

## ABSTRAK

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### **PENGARUH *ENDORSER CREDIBILITY* DAN *BRAND CREDIBILITY* TERHADAP *PURCHASE INTENTION* DENGAN *ATTITUDE TOWARDS BRAND CREDIBILITY* DAN *ATTITUDE TOWARDS BRAND* SEBAGAI VARIABEL MEDIASI PADA MEREK BATA**

(xv+ 137 ; 7 gambar; 24 tabel)

Penelitian ini bertujuan untuk mengeksplorasi dan menganalisis Pengaruh *Endorser Credibility*, *Brand Credibility*, *Attitude Towards Brand Credibility*, serta *Attitude Towards Brand* terhadap *Purchase Intention* konsumen terhadap merek Bata di kawasan Jabodetabek. Data penelitian dikumpulkan dari 350 responden melalui teknik *non-probability purposive sampling*, dengan respon jawaban yang diukur menggunakan skala Likert 1-5. Analisis data dilakukan menggunakan metode PLS-SEM dengan perangkat lunak Smart PLS 4 untuk mengidentifikasi hubungan antar variabel yang telah ditetapkan. Hasil penelitian menunjukkan beberapa temuan utama, di antaranya: 1) *Endorser Credibility* berpengaruh positif terhadap *Attitude Towards Brand Credibility*; 2) *Endorser Credibility* berpengaruh positif terhadap *Attitude Towards Brand*; 3) *Brand Credibility* berpengaruh positif terhadap *Attitude Towards Brand Credibility*; 4) *Brand credibility* berpengaruh positif terhadap *Attitude Towards Brand*; 5) *Attitude Towards Brand Credibility* berpengaruh positif terhadap *Purchase Intention*; 6) *Attitude Towards Brand* berpengaruh positif terhadap *Purchase Intention*. Selain itu, ditemukan bahwa: 7) *Attitude towards Brand Credibility* memediasi hubungan antara *Endorser Credibility* dan *Purchase Intention*; 8) *Attitude Towards Brand Credibility* memediasi hubungan antara *Brand Credibility* dengan *Purchase Intention*; 9) *Attitude Towards Brand* memediasi hubungan antara *Endorse Credibility* dengan *Purchase Intention*; dan 10) *Attitude Towards Brand* memediasi hubungan antara *Brand Credibility* dengan *Purchase Intention*. Penelitian ini memberikan wawasan dan pemahaman mengenai faktor-faktor yang memengaruhi hubungan antara konsumen dan perusahaan. Hasil penelitian ini juga dapat dijadikan referensi dalam merumuskan strategi pemasaran bagi perusahaan.

**Kata kunci:** *Endorser Credibility*, *Brand Credibility*, *Attitude Towards Brand Credibility*, *Attitude Towards Brand*, *Purchase Intention*.

## **ABSTACT**

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**PENGARUH ENDORSER CREDIBILITY DAN BRAND CREDIBILITY TERHADAP PURCHASE INTENTION DENGAN ATTITUDE TOWARDS BRAND CREDIBILITY DAN ATTITUDE TOWARDS BRAND SEBAGAI VARIABEL MEDIASI PADA MEREK BATA**

(xv + 137 ; 7 images ; 24 table)

*This study aims to explore and analyze the influence of Endorser Credibility, Brand Credibility, Attitude Towards Brand Credibility, and Attitude Towards Brand on consumers' Purchase Intention toward the Bata brand in the Jabodetabek Area. Data for the study was collected from 350 respondents using a non-probability purposive sampling technique, with responses measured on a 1-5 Likert scale. Data analysis was conducted using the PLS-SEM method with the Smart PLS 4 software to identify the relationships among the predetermined variables. The findings reveal several key insights, including: 1) Endorser Credibility positively influence Attitude Towards Brand Credibility; 2) Endorser Credibility positively influence Attitude Towards Brand; 3) Brand Credibility positively influences Attitude Towards Brand Credibility; 4) Brand Credibility positively influence Attitude Towards Brand; 5) Attitude Towards Brand Credibility positively influences Purchase Intention 6) Attitude Towards Brand positively influences Purchase Intention. Additionally, it was found that: 7) Attitude Towards Brand Credibility mediates the relationship between Endorser Credibility and Purchase Intention; 8) Attitude Towards Brand Credibility mediates the relationship between Brand Credibility and Purchase Intention; 9) Attitude Towards Brand mediates the relationship between Endorser Credibility and Purchase Intention and 10) Attitude Towards Brand mediates the relationship between Brand Credibility and Purchase Intention. This study provides insights and understanding regarding the factors that influence the relationship between consumers and companies. The findings can also serve as a guide in formulating marketing strategies for companies.*

**Keywords:** *Endorser Credibility, Brand Credibility, Attitude Towards Brand Credibility, Attitude Towards Brand, Purchase Intention.*