

ABSTRACT

Research with the title “The Influence of Influencer Credibility on Purchase Intention at Psychology Consulting Services CV. Analisa Personality Development Center Indonesia” aims to determine the credibility of influencers which consists of three dimensions (attractiveness, expertise, and trustworthiness) towards purchase intention, either partially or simultaneously. This research is a descriptive quantitative research with multiple linear regression data analysis method which is distributed to 96 respondents through an online questionnaire. The results of multiple linear regression data analysis on the T test show that there is a significant positive effect on the trustworthiness variable on the purchase intention variable. Whereas in the F test, there is a significant positive effect of the attractiveness, expertise, and trustworthiness variables on purchase intention simultaneously.

Keywords: *attractiveness, expertise, trustworthiness, purchase intention*

ABSTRAK

Penelitian dengan judul “Pengaruh Kredibilitas *Influencer* terhadap *Purchase Intention* pada Jasa Konsultan Psikologi CV. Analisa Personality Development Center Indonesia” bertujuan untuk mengetahui kredibilitas *influencer* yang terdiri dari tiga dimensi yaitu *attractiveness*, *expertise*, dan *trustworthiness* terhadap *purchase intention* baik secara parsial maupun simultan. Penelitian ini merupakan penelitian kuantitatif deskriptif dengan metode analisis data regresi linier berganda yang disebar kepada 96 responden melalui kuesioner *online*. Hasil analisis data regresi linier berganda pada uji T menunjukkan bahwa terdapat pengaruh signifikan positif pada variabel *trustworthiness* terhadap variabel *purchase intention*. Sedangkan pada uji F terdapat pengaruh signifikan positif variabel *attractiveness*, *expertise*, dan *trustworthiness* terhadap *purchase intention* secara simultan.

Kata kunci: *attractiveness*, *expertise*, *trustworthiness*, *purchase intention*