

ABSTRAK

PENGARUH INFLUENCER CREDIBILITY, CONTENT ENTERTAINMENT, DAN BRAND IMAGE TERHADAP PURCHASE INTENTION DENGAN TRUST SEBAGAI VARIABEL MEDIASI

Studi pada Brand PEEP Eyewear oleh Fadil Jaidi dan Keanu Angelo

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh *influencer credibility* secara langsung terhadap *purchase intention*, 2) pengaruh *content entertainment* secara langsung terhadap *purchase intention*, 3) pengaruh *brand image* secara langsung terhadap *purchase intention*, 4) pengaruh *trust* secara langsung terhadap *purchase intention*, 5) pengaruh *influencer credibility* terhadap *purchase intention* dengan *trust* sebagai variabel mediasi, 6) pengaruh *content entertainment* terhadap *purchase intention* dengan *trust* sebagai variabel mediasi, 7) pengaruh *brand image* terhadap *purchase intention* dengan *trust* sebagai variabel mediasi. Teknik pengambilan sampel yang digunakan peneliti adalah *non-probability sampling* dengan metode *purposive sampling*, data diperoleh melalui kuesioner dalam bentuk *google form* yang disebarkan kepada 146 responden yang memenuhi kriteria. Teknik analisis data yang digunakan peneliti adalah *Partial Least Square* yaitu *SmartPLS 3*. Hasil penelitian ini menunjukkan bahwa: 1) *influencer credibility* secara langsung berpengaruh terhadap *purchase intention*, 2) *content entertainment* secara langsung tidak berpengaruh terhadap *purchase intention*, 3) *brand image* secara langsung tidak berpengaruh terhadap *purchase intention*, 4) *trust* secara langsung berpengaruh terhadap *purchase intention*, 5) *influencer credibility* berpengaruh terhadap *purchase intention* dengan *trust* sebagai mediator parsial, 6) *content entertainment* berpengaruh terhadap *purchase intention* dengan *trust* sebagai variabel mediator penuh, 7) *brand image* tidak berpengaruh terhadap *purchase intention* dengan *trust* sebagai variabel mediasi.

Kata Kunci: *Influencer Credibility, Content Entertainment, Brand Image, Purchase Intention, Trust.*

ABSTRACT

THE EFFECT OF INFLUENCER CREDIBILITY, CONTENT ENTERTAINMENT, AND BRAND IMAGE ON PURCHASE INTENTION WITH TRUST AS A MEDIATING VARIABLE

A Study on PEEP Eyewear Brand by Fadil Jaidi and Keanu Angelo

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This study aims to determine: 1) the direct effect of influencer credibility on purchase intention, 2) the direct effect of content entertainment on purchase intention, 3) the direct effect of brand image on purchase intention, 4) the direct effect of trust on purchase intention, 5) the effect of influencer credibility on purchase intention with trust as a mediating variable, 6) the effect of content entertainment on purchase intention with trust as a mediating variable, and 7) the effect of brand image on purchase intention with trust as a mediating variable. The sampling technique used in this study was non-probability sampling with a purposive sampling method. Data were collected through a questionnaire in the form of a Google Form, distributed to 146 respondents who met the specified criteria. The data analysis technique used was Partial Least Square (PLS) using SmartPLS 3. The results of this study indicate that: 1) influencer credibility has a direct effect on purchase intention, 2) content entertainment has no direct effect on purchase intention, 3) brand image has no direct effect on purchase intention, 4) trust has a direct effect on purchase intention, 5) influencer credibility affects purchase intention with trust acting as a partial mediator, 6) content entertainment affects purchase intention with trust acting as a full mediator, and 7) brand image has no effect on purchase intention with trust as a mediating variable.

Keywords: Influencer Credibility, Content Entertainment, Brand Image, *Purchase Intention*, Trust.