

RINGKASAN

Penelitian ini mengambil judul “Peran Kredibilitas Mikro Influencer Dalam Pemasaran Digital : Kepercayaan,Keahlian, dan Daya Tarik Terhadap Niat Beli Dimediasi oleh *Emotional attachment* ”. Tujuan dari penelitian ini adalah untuk menguji pengaruh kredibilitas micro-influencer (keahlian, kejujuran, dan daya Tarik) terhadap niat beli yang di mediasi oleh Emotional attachment .

Populasi dalam penelitian ini yaitu pengguna Tiktok yang mengakses tiktok mikro influencer @galdielocks. Sedangkan sampel pada penelitian ini sebanyak 370 responden. Selanjutnya, Penelitian ini menggunakan model analisis structural equation modeling (SEM) bantuan perangkat lunak AMOS 29.0 digunakan untuk menguji hubungan di antara konstruk yang diusulkan. Penelitian ini menggunakan variabel daya tarik, kejujuran, dan keahlian sebagai variabel eksogen, variabel emotionat attachment sebagai variabel mediasi , dan variabel endogennya adalah niat beli.

Hasil pada penelitian ini menunjukkan bahwa : (1) Daya tarik berpengaruh positif terhadap Emotional attachment. (2) Kepercayaan berpengaruh positif terhadap Emotional attachment. (3) Keahlian berpengaruh positif terhadap Emotional attachment. (4) Daya tarik berpengaruh positif terhadap niat beli. (5) Kepercayaan berpengaruh positif terhadap niat beli. (6) Keahlian berpengaruh positif terhadap niat beli. (7) *Emotional attachment* berpengaruh positif terhadap niat beli. (8) Emotional attachment memediasi pengaruh daya tarik terhadap niat beli. (9) *Emotional attachment* memediasi pengaruh kepercayaan terhadap niat. (10) Emotional attachment memediasi pengaruh keahlian terhadap niat beli.

Kata kunci : Daya tarik, Kejujuran, keahlian, *emotional attachment*, niat beli

SUMMARY

This study is titled “The Role of Micro-Influencer Credibility in Digital Marketing: Trustworthiness, Expertise, and Attractiveness Toward Purchase Intention Mediated by Emotional Attachment.” The purpose of this research is to examine the effect of micro-influencer credibility (expertise, trustworthiness, and attractiveness) on purchase intention mediated by emotional attachment.

The population in this study consists of TikTok users who follow the micro-influencer @galdielocks. The sample size used in this study is 370 respondents. This research employs a structural equation modeling (SEM) analysis model, with the assistance of AMOS version 29.0, to test the relationships among the proposed constructs. The variables used in this study include attractiveness, trustworthiness, and expertise as exogenous variables, emotional attachment as the mediating variable, and purchase intention as the endogenous variable.

The findings of this study indicate that: (1) Attractiveness has a positive effect on emotional attachment. (2) Trustworthiness has a positive effect on emotional attachment. (3) Expertise has a positive effect on emotional attachment. (4) Attractiveness has a positive effect on purchase intention. (5) Trustworthiness has a positive effect on purchase intention. (6) Expertise has a positive effect on purchase intention. (7) Emotional attachment has a positive effect on purchase intention. (8) Emotional attachment mediates the effect of attractiveness on purchase intention. (9) Emotional attachment mediates the effect of trustworthiness on purchase intention. (10) Emotional attachment mediates the effect of expertise on purchase intention.

Keywords: Attractiveness, Trustworthiness, Expertise, Emotional Attachment, Purchase Intention