

ABSTRAK

PENGARUH CONTENT MARKETING DAN INFLUENCER CREDIBILITY TERHADAP MINAT BELI DENGAN ATTITUDE TOWARD ADVERTISEMENT SEBAGAI VARIABEL MEDIASI

(Studi pada produk Oelek dengan *influencer* Tik Tok @nanakoot)

Hilaria Sonya Swasti
Prodi Manajemen Fakultas Ekonomi
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh *content marketing* terhadap *attitude toward advertisement*, 2) pengaruh *influencer credibility* terhadap *attitude toward advertisement*, 3) pengaruh *content marketing* terhadap minat beli, 4) pengaruh *influencer credibility* terhadap minat beli, 5) pengaruh *attitude toward advertisement* terhadap minat beli, 6) pengaruh *content marketing* terhadap minat beli melalui *attitude toward advertisement*, 7) pengaruh *influencer credibility* terhadap minat beli melalui *attitude toward advertisement*. Populasi penelitian ini adalah mahasiswa Fakultas Ekonomi, Universitas Sanata Dharma. Penelitian ini menggunakan metode *purposive sampling* dan data diperoleh dari hasil penyebaran kuisioner secara *online* melalui *Google form* dari 150 responden. Teknik analisis menggunakan *Partial Least Square* dengan *software SmartPLS 4.0*. Hasil penelitian ini menunjukkan bahwa: 1) *content marketing* secara langsung mempengaruhi *attitude toward advertisement*, 2) *influencer credibility* secara langsung mempengaruhi *attitude toward advertisement*, 3) *content marketing* secara langsung mempengaruhi minat beli, 4) *influencer credibility* secara langsung tidak mempengaruhi minat beli, 5) *attitude toward advertisement* mempengaruhi minat beli, 6) *content marketing* mempengaruhi minat beli melalui *attitude toward advertisement*, 7) *influencer credibility* mempengaruhi minat beli melalui *attitude toward advertisement*. *Content marketing* mempengaruhi minat beli secara langsung maupun tidak langsung (mediasi komplementer). *Influencer Credibility* tidak dapat mempengaruhi minat beli secara langsung, memerlukan variabel mediasi *attitude toward advertisement* agar dapat mempengaruhi minat beli (mediasi tidak langsung saja).

Kata Kunci: *Content Marketing, Influencer Credibility, Attitude Toward Advertisement, Minat Beli.*

ABSTRACT

THE EFFECT OF CONTENT MARKETING AND INFLUENCER CREDIBILITY ON PURCHASE INTENTION WITH ATTITUDE TOWARD ADVERTISEMENT AS AN MEDIASI VARIABLE

(Study on Oelek products with Tik Tok influencer @nanakoot)

Hilaria Sonya Swasti
Management Study Program, Economics Faculty
Sanata Dharma University
Yogyakarta
2025

This research aims to determine: 1) the influence of content marketing on attitude toward advertisement, 2) the influence of influencer credibility on attitude toward advertisement, 3) the influence of content marketing on purchase intention, 4) the influence of influencer credibility on purchase intention, 5) the influence of attitude toward advertisement on purchase intention, 6) the influence of content marketing on purchase intention through attitude toward advertisement, 7) the influence of influencer credibility on purchase intention through attitude toward advertisement. The population of this research is students from the Faculty of Economics, Sanata Dharma University. This research uses purposive sampling method and data is obtained from the results of an online questionnaire distributed via Google Forms to 150 respondents. The analysis technique uses Partial Least Square with SmartPLS 4.0 software. The results of this research show that: 1) content marketing directly affects attitude toward advertisement. 2) influencer credibility directly influences attitude toward advertisement, 3) content marketing directly influences purchase intention, 4) influencer credibility does not directly influence purchase intention, 5) attitude toward advertisement influences purchase intention, 6) content marketing influences purchase intention through attitude toward advertisement, 7) influencer credibility influences purchase intention through attitude toward advertisement. Content marketing directly influences purchase intention, both directly and indirectly (complementary mediation). Influencer credibility cannot directly influence purchase intention, it requires a mediating variable attitude toward advertisement to influence purchase intention (indirect-only mediation).

Keywords: *Content Marketing, Influencer Credibility, Attitude Toward Advertisement, Purchase Intention.*