

**PENGARUH *INFLUENCER CREDIBILITY* DAN *ONLINE PROMOTION* TERHADAP *PURCHASE INTENTION***  
(Studi pada *Followers Instagram E-Commerce Bibli* di Indonesia)

**SKRIPSI**

Diajukan untuk Memenuhi Salah Satu Syarat  
Memperoleh Gelar Sarjana Pendidikan



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memperoleh gelar Sarjana Pendidikan pada Program Studi Pendidikan Bisnis  
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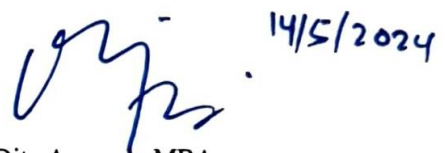
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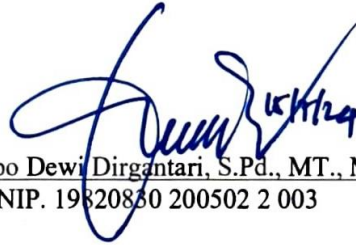


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## ABSTRAK

Tresna Wibawa (1804644) “**Pengaruh *Influencer Credibility* dan *Online Promotion* terhadap *Purchase Intention* (Studi pada *Followers Instagram E-Commerce Blibli di Indonesia*)**” di bawah bimbingan Drs. Girang Razati, M.Si. dan Dr. Dita Amanah, MBA.

Penelitian ini bertujuan untuk mengetahui pengaruh *influencer credibility* dan *online promotion* terhadap *purchase intention*. Jenis penelitian yang digunakan adalah deskriptif verifikatif yaitu dengan penggambaran dan pemaparan variabel-variabel yang diteliti dan kemudian ditarik kesimpulan. Variabel dependen dalam penelitian ini adalah *purchase intention* (Y), serta *influencer credibility* (X<sub>1</sub>) dan *online promotion* (X<sub>2</sub>) sebagai variabel independent. Populasi dalam penelitian ini adalah *followers* Instagram Blibli @blibli.com. Pengambilan sampel dalam penelitian ini menggunakan metode *simple random sampling* (pengambilan sampel secara acak) dengan menggunakan teknik *probability sampling* terhadap 410 pengguna akun. Teknik analisis yang digunakan adalah analisis Regresi Linear Berganda dengan alat bantu *software* computer SPSS 23.0 for Windows. Hasil temuan penelitian ini menunjukkan bahwa gambaran *influencer credibility* berada pada kategori cukup baik, gambaran *online promotion* berada pada kategori cukup baik dan gambaran *purchase intention* berada pada kategori cukup baik. *Influencer credibility* memiliki pengaruh yang positif dan signifikan terhadap *purchase intention*, *online promotion* memiliki pengaruh yang positif dan signifikan terhadap *purchase intention* serta *influencer credibility* dan *online promotion* memiliki pengaruh yang positif dan signifikan terhadap *purchase intention*. Variabel *influencer credibility* dengan dimensi terendah yaitu *attractiveness*, variabel *online promotion* dengan dimensi terendah yaitu *promotion frequency* dan variabel *purchase intention* dengan dimensi terendah yaitu minat eksploratif. Berdasarkan hasil survey tersebut, penulis merekomendasikan agar Perusahaan Blibli dapat membuat strategi yang tepat mengenai daya tarik pada penampilan seorang *influencer*, membuat strategi yang tepat mengenai konsistensi dalam penggunaan promosi dan Perusahaan Blibli harus mampu melibatkan rasa ingin tahu yang tinggi pada pelanggan sehingga pelanggan dapat memilih Blibli sebagai *e-commerce* ketika berbelanja.

**Kata kunci:** *Influencer Credibility, Online Promotion, Purchase Intention, E-Commerce*

## ABSTRACT

Tresna Wibawa (1804644) “*The Effect of Influencer Credibility and Online Promotion on Purchase Intention (Study on Blibli Instagram Followers in Indonesia)*” under the guidance of Drs. Girang Razati, M.Si. dan Dr. Dita Amanah, MBA.

*This study aims to determine the effect of Influencer Credibility and Online Promotion on Purchase Intention. The type of research used is descriptive verification, namely by describing and explaining the variables studied and then drawing conclusion. The dependent variable in this study is purchase intention (Y), influencer credibility (X<sub>1</sub>) and online promotion (X<sub>2</sub>) as an independent variable. The population in this study were Blibli followers in Instagram. Sampling in this study using simple random sampling method (random sampling) using probability sampling technique of 410 account users. The analysis technique used is Multiple Linear Regression analysis with the help of SPSS 23.0 for Windows computer software. The findings of this study indicate that the description of influencer credibility is in a fairly good category, online promotion is in a fairly good category, and purchase intention is in fairly good category. Influencer credibility has a positive and significant influence on purchase intention, online promotion has a positive and significant influence on purchase intention, and influencer credibility and online promotion has a positive and significant influence on purchase intention. Influencer credibility variables with the lowest dimension is attractiveness, online promotion with the lowest dimension is promotion frequency and purchase intention with the lowest dimension is exploratory interest. Based on the survey, the authors recommends that the Blibli Company can make the right strategy regarding the attractiveness of an influencer’s appearance, make the right strategy regarding consistency in the use of promotion and the Blibli Company must be able to involve high curiosity in costumers so that customers can choose Blibli as e-commerce when shopping.*

**Keywords:** *Influencer Credibility, Online Promotion, Purchase Intention, E-Commerce*

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