

**Pengaruh Atribut Kredibilitas Sumber dan Daya Tarik Personal pada  
*Influencer* Terhadap Minat Beli Pada Generasi Milenial**

*Febiyanti Anindya<sup>1</sup>, Rahmat Hidayat<sup>2</sup>*

<sup>1,2</sup>Fakultas Psikologi UGM

**Abstrak**

Memasuki era digitalisasi telah mengubah strategi pemasaran menjadi lebih mudah untuk diakses dan dapat mencakup *audience* yang lebih luas. *Influencer* dipandang memiliki kredibilitas dan pengetahuan yang lebih terkait produk yang ditawarkan. Tujuan dari penelitian ini adalah mengetahui seberapa besar pengaruh atribut yang dimiliki influencer terhadap niat membeli pada konsumen generasi milenial. Sebanyak 181 dengan rentang usia 21 - 37 tahun. Partisipan telah mengikuti setidaknya satu *influencer* yang sesuai dengan minat mereka. Instrumen yang digunakan pada penelitian ini adalah *Source of Credibility Scale*, *Interpersonal Attraction Scale (IAS)*, dan *Purchase Intention Scale*. Melalui analisis regresi linear berganda, ditemukan bahwa *source credibility* dapat mempengaruhi *purchase intention* sebesar 34.3%.

**Kata kunci:** *source credibility, interpersonal attractiveness, purchase intention, influencer marketing.*

## **The Effect of Attributes of Source Credibility and Personal Attractiveness on Millennial Influencers on Purchase Intentions in Millennial Generation.**

*Febiyanti Anindya<sup>1</sup>, Rahmat Hidayat<sup>2</sup>*

<sup>1,2</sup>Faculty of Psychology UGM

### **Abstract**

Entering the digitalization era has changed the marketing strategy to be more accessible and able to cover a wider audience. Influencers are seen as having more credibility and knowledge regarding the products offered. The purpose of this study is to find out how much impact the attributes an influencer has on purchase intentions in millennial generation consumers. A total of 181 people with ages ranging from 21 - 37 years have joined consent to be participants in this study. Participants follow at least one influencer that has the same passion as them. This study uses the Source of Credibility Scale, Interpersonal Attraction Scale (IAS), and Purchase Intention Scale. Through multiple linear regression analysis, it was found that source credibility can affect purchase intention by 34.3%

**Keywords:** *source credibility, interpersonal attractiveness, purchase intention, influencer marketing.*