

ABSTRAK

Penjualan sepatu Muffin mengalami peningkatan signifikan. Toko Sepatu muffin menggunakan duta merek untuk meningkatkan penjualan sepatu bahkan sederet artis menjadi langganan merek sepatu ini, serta memaksimalkan konten pada media sosial untuk meningkatkan citra merek sepatu *Movinwithmuffin* melalui akun instagaram @ *Movinwithmuffin*. Tujuan penelitian ini untuk mengetahui pengaruh duta merek dan konten sosial media terhadap minat pembelian dengan citra merek sebagai variabel mediasi pada Konsumen Sepatu *Movinwithmuffin*

Metode penelitian yang digunakan adalah kuantitatif pendekatan survey. Subjek yang diteliti penelitian ini adalah konsumen Toko Sepatu *Movinwithmuffin* dengan jumlah sampel yang diambil pada penelitian ini sebanyak 170 responden. Metode pengumpulan data yang dipakai yakni dengan kuesioner. Data dalam penelitian ini dianalisis memakai pendekatan *Structural Equation Modeling-Partial Least Square*.

Berdasarkan hasil penelitian yang dilakukan dengan memakai bantuan SEM menunjukkan beberapa poin kesimpulan. Pertama, duta merek berpengaruh positif terhadap minat pembelian konsumen sepatu *Movinwithmuffin*. Konten sosial media berpengaruh positif terhadap minat pembelian konsumen sepatu *Movinwithmuffin*. Citra merek memediasi pengaruh dari duta merek terhadap minat pembelian konsumen sepatu *Movinwithmuffin*. Konten sosial media memediasi pengaruh duta merek terhadap minat pembelian konsumen sepatu *Movinwithmuffin*. Citra merek berpengaruh positif terhadap minat pembelian merek *Movinwithmuffin*.

Kata Kunci: Duta merek, minat pembelian, *Movinwithmuffin*

ABSTRACT

Muffin shoe sales have increased significantly. Muffin Shoe Shop uses brand ambassadors to increase shoe sales and even a number of artists have become customers of this shoe brand, as well as maximizing content on social media to improve the image of the Movinwithmuffin shoe brand through the Instagram account @ Movinwithmuffin. The purpose of this research is to determine the influence of brand ambassadors and social media content on purchase intention with brand image as a mediating variable for Movinwithmuffin Shoe Consumers

The research method used is a quantitative survey approach. The subjects studied in this research were consumers of the Movinwithmuffin Shoe Store with a total of 170 samples taken in this research. The data collection method used was a questionnaire. The data in this study were analyzed using the Structural Equation Modeling-Partial Least Square approach.

Based on the results of research conducted using SEM, several conclusion points are drawn. First, brand ambassadors have a positive influence on consumer purchasing interest in Movinwithmuffin shoes. Social media content has a positive influence on consumer purchasing interest in Movinwithmuffin shoes. Brand image mediates the influence of brand ambassadors on consumer purchasing interest in Movinwithmuffin shoes. Social media content mediates the influence of brand ambassadors on consumer purchasing interest in Movinwithmuffin shoes. Brand image has a positive effect on purchase intention of the Movinwithmuffin brand

Keywords: Brand ambassador, purchase interest, Movinwithmuffin