

ABSTRAK

Nicko Christian Salim Nomor (01619230119)

PENGARUH *ATTRACTIVENESS*, *TRUSTWORTHINESS*, *EXPERTISE*, *ELECTRONIC WORD OF MOUTH*, *BRAND TRUST* DAN *BRAND IMAGE* TERHADAP *PURCHASE INTENTION*: PERAN MEDIASI *INFLUENCER SATISFACTION*

(xiv + 102 halaman; 24 tabel; 8 gambar; 3 lampiran)

Maraknya penggunaan influencer dalam strategi pemasaran digital mendorong pentingnya pemahaman mengenai faktor-faktor yang membentuk kepuasan terhadap influencer serta dampaknya terhadap niat beli konsumen. Penelitian ini bertujuan untuk menganalisis pengaruh *attractiveness*, *trustworthiness*, *expertise*, *electronic word of mouth (E-WOM)*, *brand trust*, dan *brand image* terhadap *purchase intention*, dengan *influencer satisfaction* sebagai variabel mediasi. Metode penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengumpulan data melalui survei kuesioner kepada 200 Follower Bobby Saputra dengan teknik *convenience sampling*. Analisis data dilakukan dengan menggunakan *Partial Least Squares (PLS)* berbasis *Structural Equation Modeling (SEM)*. Hasil penelitian menunjukkan bahwa *attractiveness*, *expertise*, *brand trust*, dan *brand image* berpengaruh positif terhadap *influencer satisfaction*, di mana daya tarik visual, keahlian, serta persepsi dan kepercayaan terhadap merek menjadi faktor kunci dalam membentuk kepuasan terhadap influencer. Sebaliknya, *trustworthiness* dan *E-WOM* tidak menunjukkan pengaruh signifikan terhadap *influencer satisfaction*, mengindikasikan bahwa kepercayaan pribadi dan komunikasi digital belum cukup untuk menciptakan kepuasan secara langsung. Dalam kaitannya dengan *purchase intention*, ditemukan bahwa *attractiveness*, *E-WOM*, *brand trust*, *brand image*, dan *influencer satisfaction* berpengaruh positif dan signifikan, yang menegaskan pentingnya aspek visual, reputasi merek, dan pengalaman positif dengan influencer dalam mendorong niat beli. Sementara itu, *trustworthiness* dan *expertise* tidak berpengaruh signifikan terhadap *purchase intention*, menunjukkan bahwa pertimbangan emosional dan persepsi merek lebih dominan dibandingkan kredibilitas personal atau kompetensi teknis.

Kata kunci : *attractiveness*, *trustworthiness*, *expertise*, *electronic word of mouth*, *brand trust*, *brand image*, *influencer satisfaction*, *purchase intention*

Referensi: 50 (1980 – 2024)

ABSTRACT

Nicko Christian Salim (01619230119)

THE INFLUENCE OF ATTRACTIVENESS, TRUSTWORTHINESS, EXPERTISE, ELECTRONIC WORD OF MOUTH, BRAND TRUST AND BRAND IMAGE ON PURCHASE INTENTION: THE MEDIATING ROLE OF INFLUENCER SATISFACTION

(xiv + 102 pages; 24 table; 8 figure; 3 appendices)

The increasing use of influencers in digital marketing strategies encourages the importance of understanding the factors that shape satisfaction with influencers and their impact on consumer purchase intentions. This study aims to analyze the effect of attractiveness, trustworthiness, expertise, electronic word of mouth (E-WOM), brand trust, and brand image on purchase intention, with influencer satisfaction as a mediating variable. This research method uses a quantitative approach with data collection techniques through a questionnaire survey to 200 Bobby Saputra followers with a convenience sampling technique. Data analysis was carried out using Partial Least Squares (PLS) based on Structural Equation Modeling (SEM). The results of the study indicate that attractiveness, expertise, brand trust, and brand image have a positive effect on influencer satisfaction, where visual appeal, expertise, and perception and trust in the brand are key factors in shaping satisfaction with influencers. Conversely, trustworthiness and E-WOM do not show a significant effect on influencer satisfaction, indicating that personal trust and digital communication are not enough to create satisfaction directly. In relation to purchase intention, it was found that attractiveness, E-WOM, brand trust, brand image, and influencer satisfaction have a positive and significant effect, which confirms the importance of visual aspects, brand reputation, and positive experiences with influencers in driving purchase intention. Meanwhile, trustworthiness and expertise do not have a significant effect on purchase intention, indicating that emotional considerations and brand perceptions are more dominant than personal credibility or technical competence

Keywords : attractiveness, trustworthiness, expertise, electronic word of mouth, brand trust, brand image, influencer satisfaction, purchase intention

References: 50 (1980 – 2024)