validity, namely to ensure that each indicator only measures one variable latent target and no overlap overlap with variables other. Following is summary results evaluation Discriminant Validity using the *Cross Loading method* :

Table 4
Discriminant Validity (Cross Loading)

	Micro influencer credibility	Brand authenticity	Consumer confidence
X1.1	0.787	0.419	0.551
X1.2	0.786	0.427	0.510
X1.3	0.798	0.383	0.462
X1.4	0.820	0.452	0.601
X1.5	0.833	0.532	0.574
X1.6	0.797	0.604	0.734
X1.7	0.821	0.504	0.514
X2.1	0.550	0.834	0.638
X2.2	0.521	0.762	0.557
X2.3	0.382	0.754	0.411
X2.4	0.371	0.770	0.397
X2.5	0.584	0.818	0.721
X2.6	0.484	0.857	0.552
X2.7	0.460	0.847	0.598
X2.8	0.495	0.824	0.491
X2.9	0.388	0.778	0.367
Y1.1	0.595	0.537	0.862
Y1.2	0.415	0.559	0.748
Y1.3	0.543	0.530	0.854

Y1.4	0.630	0.533	0.809
Y1.5	0.652	0.606	0.869
Y1.6	0.640	0.573	0.774

Results analysis show that all over items statement For variables Micro Influencer Credibility (X1), Authenticity Brand (X2), and Trust Consumer (Y) has The highest cross-loading value for the variables it measures. This demonstrates that each research instrument is able to accurately differentiate concepts between variables and does not empirically overlap. This indicates that the instruments used in this study can accurately measure the intended construct and demonstrate a valid relationship between the indicators and the larger variable.

Model Structural (Inner Model)

Structural model or inner model analysis aims to evaluate the relationship between latent variables. as well as test strength predictions from model that was built. Different with outer model who tested instrument, inner model focus on testing hypothesis And see how much influence the independent variable has on the dependent variable.

R-Square

The value of the coefficient of determination (R^2) is used to assess the ability of the independent variable in explain variables dependent the more big mark R^2 , so the more the large predictive ability of the research model.

Table 5
Mark R-Square (R^2)

	R- square	R-square adjusted
Consumer confidence	0.608	0.603

Through the results of the structural analysis, the coefficient of determination (R^2) value was obtained as 0.608. For variables Trust Consumer (Y). Findings This indicates that The research model has a good level of predictive accuracy, where the Micro Influencer Credibility (X1) and Brand Authenticity (X2) variables are able to explain 60.8% of the variance in the Consumer Trust (Y) construct, while the remaining 39.2% is influenced by other factors outside this research model. The R^2 value indicates a significant contribution. from variables independent to process formation trust consumer.

In context product MS Glow in platform TikTok, size mark R^2 This confirm that the credibility of micro influencers and brand authenticity are the main determinants that shape Consumer Trust, which ultimately reduces consumer doubts and encourages product purchasing decisions .

a) F Square

Table 6
Mark F- Square

	Brand authenticity	Consumer confidence	Micro influencer credibility
Brand authenticity		0.252	

**Consumer
confidence**

**Micro
influencer
credibility**

0.376

Based on the F^2 value, which refers to the criteria established by Cohen (1988), where mark as big as 0.02 categorized own influence small (small), mark 0.15 show influence medium (medium), And mark 0.35 show influence Which big (large). The value that is in below the threshold of 0.02 indicates that the variable is considered not to have practical impact on variables endogenous, although the results significance test (P- Value) may indicate significant results.

1. The Micro Influencer Credibility variable (X1) has an F^2 value of 0.376. Theoretically, this value represents a large effect size on the formation of Consumer Trust (Y). This indicates that micro influencer credibility makes a significant contribution to building consumer trust in MS Glow products on the TikTok platform.
2. Variables Brand Authenticity (X2) to Trust Consumer (Y) shows an F^2 value of 0.252. This result is categorized as a medium effect size, which means that brand authenticity has a moderate influence on the formation of consumer trust.
3. The Micro Influencer Credibility (X1) variable on Consumer Trust (Y) has an F^2 value of 0.376, which indicates a large influence. effect size). Value This strengthens the findings previously that micro influencer credibility is factor key in form trust consumer towards the product.
4. The Consumer Trust (Y) variable on Consumer Trust (Y) shows a significant F^2 value, which indicates that consumer trust has a strong influence in influencing purchasing decisions for MS Glow products on the TikTok platform.

b) Test Significant Connection Intervariable (Test Hypothesis)

Test significant connection intervariable done use procedure bootstrapping In the PLS-SEM method, the relationship between variables is considered significant if the T-statistic value is > 1.96 and the P-value is < 0.05 .

