ABSTRAK

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ANTESEDEN DARI *TRUST IN BRAND POST* DAN DAMPAKNYA TERHADAP *BRAND AWARENESS* SERTA *PURCHASE INTENTION* (STUDI PADA *INFLUENCER* RIFAT SUNGKAR TERHADAP BRAND MITSUBISHI XPANDER)

Pemegang brand otomotif bersaing dalam melakukan pemasaran dan mengupayakan berbagai cara pemasaran yang dapat menarik minat beli konsumen. Salah satunya dengan penggunaan *influencer* dalam mempromosikan kendaraan. Penelitian ini disusun model penelitian yang dimodifikasi dari penelitian terdahulu. Tujuan penelitian ini untuk menguji pengaruh dari *informative value, entertainment value, expertise, trustworthiness, attractiveness* dan *similarity* pada *trust in brand post* serta dampaknya pada *brand awareness dan purchase intention*. PLS-SEM digunakan untuk menganalisis data empiris yang diperoleh dengan *purposive sampling*. Didapatkan 273 responden yang memenuhi syarat melalui kuesioner yang didistribusikan secara *online*. Hasil penelitian menunjukan bahwa empat dari anteseden yaitu *informative value, entertainment value, trustworthiness* dan *similarity* serta variabel mediasi *trust in brand post* mempunyai pengaruh positif yang signifikan pada *brand awareness* dan *purchase intention*. Pengaruh paling kuat didapatkan dari *similarity* dan *informative value*. Sedangkan pengaruh langsung pada *purchase intention* ditemukan paling kuat dari *brand awareness*. Ditemukan dampak positif dari melalui *brand awareness* terhadap *purchase intention* lebih tinggi daripada *trust in brand post* terhadap *purchase intention*, dengan demikian hasil penelitian ini menkonfirmasi teori kepercayaan konsumen dalam mempengaruhi kesadaran merk dan kecenderungan konsumen dalam melakukan pembelian. Model penelitian ini masih termasuk kategori *weak predictive accuracy* dan *small predictive relevance*. yang kemungkinan berkaitan dengan besar sampel. Sehingga dapat dikembangkan pada penelitian selanjutnya untuk menambah jumlah sampel serta dengan cakupan geografis yang lebih luas dan jumlah responden dengan gender yang seimbang sehingga dapat lebih mewakili populasi. Terdapat implikasi manajerial dari temuan penelitian ini serta dan rekomdendasi bagi penelitian selanjutnya.

Kata kunci : *trust in brand post, brand awareness, purchase intention,* anteseden, strategi *digital marketing* menggunakan *influencer*.

ABSTRACT

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ANTECEDENTS OF TRUST IN BRAND POST AND THE IMPACT ON BRAND AWARENESS AND PURCHASE INTENTION (STUDY ON INFLUENCER RIFAT SUNGKAR ON MITSUBISHI XPANDER BRAND)

Automotive brand holders compete in marketing and seek various marketing methods that can attract consumer purchase intention. One of the method is the use of influencers in promoting vehicles. This research model has been modified from the previous literature. The purpose of this study was to examine the effect of informative value, entertainment value, expertise, trustworthiness, attractiveness and similarity on trust in brand posts, and its impact toward brand awareness and purchase intention. PLS-SEM was used to analyze empirical data obtained by purposive sampling. Data collected from 273 eligible respondents that completely filled the online questionnaire. The results showed that four of the antecedents namely informative value, entertainment value, trustworthiness and similarity and the mediating variable trust in brand post had a significant positive effect on brand awareness and purchase intention. The strongest effect was found from similarity and informative value. Further, the direct influence on purchase intention was found to be the strongest from brand awareness. It was found that the positive impact of brand awareness on purchase intention was higher than trust in brand post on purchase intention, thus the results of this study confirm the theory of consumer trust in influencing brand awareness and consumer tendencies in making purchases. This empirical model has weak predictive accuracy with small predictive relevance, which may be related to the sample size. Therefore it could be developed in further research to increase the number of samples as well as with a wider geographical coverage and the number of respondents with a balanced gender so that it can be more representative of the population. There are few managerial implications that could give suggestions for automotive brand holders and several recommendations also could be given for further research development

Keywords: trust in brand post, brand awareness, purchase intention, antecedent, digital marketing strategy using influencer.