

## ABSTRACT

This study aims to investigate the influence of online reviews and source credibility on brand image and purchase intention, using Lafiye, a modest fashion brand, and Sashfir, a popular TikTok influencer, as the research focus. In the current digital landscape, influencers play a crucial role in shaping consumer perceptions and decisions, especially through platforms like TikTok where short-form content and product endorsements are widely consumed.

A quantitative method was employed with data collected from 105 TikTok users who have been exposed to Lafiye product content delivered by influencer Sashfir. Data was analyzed using Structural Equation Modeling (SEM) through AMOS software to examine direct and indirect relationships among variables.

The results indicate that online reviews significantly influence both brand image and purchase intention, while source credibility has a significant effect on brand image, but not directly on purchase intention. Moreover, brand image positively and significantly affects purchase intention, serving as a mediating variable between online reviews, source credibility, and purchase intention.

These findings suggest that influencer-based marketing, especially with credible figures like Sashfir, can enhance brand perception through engaging and persuasive reviews. For brands like Lafiye, leveraging trusted influencers and authentic user-generated content is essential for building strong brand image and encouraging consumer purchase behavior on social media platforms.

**Keywords:** *Online Reviews, Source Credibility, Brand Image, Purchase Intention, Lafiye, Sashfir, TikTok, SEM-AMOS*

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh ulasan online (online reviews) dan kredibilitas sumber terhadap citra merek (brand image) dan niat beli (purchase intention), dengan studi kasus pada brand hijab Lafiye dan influencer TikTok Sashfir. Di era digital saat ini, influencer memiliki peran penting dalam membentuk persepsi dan keputusan konsumen, terutama melalui platform seperti TikTok yang menampilkan konten pendek dan ulasan produk yang bersifat persuasif.

Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan pengumpulan data melalui kuesioner online kepada 105 pengguna TikTok yang pernah melihat konten produk Lafiye yang dipromosikan oleh Sashfir. Analisis data dilakukan menggunakan Structural Equation Modeling (SEM) dengan bantuan perangkat lunak AMOS.

Hasil penelitian menunjukkan bahwa ulasan online berpengaruh signifikan terhadap citra merek dan niat beli, sementara kredibilitas sumber berpengaruh signifikan terhadap citra merek, namun tidak berpengaruh langsung terhadap niat beli. Selain itu, citra merek berpengaruh positif dan signifikan terhadap niat beli, sekaligus menjadi variabel mediasi antara ulasan online, kredibilitas sumber, dan niat beli.

Temuan ini menunjukkan bahwa strategi pemasaran berbasis influencer, khususnya melalui tokoh yang kredibel seperti Sashfir, dapat meningkatkan persepsi konsumen terhadap merek melalui ulasan yang meyakinkan dan autentik. Bagi brand seperti Lafiye, kolaborasi dengan influencer terpercaya menjadi langkah strategis untuk membangun citra merek yang kuat dan mendorong keputusan pembelian di platform media sosial.

***Kata Kunci: Ulasan Online, Kredibilitas Sumber, Citra Merek, Niat Beli, Lafiye, Sashfir, TikTok, SEM-AMOS***