Picture 2 Bootstrapping

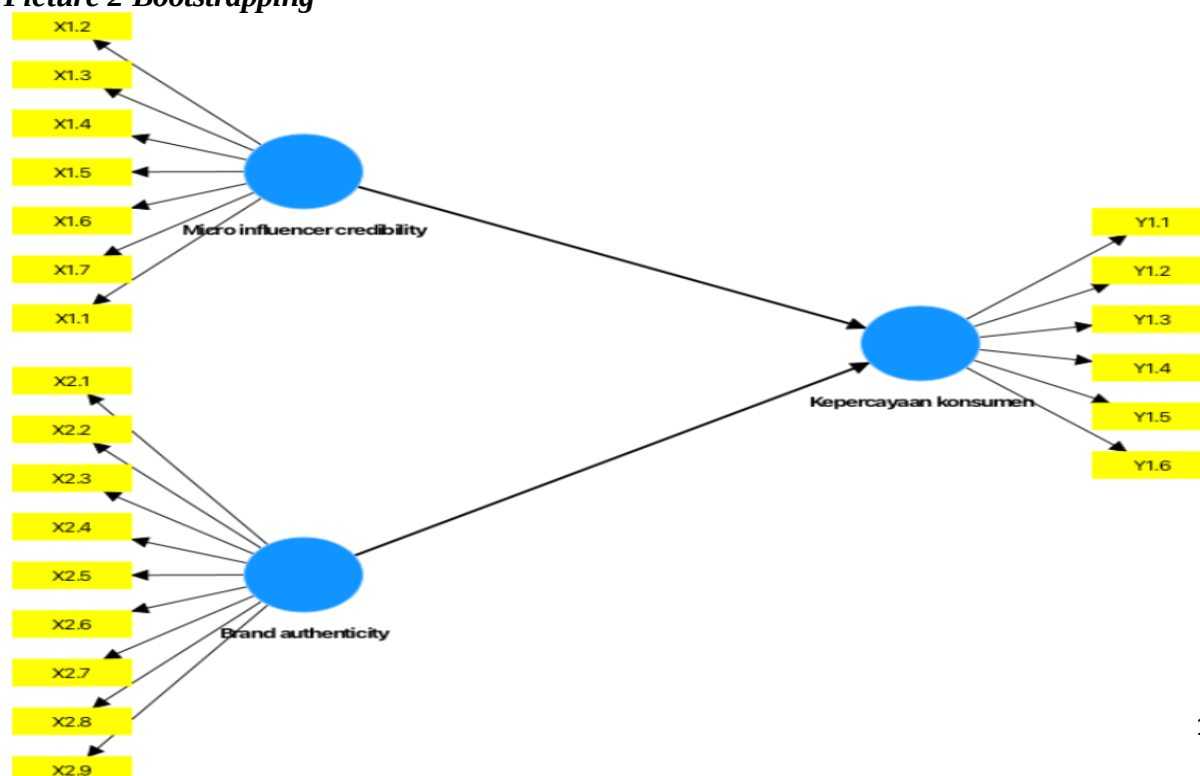


Table 7
Results Test Hypothesis (Path Coefficient)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Information
Brand authenticity -> Consumer confidence	0.392	0.394	0.064	6,169	0,000	Significant
Micro influencer credibility -> Consumer confidence	0.479	0.482	0.066	7,256	0,000	Significant

Based on Table 4.7, can concluded that:

1. Micro Influencer Credibility own connection positive And significant with Consumer Trust, so the first hypothesis (H1) is accepted.
2. Brand Authenticity own connection positive And significant with Consumer Confidence, so the second hypothesis (H2) is accepted.
3. Micro Influencer Credibility And Brand Authenticity in a way together The same influence on consumer trust (H3) is accepted.

