

RINGKASAN

Penelitian ini merupakan studi empiris dengan judul “**Pengaruh *Source Credibility* dalam Memediasi Hubungan antara *Product Congruence* dan *Purchase Intention* (Studi Pada Strategi Promosi Colorbox)**”. Penelitian ini bertujuan untuk menganalisis pengaruh *source credibility* yaitu *attractiveness*, *trustworthiness*, dan *expertise* dalam mempengaruhi *product congruence* dan *purchase intention*. Populasi dalam penelitian ini adalah responden yang berumur 12 – 25 tahun, menggunakan aplikasi TikTok dan Instagram, serta telah melihat konten video Colorbox. Sampel penelitian ini sebanyak 231 responden yang diambil dengan menggunakan metode *purposive sampling*.

Berdasarkan hasil penelitian dengan menggunakan alat analisis *Structural Equation Modeling* (SEM) AMOS 24, hasil penelitian menunjukkan bahwa: (1) *Product Congruence* berpengaruh positif terhadap *Source Attractiveness*. (2) *Product Congruence* berpengaruh positif terhadap *Source Trustworthiness*. (3) *Product Congruence* berpengaruh positif terhadap *Source Expertise*. (4) *Source Attractiveness* tidak berpengaruh positif terhadap *Purchase Intention*. (5) *Source Trustworthiness* berpengaruh positif terhadap *Purchase Intention*. (6) *Source Expertise* berpengaruh positif terhadap *Purchase Intention*. (7) *Product Congruence* berpengaruh positif terhadap *Purchase Intention*. (8) *Source Attractiveness* memediasi hubungan antara *Product Congruence* dan *Purchase Intention*. (9) *Source Trustworthiness* memediasi hubungan antara *Product Congruence* dan *Purchase Intention*. (10) *Source Expertise* memediasi hubungan antara *Product Congruence* dan *Purchase Intention*.

Kata kunci : *Source Credibility*, *Attractiveness*, *Trustworthiness*, *Expertise*, *Product Congruence*, *Purchase Intention*.

SUMMARY

This research is an empirical study with the title: "The Influence of Source Credibility in Mediating the Relationship between Product Congruence and Purchase Intention (Study on Colorbox Promotion Strategy)". This study aims to analyze the source credibility which are attractiveness, trustworthiness, and expertise in influencing product congruence and purchase intention. The population in this study are respondents aged 12-25 years that using TikTok and Instagram applications, and have seen Colorbox video content. The sample in this research was 231 respondents who were taken using purposive sampling method.

Based on the results of research using Structural Equation Modeling (SEM) AMOS 24 analysis tool, the results of this study show that: (1) Product Congruence has a positive effect on Source Attractiveness. (2) Product Congruence has a positive effect on Source Trustworthiness. (3) Product Congruence has a positive effect on the Source of Expertise. (4) Attractiveness does not have a positive effect on Purchase Intentions. (5) Source Trustworthiness has a positive effect on Purchase Intentions. (6) Source Expertise has a positive effect on Purchase Intentions. (7) Product Congruence has a positive effect on Purchase Intention. (8) Source Attractiveness mediate the relationship between Product Congruence and Purchase Intention. (9) Product Congruence has a positive effect on Purchase Intention. (8) Source Trustworthiness mediate the relationship between Product Congruence and Purchase Intention (10) Source Expertise mediate the relationship between Product Congruence and Purchase Intention.

Keywords: Source Credibility, Attractiveness, Trustworthiness, Expertise, Product Congruence, Purchase Intention.