

## ABSTRACT

This study examines The Effect of Social Media Influencer Stories toward Purchase Intention: The Role of Brand Engagement and Brand Trust as a Mediating Variable (Study in Instagram Stories @fadiljaidi as Influencer Marketing). The research focuses on Generation Z consumers who watch Fadil Jaidi Instagram Stories. A quantitative method was used with Structural Equation Modeling (SEM-PLS) through SmartPLS 4.0, involving 146 respondents selected by purposive sampling. Data were collected via an online questionnaire. The findings reveal that Influencer Marketing positively affects Brand Engagement and positively affects Brand Trust. Influencer Marketing has a negative impact on Purchase Intention but does not significantly affect Purchase Intention. On the other hand, Brand Engagement significantly mediates the relationship between Influencer Marketing and Purchase Intention, while Brand Trust was found mediates. Additionally, Brand Reputation does not moderates the relationship between Brand Trust and Purchase Intention by negative reputation. The study concludes that influencer marketing has a positive effect on brand engagement and trust, while perceptions or assessments of purchase intention have no direct effect. Brand engagement and brand trust are important in Brand engagement and trust are important in maximizing purchase intention, which means that these two variables strengthen the indirect influence of Influencer Marketing on Purchase Intention. Purchase Intention. Brand Reputation does not moderate the relationship between Brand Trust and Purchase Intention. his shows that Purchase Intention is more influenced by the level of Brand Trust directly towards the brand than Brand Reputation in general. Brands are advised to collaborate with influencers like Fadil Jaidi on social media, especially Instagram Stories, because Fadil has a personal branding that can attract trust in their products. Fadil is known for his ability to provide a visual experience in the product being promoted.

Keywords: Influencer Marketing, Brand Engagement, Brand Trust, Purchase Intention, and Brand Reputation.

## ABSTRAK

Penelitian ini bertujuan untuk menguji Pengaruh Influencer Stories Media Sosial terhadap Purchase Intention: Brand Engagement dan Brand trust sebagai Variabel Mediasi (Studi dalam Instagram Stories @fadiljaidi sebagai Influencer Marketing. Penelitian ini berfokus pada konsumen Generasi Z yang menonton Instagram stories Fadil Jaidi. Penelitian ini menggunakan metode kuantitatif dengan pendekatan Structural Equation Modeling (SEM-PLS) melalui SmartPLS versi 4.0, melibatkan 146 responden yang dipilih dengan teknik purposive sampling. Data dikumpulkan melalui penyebaran kuesioner online. Hasil penelitian menunjukkan bahwa Influencer Marketing berpengaruh positif terhadap Brand Engagement dan berpengaruh positif terhadap Brand Trust, Influencer Marketing berpengaruh negatif terhadap Purchase Intention, namun tidak berpengaruh signifikan terhadap Purchase Intention. Sebaliknya, Brand Engagement dan Brand Trust terbukti memediasi pengaruh Influencer Marketing terhadap Purchase Intention. Selain itu, Brand Reputation tidak memoderasi hubungan Brand Trust terhadap Purchase Intention. Penelitian ini menyimpulkan bahwa Influencer Marketing berpengaruh positif terhadap Brand Engagement dan Brand Trust, sedangkan persepsi atau penilaian tentang Purchase Intention tidak berpengaruh langsung. Brand Engagement dan Brand Trust sangat penting dalam mendorong Purchase intention, yang berarti kedua variabel ini memperkuat pengaruh tidak langsung Influencer Marketing terhadap Purchase Intention. Brand Reputation tidak memoderasi hubungan antara Brand Trust dan Purchase Intention. Hal ini menunjukkan bahwa Purchase Intention lebih dipengaruhi oleh tingkat Brand Trust langsung terhadap merek dibandingkan Brand Reputation secara umum. Merek disarankan untuk berkolaborasi dengan influencer seperti Fadil Jaidi di media sosial, khususnya Instagram Stories, karena Fadil memiliki personal branding yang dapat menarik kepercayaan terhadap produknya. Fadil dikenal karena kemampuannya memberikan pengalaman visual, misalnya dengan meningkatkan yang dipromosikan.

*Keywords: Influencer Marketing, Brand Engagement, Brand Trust, Purchase Intention, and Brand Reputation.*