

ABSTRAK

Penelitian ini bertujuan menganalisis hubungan struktural antara karakteristik pemengaruh, kualitas konten yang dipersepsikan, dan niat beli sepatu lari pada ulasan Instagram Reels di Indonesia. Karakteristik pemengaruh yang dikaji meliputi keahlian, keterpercayaan, homofili, dan popularitas. Penelitian menggunakan pendekatan kuantitatif dengan desain survei potong lintang. Data dikumpulkan melalui kuesioner terstruktur dari pengguna Instagram di Indonesia yang berusia minimal 18 tahun, pernah melihat Reels berisi ulasan sepatu lari dalam enam bulan terakhir, mampu mengingat satu pemengaruh dalam satu konten sebagai acuan, serta belum membeli sepatu yang diulas. Sebanyak 287 respons dianalisis menggunakan *partial least squares structural equation modeling*. Hasil penelitian menunjukkan bahwa keahlian, keterpercayaan, homofili, dan popularitas pemengaruh berhubungan positif dengan kualitas konten yang dipersepsikan. Keahlian memiliki koefisien dan ukuran efek relatif terbesar, sedangkan popularitas memiliki kontribusi praktis paling kecil. Kualitas konten yang dipersepsikan berhubungan positif dengan niat beli sepatu lari dan memiliki ukuran efek sedang. Model menunjukkan kemampuan prediktif tinggi terhadap kualitas konten dan kemampuan prediktif sedang terhadap niat beli. Hasil tersebut menunjukkan bahwa penilaian mutu ulasan berkaitan dengan kompetensi, keandalan, kesesuaian pengalaman, dan mutu informasi, sedangkan popularitas lebih tepat digunakan sebagai informasi tambahan dalam pemilihan pemengaruh.

Kata kunci: pemengaruh, kualitas konten yang dipersepsikan, niat beli, sepatu lari, Instagram Reels.

ABSTRACT

This study examines the structural relationships among influencer characteristics, perceived content quality, and purchase intention for running shoes on Instagram Reels reviews in Indonesia. The influencer characteristics examined comprise expertise, trustworthiness, homophily, and popularity. A quantitative, cross-sectional survey design was employed. Data were collected through a structured questionnaire from Instagram users in Indonesia who were at least 18 years old, had viewed a Reels review of running shoes within the previous six months, could recall one influencer from a piece of content as a reference, and had not purchased the reviewed shoes. A total of 287 responses were analysed using partial least squares structural equation modelling. The results show that influencer expertise, trustworthiness, homophily, and popularity are positively related to perceived content quality. Expertise has the largest relative path coefficient and effect size, whereas popularity has the smallest practical contribution. Perceived content quality is positively related to purchase intention for running shoes and has a medium effect size. The model demonstrates high predictive power for perceived content quality and moderate predictive power for purchase intention. These findings indicate that assessments of review quality are associated with influencer competence, reliability, experiential similarity, and information quality, while popularity is more appropriately used as supplementary information when selecting an influencer.

Keywords: influencer, perceived content quality, purchase intention, running shoes, Instagram Reels.