The results of this data show that the higher the credibility of micro influencers and the brand authenticity perceived by consumers, the greater the level of consumer trust formed in MS Glow products on TikTok.

b) Goodness of Fit (GOF)

Table 8 Goodness of Fit

	variance extracted (AVE)	R- square
Brand authenticity	0.649	
Trust consumer	0.674	0.608
Micro influencer credibility	0.650	
Average	0.658	0.608

$$GoF = \sqrt{0.658 * 0.608}$$

$$GoF = 0.632$$

Based on the calculation results, a value of 0.632 was obtained, meaning this research model falls into the large GoF category. This indicates that the model built has a level compatibility (fit) Which very strong in explain data empirical in field. In substantive, results This

validate that combination between Measurement Model (Outer Model) and Structural Model (Inner Model) in this study have good predictive performance. very Good For explain influence Credibility Micro Influencer (X1) And Brand Authenticity (X2) towards Consumer Trust (Y) in MS Glow products on the TikTok platform.

Discussion

Influence Credibility Micro Influencer (X1) to Trust Consumer (Y)

The results of the study show that Micro Influencer Credibility has a positive and significant influence on Consumer Trust, so the first hypothesis (H1) is accepted. This finding indicates that the higher the credibility of a micro influencer, the higher the consumer trust. big also trust consumer to MS products Glow in TikTok. Micro influencer credibility, which encompasses dimensions such as honesty, expertise, and attractiveness, can strengthen the relationship between consumers and brands. Influencers who possess trust, knowledge, and the ability to engage their audience can improve their perception. positive And reduce doubt consumer, so that build trust greater interest in the promoted product. This finding is consistent with previous research. (Farivar et al., (2021) Which state that credibility influencer has a positive influence on consumer trust and purchase intentions. This research also supports the importance of credibility as factor main in influence decision consumer to purchase products through social media.

Influence Authenticity Brand (X2) to Trust Consumer (Y)

Brand Authenticity also has a positive and significant influence on Consumer Trust, so the second hypothesis (H2) is accepted. The **F² value of 0.252** indicates that its influence classified as medium effect size. Authenticity brand reflect as far as where consumers feel that the brand is honest, consistent, and committed to the values it promises. In the context of MS Glow, brand authenticity, reflected in product quality, information transparency, and a commitment to consumer safety, is capable of build trust consumer Which more strong. Matter This in line with research by (Moulard et al. (2016), Which show that brand Which perceived authentic more likely build connection term long with its consumers And own loyalty that more tall. Authenticity brand, as element important in marketing digital, help consumers feel more confident and believe in the products offered.

Influence Credibility Micro Influencer (X1) And Authenticity Brand (X2) on Consumer Confidence (Y)

The results of the study show that the combination of Micro Influencer Credibility (X1) and Brand Authenticity (X2) simultaneously has a significant influence on Trust. Consumer (Y) so that hypothesis third (H 3) accepted . Second variables This positively contributes to building consumer trust in MS Glow on the TikTok platform. The high credibility of micro-influencers, coupled with an authentic brand, can strengthen relationships. emotional And rational between consumer And product, which in turn increases the level of trust in the product. The consumer trust built through this combination is key to driving purchasing decisions on digital platforms. This trust serves to reduce consumer uncertainty, especially on platforms like TikTok , where consumers cannot directly verify the product.

CONCLUSION

This study confirms that micro influencer credibility has a positive and significant effect on consumer trust in MS Glow products on TikTok ($\beta = 0.479$, $T = 7.256$, $p < 0.001$). This finding indicates that consumers' perceptions of the honesty, expertise, and attractiveness of micro influencers play an important role in strengthening trust in product quality and promotional claims. Furthermore, brand authenticity also has a positive and significant effect on consumer trust ($\beta = 0.392$, $T = 6.169$, $p < 0.001$), indicating that sincere communication, consistent product quality, a credible reputation, and brand integrity contribute to reducing consumers' perceived

risk. The structural model produced an R^2 value of 0.608, indicating that 60.8% of the variation in consumer trust can be explained by micro influencer credibility and brand authenticity, while the remaining 39.2% is influenced by other factors outside this study. Therefore, the combination of credible micro influencers and strong brand authenticity is an effective strategy for building consumer trust and supporting the sustainability of local skincare products such as MS Glow on the TikTok platform.

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