

ABSTRAK

Muhammad Aslam Hikmawan, 1950210046 “Peran Mediasi Attitude Towards Influencer (ATI) untuk Meningkatkan Minat Beli Produk Hijab Lokal di Kabupaten Kudus. (Studi Kasus Pada Konsumen Hijab Lokal di Kabupaten Kudus)”.

Penelitian ini bertujuan untuk mengetahui pengaruh *trustworthiness*, *perceived expertise*, *similarity* pada minat beli, dengan ATI sebagai mediasi. Sampel dalam penelitian ini berjumlah 154 orang, diambil dengan menggunakan *Non Probability Sampling* dengan metode *Convenience Sampling* dimana peneliti bebas menentukan sampel sesuai keinginan peneliti. Hipotesis dalam penelitian ini dianalisis dengan menggunakan *Structural Equation Modelling* (SEM) dengan bantuan program AMOS 21.0.

Hasil penelitian menunjukkan bahwa *trustworthiness* dan *similarity* berpengaruh positif dan signifikan pada ATI. Sedangkan *perceived expertise* berpengaruh negatif dan tidak signifikan pada ATI. *Similarity* dan ATI berpengaruh positif dan signifikan pada minat beli. *Trustworthiness* dan *perceived expertise* tidak signifikan pada minat beli, sedangkan ATI berhasil memediasi penuh pengaruh antara *trustworthiness*, *perceived expertise*, pada minat beli, ATI secara parsial memediasi pengaruh antara *similarity* pada minat beli. Implikasi manajerial pada pelaku usaha pentingnya dalam mendapatkan konsumen lewat influencer, maka perlu memperhatikan faktor-faktor yang bisa meningkatkan follower/konsumen. Faktor ATI dalam penelitian ini besar sekali peranannya dalam meningkatkan minat beli konsumen. Untuk itu bagi pihak manajemen perlu memperhatikan apa yang diinginkan oleh konsumen, agar seorang influencer dapat bersikap ATI sehingga dapat meningkatkan minat beli konsumen.

Kata Kunci: *Trustworthiness, Perceived Expertise, Similarity, Attitude Towards Influencer, Minat Beli.*

ABSTRACT

Muhammad Aslam Hikmawan, 1950210046 “The Mediation Role of Attitude Towards Influencers (ATI) to Increase Interest in Buying Local Hijab Products in Kudus Regency. (Case Study on Local Hijab Consumers in Kudus Regency)”.

This study aims to determine the effect of trustworthiness, perceived expertise, similarity on purchase intention, with ATI as mediation. The sample in this study totaled 154 people, taken using Non Probability Sampling with the Convenience Sampling method where the researcher is free to determine the sample according to the wishes of the researcher. The hypotheses in this study were analyzed using Structural Equation Modeling (SEM) with the help of the AMOS 21.0 program.

The results showed that trustworthiness and similarity had a positive and significant effect on ATI. Meanwhile, perceived expertise has a negative and insignificant effect on ATI. Similarity and ATI have a positive and significant effect on purchase intention. Trustworthiness and perceived expertise are not significant on purchase intention, while ATI manages to fully mediate the influence between trustworthiness, perceived expertise, on purchase intention, ATI partially mediates the influence between similarity on purchase intention. Managerial implications for business actors are important in getting consumers through influencers, it is necessary to pay attention to factors that can increase followers/consumers. The ATI factor in this study plays a very large role in increasing consumer buying interest. For this reason, management needs to pay attention to what consumers want, so that an influencer can act ATI so as to increase consumer buying interest.

.Keywords: *Trustworthiness, Perceived Expertise, Similarity, Attitude Towards Influencer, Purchase Intention.*