

ABSTRAK

PENGARUH KREDIBILITAS *INFLUENCER* DAN DAYA TARIK *INFLUENCER* DIMEDIASI OLEH *ENGAGEMENT INFLUENCER* TERHADAP KEPUTUSAN PEMBELIAN PRODUK *SNEAKERS* DI MEDIA SOSIAL

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Penelitian ini bertujuan untuk menganalisis pengaruh kredibilitas dan daya tarik *influencer* terhadap keputusan pembelian *sneakers* lokal di media sosial dengan *engagement influencer* sebagai variabel mediasi. Penelitian ini didasarkan pada teori kredibilitas sumber yang menjelaskan bahwa persepsi audiens terhadap keahlian dan kepercayaan sumber memengaruhi efektivitas komunikasi. Penelitian menggunakan pendekatan kuantitatif dengan jenis eksplanatori. Data dikumpulkan melalui kuesioner online terhadap 97 responden pengguna Instagram yang mengetahui *influencer sneakers* lokal dan pernah melakukan pembelian melalui media sosial. Teknik sampling yang digunakan adalah *purposive sampling*, dengan analisis data menggunakan SmartPLS. Hasil penelitian menunjukkan bahwa kredibilitas dan daya tarik *influencer* berpengaruh positif dan signifikan terhadap *engagement* serta keputusan pembelian. Selain itu, *engagement influencer* terbukti memediasi pengaruh tersebut terhadap keputusan pembelian. Kesimpulannya, strategi pemasaran berbasis *influencer* yang didukung oleh kredibilitas, daya tarik, dan *engagement* yang tinggi mampu meningkatkan efektivitas promosi dan mendorong keputusan pembelian. Oleh karena itu, pelaku usaha disarankan memilih *influencer* yang tepat untuk memaksimalkan hasil pemasaran.

Kata Kunci : Kredibilitas Influencer, Daya Tarik Influencer, Engagement Influencer, keputusan pembelian.

ABSTRACT

THE EFFECT OF INFLUENCER CREDIBILITY AND INFLUENCER ATTRACTIVENESS, MEDIATED BY INFLUENCER ENGAGEMENT ON SNEAKER PRODUCT PURCHASE DECISIONS ON SOCIAL MEDIA

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This study aims to analyze the influence of influencer credibility and attractiveness on purchase decisions of local sneakers on social media, with influencer engagement as a mediating variable. This research is based on the source credibility theory, which explains that audience perceptions of a source's expertise and trustworthiness affect the effectiveness of communication. This study employs a quantitative approach with an explanatory research design. Data were collected through an online questionnaire distributed to 97 respondents who are Instagram users, are familiar with local sneaker influencers, and have made purchases through social media. The sampling technique used was purposive sampling, and data were analyzed using SmartPLS. The results indicate that influencer credibility and attractiveness have a positive and significant effect on both engagement and purchase decisions. Furthermore, influencer engagement is proven to mediate the relationship between credibility and attractiveness on purchase decisions. In conclusion, influencer-based marketing strategies supported by high credibility, attractiveness, and engagement can enhance promotional effectiveness and encourage purchase decisions. Therefore, businesses are advised to carefully select influencers who can maximize marketing outcomes.

Keywords: *Influencer credibility, Influencer attractiveness, Influencer Engagement, purchase decision*