

## RINGKASAN

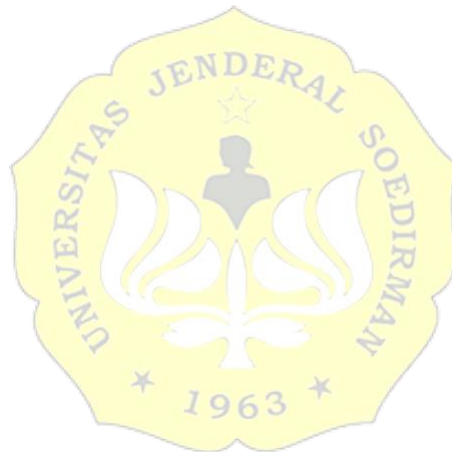
Penelitian ini adalah penelitian terhadap pengguna Youtube yang pernah melihat Jerome Polin mempromosikan merek Cimory. Judul penelitian ini “Pengaruh Kredibilitas Influencer Media Sosial terhadap Niat Beli dengan Sikap Merek dan Kesadaran Merek sebagai Variabel Mediasi pada Produk Cimory”.

Tujuan umum pada penelitian ini adalah untuk menjelaskan inkonsistensi hasil penelitian tentang pengaruh influencer media sosial (daya tarik, keahlian, dan kepercayaan) terhadap niat beli. Populasi penelitian ini adalah pengguna Youtube yang pernah melihat Jerome Polin mempromosikan merek Cimory. Jumlah sampel 221 responden. Metode pengambilan sampel penelitian ini menggunakan *purposive sampling*. Alat analisis yang digunakan yaitu SEM dengan software AMOS 22.

Berdasarkan penelitian yang dilakukan, dapat disimpulkan hasil seperti berikut: (1) daya tarik berpengaruh positif dan signifikan terhadap sikap merek, (2) keahlian berpengaruh positif dan signifikan terhadap sikap merek, (3) kepercayaan tidak berpengaruh terhadap sikap merek, (4) daya tarik berpengaruh positif dan signifikan terhadap kesadaran merek, (5) keahlian berpengaruh positif dan signifikan terhadap kesadaran merek, (6) kepercayaan tidak berpengaruh terhadap kesadaran merek, (7) daya tarik tidak berpengaruh terhadap niat beli, (8) keahlian tidak berpengaruh terhadap niat beli, (9) kepercayaan tidak berpengaruh terhadap niat beli, (10) sikap merek berpengaruh positif dan signifikan terhadap niat beli, (11) kesadaran merek berpengaruh positif dan signifikan terhadap niat beli, (12) sikap merek tidak memediasi antara daya tarik terhadap niat beli, (13) sikap merek tidak memediasi antara keahlian terhadap niat beli, (14) sikap merek tidak memediasi antara kepercayaan terhadap niat beli, (15) kesadaran merek tidak memediasi antara daya tarik terhadap niat beli, (16) kesadaran merek tidak memediasi antara keahlian terhadap niat beli, dan (17) kesadaran merek tidak memediasi antara kepercayaan terhadap niat beli.

Penelitian ini adalah penelitian teoritis yang memberikan solusi untuk gap penelitian ini. Gap penelitian ini berupa hasil yang tidak konsisten antara variabel independent (daya tarik, keahlian, dan kepercayaan) terhadap variabel dependen (niat beli). Menyelesaikan perbedaan hasil tersebut, peneliti menambahkan variabel mediasi (sikap merek dan kesadaran merek). Setelah diuji, peneliti menemukan bahwa sikap merek dan kesadaran merek tidak dapat memediasi antara variabel daya tarik, keahlian, dan kepercayaan terhadap niat beli, karena pada pengujian langsung antara variabel independen dan variabel dependen tidak berpengaruh signifikan. Theory Planned Behavior (TPB) memeriksa bagaimana sikap dan niat dalam benak konsumen dan TPB membuktikan bahwa teori ini mendasari penelitian sikap dan niat, khususnya pada penelitian ini sikap merek terhadap niat beli seseorang. Daya tarik dan Keahlian ditemukan memainkan peran yang penting dalam pembentukan sikap terhadap merek. Hasil penelitian ini dapat menjadi informasi dan referensi bagi pembaca, dan penelitian selanjutnya.

Kata kunci: Daya Tarik Influencer, Keahlian Influencer, Kepercayaan Influencer, Influencer Media Sosial, Sikap Merek, Kesadaran Merek, Niat Beli, *Theory of Planned Behavior*, Kredibilitas Influencer.



## SUMMARY

*This research is a study of Youtube users who have seen Jerome Polin promote the Cimory brand. The title of this research is "The Effect of Social Media Influencer Credibility on Purchase Intention with Brand Attitude and Brand Awareness as Mediation Variables on Cimory Products".*

*The general objective of this study is to explain the inconsistency of research results regarding the influence of social media influencers (attractiveness, expertise, and trustworthiness) on purchase intention. The population of this research is Youtube users who have seen Jerome Polin promote the Cimory brand. The number of samples is 221 respondents. The sampling method of this study used purposive sampling. The analytical tool used is SEM with AMOS 22 software.*

*Based on the research conducted, it can be concluded that the results are as follows: (1) attractiveness has a positive and significant effect on brand attitudes, (2) expertise has a positive and significant effect on brand attitudes, (3) trustworthiness has no effect on brand attitudes, (4) attractiveness has a positive and significant effect on brand awareness, (5) expertise has a positive and significant effect on brand awareness, (6) trustworthiness has no effect on brand awareness, (7) attractiveness has no effect on purchase intention, (8) expertise has no effect on intention purchase intention, (9) trustworthiness has no effect on purchase intention, (10) brand attitude has a positive and significant effect on purchase intention, (11) brand awareness has a positive and significant effect on purchase intention, (12) brand attitude does not mediate between attractiveness and purchase intention, (13) brand attitude does not mediate between expertise and purchase intention, (14) brand attitude does not mediate between trustworthiness and intention purchase, (15) brand awareness does not mediate between attractiveness to purchase intention, (16) brand awareness does not mediate between expertise and purchase intention, and (17) brand awareness does not mediate between trustworthiness and purchase intention.*

*This research is a theoretical research that provides a solution to this research gap. The gap of this research is in the form of inconsistent results between the independent variables (attractiveness, expertise, and trust) to the dependent variable (purchase intention). Resolving these differences in results, the researcher added mediating variables (brand attitudes and brand awareness). After being tested, the researcher found that brand attitude and brand awareness could not mediate the attractiveness, expertise, and trust variables on purchase intention, because the direct test between the independent variable and the dependent variable had no significant effect. The Theory of Planned Behavior (TPB) examines how attitudes and intentions are in the minds of consumers and TPB proves that this theory underlies the research of attitudes and intentions, especially in this study of brand attitudes towards a person's purchase intention. Attractiveness and expertise were found to play an important role in the formation of attitudes towards brands. The results of this study can be used as information and references for readers, and for further research.*

*Keywords: Influencer Attractiveness, Influencer Expertise, Influencer Trustworthiness, Social Media Influencers, Brand Attitude, Brand Awareness, Purchase Intention, Theory of Planned Behavior, Influencer Credibility.*

