

## **ABSTRACT**

*This study aims to analyze the influence of influencer marketing on purchase intention for footwear products on TikTok, mediated by trust and fear of missing out (FOMO). The research employed a descriptive-verify quantitative approach with 100 respondents. The statistical analyses used in this study included validity and reliability tests, while data were analyzed using SEM-PLS. The findings indicate that, descriptively, the variables of influencer marketing, trust, FOMO, and purchase intention fall into the “good” category. Verificatively, influencer marketing does not directly influence purchase intention but has a significant indirect effect through trust and FOMO. Trust is identified as the primary mediator with a strong influence, whereas FOMO serves as an additional mediator.*

***Keywords: Influencer Marketing, Trust, FOMO, Purchase Intention***