

INTISARI

Penelitian ini menyelidiki hubungan antara kredibilitas *social media influencer* dan popularitas *social media influencer* terhadap minat beli produk Erigo. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei dengan menyebarkan kuesioner secara daring. Peneliti berhasil mendapatkan 155 responden sesuai dengan kriteria yang telah ditetapkan. Metode pengolahan data yang digunakan adalah regresi linear berganda menggunakan aplikasi olah data SPSS 26. Hasil mengidentifikasi bahwa kredibilitas *social media influencer* Erigo signifikan mempengaruhi minat beli masyarakat. Sementara itu, popularitas *social media influence* tidak signifikan mempengaruhi minat beli masyarakat. Namun, berdasarkan hasil uji simultan kedua variabel yakni popularitas dan kredibilitas *social media influencer* secara simultan mempengaruhi minat beli masyarakat terhadap produk Erigo.

Kata Kunci: Kredibilitas, Popularitas, Minat Beli, *social media influencer*.

ABSTRACT

This study investigates the relationship between the credibility of social media influencers and the popularity of social media influencers on buying interest in Erigo products. This study uses a quantitative approach with a survey method by distributing online questionnaires. Researchers get 155 respondents in accordance with predetermined criteria. The data processing method used is multiple linear regression using SPSS 26 data processing application. The results identify that the credibility of social media influencer Erigo significantly influences people's buying interest. Meanwhile, the popularity of social media influence does not significantly affect people's buying interest. However, based on the results of the simultaneous test the two variables (the popularity and credibility of social media influencer) simultaneously influence people's buying interest in Erigo products.

Keywords: Credibility, Popularity, Buying Interest, social media influencer