

ABSTRAK

PENGARUH KREDIBILITAS INFLUENCER DAN KUALITAS KONTEN MEDIA SOSIAL TERHADAP KEPUTUSAN PEMBELIAN MELALUI KEPERCAYAAN KONSUMEN PADA PRODUK SKINTIFIC DI MEULABOH ACEH BARAT

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Perkembangan media sosial telah mendorong perubahan strategi pemasaran, khususnya pada industri skincare di Meulaboh Aceh Barat. Konsumen semakin mengandalkan influencer dan konten media sosial sebagai sumber informasi sebelum mengambil keputusan pembelian. Penelitian ini bertujuan untuk menganalisis pengaruh kredibilitas influencer dan kualitas konten media sosial terhadap keputusan pembelian melalui kepercayaan konsumen pada produk Skintific di Meulaboh Aceh Barat. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data dikumpulkan melalui penyebaran kuesioner kepada konsumen yang pernah melihat konten promosi dan/atau membeli produk Skintific. Teknik analisis data yang digunakan adalah analisis regresi dan uji mediasi untuk mengetahui pengaruh langsung dan tidak langsung antar variabel. Hasil penelitian diharapkan dapat menunjukkan bahwa kredibilitas influencer dan kualitas konten media sosial berpengaruh positif dan signifikan terhadap kepercayaan konsumen serta keputusan pembelian. Selain itu, kepercayaan konsumen diharapkan mampu memediasi pengaruh kredibilitas influencer dan kualitas konten media sosial terhadap keputusan pembelian produk Skintific di Meulaboh Aceh Barat. Penelitian ini diharapkan dapat memberikan kontribusi teoritis dalam pengembangan kajian pemasaran digital serta memberikan implikasi praktis bagi perusahaan dalam merancang strategi pemasaran berbasis media sosial.

Kata Kunci : *Kredibilitas Influencer; Kualitas Konten Media Sosial; Kepercayaan Konsumen; Keputusan Pembelian; Skintific*

ABSTRACT

***THE INFLUENCE OF INFLUENCER CREDIBILITY AND SOCIAL MEDIA
CONTENT QUALITY ON PURCHASING DECISIONS THROUGH CONSUMER
TRUST IN SKINTIFIC PRODUCTS IN INDONESIA***

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The development of social media has driven changes in marketing strategies, particularly in the skincare industry in Meulaboh Aceh Barat. Consumers increasingly rely on influencers and social media content as sources of information before making purchasing decisions. This study aims to analyze the influence of influencer credibility and social media content quality on purchasing decisions through consumer trust in Skintific products in Meulaboh Aceh Barat. This study uses a quantitative approach with a survey method. Data were collected through questionnaires distributed to consumers who have viewed promotional content and/or purchased Skintific products. Data analysis techniques used were regression analysis and mediation tests to determine the direct and indirect effects between variables. The results are expected to show that influencer credibility and social media content quality have a positive and significant effect on consumer trust and purchasing decisions. In addition, consumer trust is expected to mediate the influence of influencer credibility and social media content quality on purchasing decisions for Skintific products in Meulaboh Aceh Barat. This study is expected to provide theoretical contributions to the development of digital marketing studies and provide practical implications for companies in designing social media-based marketing strategies.

Keywords : Influencer Credibility; Social Media Content Quality; Consumer Trust; Purchase Decision; Skintific