

## ABSTRAK

BAYU, DANIE dan JESSICA (01619190042,01619190035 dan 01619190020)  
**ANTESEDEN DARI *INFORMATION CREDIBILITY*, *VIDEO ATTITUDE*  
DAN *BRAND ATTITUDE* TERHADAP *RE-PURCHASE INTENTION*;  
(STUDI EMPIRIS PADA KONSUMEN KRATINGDAENG)**

Penelitian ini bertujuan untuk menganalisis pengaruh variabel *expertise*, *trustworthiness*, *likeability*, *homophily*, *social advocacy*, *interactivity*, *argument quality*, *involvement*, *knowledge*, dan *reputation* terhadap *information credibility* serta dilihat pengaruh variabel ini terhadap *video attitude* dan *brand attitude* yang juga diuji pengaruhnya terhadap *re-purchase intention*. Model penelitian ini dimodifikasi dari penelitian sebelumnya dengan menambahkan variabel *reputation* dan *re-purchase intention*. Penelitian ini dilakukan terhadap 315 konsumen minuman kratingdaeng yang mengikuti media sosial Instagram Raffi Ahmad serta berdomisili di Jabodetabek. Responden dipilih dengan cara *purposive sampling*, sedangkan pengumpulan data dilakukan dengan kuesioner yang menggunakan skala likert 1-5 melalui *google form*. Data dianalisis dengan metode PLS-SEM. Hasil penelitian didapati variabel yang memiliki *importance* paling tinggi serta performance paling optimal adalah *information credibility*, *video attitude* dan *brand attitude*. Jalur yang paling kuat dan paling banyak terhadap *re-purchase intention* adalah melalui jalur *reputation*, *information credibility* dan *brand attitude*. Akurasi prediksi dari model ini tergolong *medium* dan memiliki kekuatan dan relevansi prediksi *medium to strong*. Penelitian ini juga memberikan implikasi manajerial dan dapat dikembangkan untuk penelitian selanjutnya.

**Kata kunci:** Expertise, Trustworthiness, Likeability, Homophily, Social Advocacy, Interactivity, Argument Quality, Involvement, Knowledge, Reputation, Information Credibility, Video Attitude, Brand Attitude, Re-purchase Intention

## ABSTRACT

BAYU, DANIE dan JESSICA (01619190042,01619190035 dan 01619190020)  
**ANTECEDENT OF *INFLUENCER CREDIBILITY, VIDEO ATTITUDE AND BRAND ATTITUDE* FOR REPURCHASE INTENTION; (EMPIRICAL STUDY : CONSUMER OF KRATINGDAENG)**

This study to analyze the impact of Expertise, Trustworthiness, Likeability, Homophily, Social advocacy, Interactivity, Argument quality, Involvement, knowledge, reputation to Information credibility, Video attitude and Brand attitude and its impact to repurchase intention. The research model was modified from previous studies by adding dimensions of reputation and re-purchase intention. This research was conducted on 315 consumers of kratingdaeng who follow Raffi Ahmad's Instagram account and domiciled in Jabodetabek. Respondents were selected by purposive sampling, while data collection was carried out using a Likert scale questionnaire which was distributed online, Data were analyzed by PLS-SEM. The results showed that the variables which have the highest importance and performance are information credibility, Video attitude and brand attitude. Furthermore, this study was found based on the strongest and most numerous pathways to repurchase decisions through reputation, information credibility and brand attitude. This research model has moderate prediction accuracy and medium to strong prediction relevance to repurchase intention. This research provides managerial implications as well and can be developed for further research.

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