

ABSTRAC

This study aims to test the influence of *vloggers'* credibility on the YouTube platform on purchase decisions, with Brand Image as the moderation variable (Study on Eiger with Fiersa Besari as *vlogger*). This study focuses on consumers of all ages who have bought or used Eiger products and liked or followed Fiersa Besari's climbing content on the YouTube channel. This study uses a quantitative method with the Structural Equation Modelling (SEM-PLS) approach through Smart-PLS version 4.0, involving 210 respondents selected by *purposive sampling technique*. Data was collected through the distribution of online questionnaires.

The results of the study show that Physical Attractiveness has a positive effect on Vlogger Credibility, Attitude Homophily has positive effect on Vlogger Credibility. Meanwhile, Vlogger Credibility stated that it has positive influence or on the Purchase Decision. In addition, Brand Image has been shown moderates the relationship between Vlogger Credibility and Purchase Decision.

This study concluded that *attractiveness*, such as communication style, good confidence, and toughness are the main factors that increase Vlogger Credibility, while judgment or perception of similarity (*homophily*) have a direct effect on making a person (*vlogger*) looks credible. Vlogger Credibility is also has a strong consideration when potential consumers want to decide to buy a product. Brand image been able to become an important mediator or shield that can strengthen the impact of a person's credibility on a purchase decision.

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh kredibilitas *vlogger* pada platform YouTube terhadap keputusan pembelian, dengan Brand Image sebagai variable moderasi (Studi pada Eiger dengan Fiersa Besari sebagai *vlogger*). Penelitian ini berfokus pada konsumen pada semua kalangan usia dan pernah membeli atau menggunakan produk Eiger dan suka atau mengikuti konten pendakian Fiersa Besari di channel YouTube. Penelitian ini menggunakan metode kuantitatif dengan pendekatan Structural Equation Modeling (SEM-PLS) melalui Smart-PLS versi 4.0, melibatkan 210 responden yang dipilih dengan teknik *purposive sampling*. Data dikumpulkan melalui penyebaran kuesioner online.

Hasil penelitian menunjukkan bahwa Physical Attractiveness berpengaruh positive terhadap *Vlogger Credibility*, *Attitude Homophily* berpengaruh positive terhadap *Vlogger Credibility*. Sedangkan *Vlogger Credibility* menyatakan memiliki pengaruh atau positive terhadap *Purchase Decision*. Selain itu, Brand Image terbukti t memoderasi hubungan antara *Vlogger Credibility* dan *Purchase Decision*.

Penelitian ini menyimpulkan bahwa daya tarik (*attractiveness*), seperti gaya komunikasi, kepercayaan diri yang baik, dan ketangguhan menjadi factor utama yang meningkatkan *Vlogger Credibility*, sedangkan penilaian atau persepsi tentang kemiripan (*homophily*) tidak berpengaruh langsung untuk membuat seseorang (*vlogger*) terlihat kredibel. *Vlogger Credibility* juga terbukti menjadi pertimbangan yang kuat ketika calon konsumen hendak memutuskan pembelian pada suatu produk. *Brand Image* mampu menjadi penengah yang relative penting yang mampu menguatkan dampak kredibilitas seseorang terhadap keputusan pembelian.