

## ABSTRAK

Jonathan Ignasius (01011180253)

### **“PENGARUH AKTIVITAS PEMASARAN MEDIA SOSIAL MELALUI KREDIBILITAS SELEBRITI INSTAGRAM TERHADAP PEMBELIAN IMPULSIF *ONLINE*”**

(xi + 123 halaman; 39 tabel; 5 gambar)

Penelitian ini memiliki tujuan dampak dari *social media marketing activities* melalui Instagram *influencer* pada *online impulse buying* melalui mediasi dari *source credibility* di Indonesia. Penelitian ini sendiri didasarkan pada teori Stimulus-Organisme-Respons. Penelitian ini merupakan pendekatan dari penelitian kuantitatif dan metode pengumpulan data yang digunakan merupakan dengan cara *electronic and online questionnaires* dengan menyebarkan kuesioner online melalui *link google form*, dengan jumlah 229 responden. Instrumen yang digunakan pada penelitian ini merupakan kuesioner, yang terdiri dari 34 indikator. Pengujian terhadap kuesioner menggunakan uji validitas dan uji reliabilitas, menggunakan alat yang digunakan untuk menganalisis data adalah PLS-SEM dengan menggunakan program SmartPLS 3.2.9. Penelitian ini mengungkapkan bahwa *perceived social media marketing activities* dari *influencer* memiliki pengaruh positif pada ketiga dimensi *source credibility* (*Attractiveness, Expertise, Trustworthiness*). Penelitian ini juga mengungkapkan bahwa hanya *Attractiveness* dan *Trustworthiness* yang memiliki pengaruh positif terhadap *online impulse buying*. Selain itu, penelitian ini menemukan bahwa persepsi terhadap *trustworthiness influencer* Instagram merupakan vactor yang memediasi hubungan antara *Perceived Social Media Marketing Activities* dan *Online Impulse Buying*.

**Kata Kunci** : *Interactivity, Informativeness, Personalisation, Trendiness, Word-of mouth, Perceived Social Media Marketing Activities, Source Credibility Attractiveness, Expertise, Trustworthiness, Online Impulse Buying.*

**Referensi** : 102, (1951-2021)

## **ABSTRACT**

Jonathan Ignasius (01011180253)

**“THE IMPACT OF SOCIAL MEDIA MARKETING ACTIVITIES THROUGH INSTAGRAM CELEBRITY CREDIBILITY ON ONLINE IMPULSE BUYING”**  
(xi + 123 pages; 39 tables; 5 pictures)

*This study has the aim impact of social media marketing activities on impulse buying through mediation from source credibility in Indonesia. This research is based on Stimulus-Organism-Response theory. The approach of this research is quantitative research and this method of data collection used electronic and online questionnaires by distributing online questionnaires through the google form link, with a total of 229 respondents. The instrument used to collect data in this study was a questionnaire, which consisted of 34 indicators. Testing of the questionnaire using validity test and reliability test, and the tool used to analyze data was PLS-SEM with the SmartPLS 3.29 program. This study revealed that perceived social media marketing activities of Instagram influencers have a positive influence on all three dimensions of source credibility (Attractiveness, Expertise, Trustworthiness). This study also revealed that only attractiveness and trustworthiness had a positive influence on impulse buying. In addition this study found that the perception of the trustworthiness of Instagram influencers that were the influential mediating factors in the relationship between perceived social media marketing activities and online impulse buying.*

**Keywords** : *Interactivity, Informativeness, Personalisation, Trendiness, Word-of mouth, Perceived Social Media Marketing Activities, Source Credibility Attractiveness, Expertise, Trustworthiness, Online Impulse Buying.*

**References** : 102, (1951-2021)