

**ANALISIS PENGARUH KREDIBILITAS *CELEBRITY INFLUENCER*
INSTAGRAM TERHADAP MINAT BELI KONSUMEN PADA PRODUK
JINISO (Studi Pada Mahasiswa Fakultas Ekonomi dan Sosial Universitas
Jenderal Achmad Yani Yogyakarta)**

Oleh:

Cindi Octaviani Saragih

182304005

INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh kredibilitas (*expertise, trustworthiness, dan attractiveness*) *celebrity influencer* instagram terhadap minat beli konsumen pada produk Jiniso dengan studi pada mahasiswa Fakultas Ekonomi dan Sosial Universitas Jenderal Achmad Yani Yogyakarta. Penelitian ini merupakan penelitian kuantitatif. Populasi dalam penelitian merupakan mahasiswa Fakultas Ekonomi dan Sosial Universitas Jenderal Achmad Yani Yogyakarta dengan jumlah 777 orang. Pengambilan sampel dilakukan dengan menggunakan rumus slovin dan didapat 89 orang sebagai responden. Pengambilan sampel dalam penelitian ini menggunakan teknik *non probability sampling*. Teknik pengumpulan data menggunakan kuesioner berupa *google form*. Teknik analisis data pada penelitian ini menggunakan deskripsi data, uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linear berganda, dan uji hipotesis.

Hasil penelitian ini menunjukkan bahwa kredibilitas (*expertise, trustworthiness, dan attractiveness*) *celebrity influencer* instagram berpengaruh secara parsial dan simultan terhadap minat beli konsumen pada produk Jiniso dengan studi pada mahasiswa Fakultas Ekonomi dan Sosial Universitas Jenderal Achmad Yani Yogyakarta.

Kata kunci: *expertise, trustworthiness, attractiveness, dan minat beli*

***THE EFFECT OF INSTAGRAM CELEBRITY INFLUENCER'S
CREDIBILITY ON CONSUMER BUYING INTEREST IN JINISO
PRODUCTS (Study on Students of the Faculty of Economics and Social,
Jenderal Achmad Yani University, Yogyakarta)***

Oleh:

Cindi Octaviani Saragih

182304005

ABSTRACT

This study aims to determine the effect of credibility (expertise, trustworthiness, and attractiveness) celebrity influencer Instagram on consumer buying interest in Jiniso products with a study on students of the Faculty of Economics and Social, Jenderal Achmad Yani University, Yogyakarta. This research is quantitative research. The population in this study were students of the Faculty of Economics and Socials, Jenderal Achmad Yani University, Yogyakarta with a total of 777 people. Sampling was carried out using the Slovin formula and obtained 89 people as respondents. Sampling in this study used a non-probability sampling technique. The data collection technique used a questionnaire in the form of a google form. The data analysis technique in this study used data description, validity test, reliability test, classical assumption test, multiple linear regression analysis, and hypothesis testing.

The results of this study indicate that the credibility (expertise, trustworthiness, and attractiveness) of Instagram celebrity influencers partially and simultaneously influences consumer buying interest in Jiniso products with a study on students of the Faculty of Economics and Social, Jenderal Achmad Yani University, Yogyakarta.

Keywords: expertise, trustworthiness, attractiveness, and buying interest