

ABSTRAK

Micro *Influencers* merupakan *influencers* yang paling optimal dalam memasarkan suatu produk, menurut penelitian yang dilakukan Expert Voice yang berjudul “The power of *influencers*, Quantified” pada 2016, mengungkapkan bahwa dalam sepekan, *micro influencers* memiliki 22,2 kali ajakan pembelian yang lebih banyak daripada konsumen biasa.

Tujuan penelitian yang dilakukan adalah mengetahui pengaruh *trustworthiness*, *expertise*, *attractiveness*, *respect*, *similarity* terhadap minat beli produk *online shop* di Instagram. Peneliti menggunakan metode deskriptif dengan pendekatan kuantitatif. Peneliti menggunakan data primer. Peneliti menggunakan populasi tak terhingga atau infinite population. Peneliti menggunakan metode non probability sampling. Peneliti menggunakan regresi linier berganda sebagai teknik analisis data. Peneliti menggunakan SPSS.

Hasil olah data menunjukkan 2 variabel yang memiliki pengaruh positif dan signifikan terhadap minat beli produk *online shop* Instagram untuk pasar anak muda yaitu variabel *expertise* (X2) dan *respect* (X4). Variabel *expertise* (X2) memiliki pengaruh 34% terhadap minat beli dan variabel *respect* (X4) memiliki pengaruh 26% terhadap minat beli. Secara simultan variabel *trustworthiness*, *expertise*, *attractiveness*, *respect*, *similarity* mempunyai pengaruh yang positif serta signifikan terhadap minat beli produk *online shop* Instagram untuk pasar anak muda, karena memiliki nilai $F_{hitung} 14.379 > 2.31 F$.

Kata Kunci : Micro *Influencer*, Trustworthiness, Expertise, Attractiveness, Respect, Similarity

ABSTRAC

Micro *Influencers* are the most optimal *influencers* in *marketing* a product ,according to a research conducted by Expert Voice entitled "The power of *influencers*, Quantified" in 2016, which revealed that in a week, micro *influencers* had 22.2 more requests to buy than ordinary consumers. .

The purpose of this research is to determine the effect of trustworthiness, expertise, attractiveness, respect, similarity to the interest in buying *online shop* products on Instagram. Researchers used a descriptive method with a quantitative approach. Researchers use primary data. Researchers use an infinite population. Researchers used a non probability sampling method. Researchers used multiple linear regression as a data analysis technique. Researchers used SPSS.

The results of data processing show 2 variables that have a positive and significant influence on the interest in buying Instagram *online shop* products for the youth market, namely expertise (X2) and respect (X4). The variable expertise (X2) has 34% influence on purchase intention and respect variable (X4) has 26% influence on purchase intention. Simultaneously the variables of trustworthiness, expertise, attractiveness, respect, similarity have a positive and significant influence on the interest in buying *online shop* products on Instagram for the youth market, because it has an F value of $14,379 > 2.31 F$.

Keywords: Micro *Influencer*, Trustworthiness, Expertise, Attractiveness, Respect, Similarit

