

**“PENGARUH DIMENSI *SOURCE CREDIBILITY* INFLUENCER
(*EXPERTISE, TRUSTWORTHINESS & ATTRACTIVENESS*) DI
INSTAGRAM TERHADAP *PURCHASE INTENTION* PADA PRODUK
FASHION LOKAL DENGAN *ONLINE ENGAGEMENT* SEBAGAI
VARIABEL INTERVENING (STUDI KASUS PADA AKUN
INSTAGRAM @MARYAMNURUL)”**

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh dimensi *source credibility* yang termasuk *expertise* (keahlian), *trustworthiness* (kepercayaan) dan *attractiveness* (daya tarik) terhadap *purchase intention* melalui *online engagement* sebagai variabel intervening. Penelitian ini merupakan penelitian kuantitatif dengan menggunakan teknik *purposive sampling*. Teknik pengumpulan data yang digunakan dengan kuisioner yang dibantu *google form*. Penelitian ini mendapatkan tanggapan dari responden sebanyak 209 pengikut Maryam Nurul yang telah mengikuti akun @maryamnurul setidaknya dalam waktu 1 bulan dengan gender perempuan dari usia 16 – 35 tahun. Metode yang digunakan dalam penelitian ini adalah SEM-PLS. Hasil Penelitian menunjukkan bahwa *Expertise, Trustworthiness* dan *Attractiveness* berpengaruh pada *Purchase Intention* dan *Online Engagement*, begitu pula hubungan dari *Online Engagement* sebagai variabel intervening dapat memediasi variabel *Expertise, Trustworthiness, Attractiveness* terhadap *Purchase Intention*.

Keywords: *Expertise, Trustworthiness, Attractiveness, Online Engagement, Purchase Intention.*

**“THE EFFECT OF DIMENSIONS SOURCE CREDIBILITY
INFLUENCER (EXPERTISE, TRUSTWORTHINESS &
ATTRACTIVENESS) ON INSTAGRAM TO PURCHASE INTENTION
IN LOCAL FASHION PRODUCTS USING ONLINE ENGAGEMENT
AS AN INTERVENING VARIABLE (CASE STUDY ON
@MARYAMNURUL INSTAGRAM ACCOUNT)”**

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ABSTRACT

This study aims to examine the effect of the source credibility dimension which includes expertise, trustworthiness and attractiveness on purchase intention through online engagement as an intervening variable. This research is a quantitative research using purposive sampling technique. The data collection technique used is a questionnaire assisted by the Google form. This research received responses from 209 Maryam Nurul followers who had followed the @maryamnurul account for at least 1 month with female gender from 16-35 years old. The method used in this study was SEM-PLS. The research results show that Expertise, Trustworthiness and Attractiveness have an effect on Purchase Intention and Online Engagement, as well as the relationship of Online Engagement as an intervening variable can mediate the variables Expertise, Trustworthiness, Attractiveness on Purchase Intention.

Keywords: *Expertise, Trustworthiness, Attractiveness, Online Engagement, Purchase Intention*