

ABSTRAK

Perkembangan teknologi digital telah mendorong pelaku usaha memanfaatkan media komunikasi berbasis internet untuk membangun hubungan dengan pelanggan, termasuk pada layanan jasa titip (jastip). Tujuan penelitian ini adalah untuk mengetahui kredibilitas admin jasa titip *Delivery Speed* dalam berkomunikasi melalui *Whatsapp Business*. Penelitian ini menggunakan teori Kredibilitas Sumber oleh Hovland, yang melibatkan tiga aspek utama: keahlian, keterpercayaan, dan daya tarik. Penelitian ini menggunakan metode kualitatif deskriptif dengan lokasi penelitian pada usaha jasa titip *Delivery Speed* di Purwokerto. Informan penelitian terdiri atas satu admin *Delivery Speed* dan empat pelanggan yang dipilih menggunakan teknik purposive sampling. Data dikumpulkan melalui wawancara mendalam, observasi, dan dokumentasi, kemudian dianalisis menggunakan model Miles dan Huberman yang meliputi reduksi data, penyajian data, serta penarikan kesimpulan. Hasil penelitian menunjukkan bahwa dari aspek daya tarik, admin mampu menciptakan komunikasi yang ramah, sopan, responsif, serta didukung tampilan profil dan penyampaian informasi yang profesional sehingga memberikan kesan positif kepada pelanggan. Dari aspek keahlian, admin menunjukkan kemampuan dalam memberikan informasi yang cepat, jelas, akurat, serta memanfaatkan fitur-fitur *Whatsapp Business* seperti *chat*, *quick reply*, dan katalog layanan secara optimal untuk mempermudah proses komunikasi dan transaksi. Sementara dari aspek kepercayaan, admin dinilai konsisten dalam memberikan informasi yang sesuai dengan kondisi sebenarnya, menjaga transparansi selama proses pemesanan, serta bertanggung jawab terhadap setiap transaksi, sehingga mampu membangun keyakinan dan mempertahankan kepercayaan pelanggan terhadap layanan *Delivery Speed*.

Kata kunci: Kredibilitas Sumber, *Whatsapp Business*, Jasa Titip (Jastip), Komunikasi Digital.

ABSTRACT

The rapid development of digital technology has encouraged businesses to utilize internet-based communication media to build relationships with customers, including personal shopping and purchasing services. This study aims to examine the source credibility of the Delivery Speed personal shopping service administrator in communicating with customers through Whatsapp Business. The study employs Hovland's Source Credibility Theory, which encompasses three main dimensions: expertise, Trustworthiness, and Attractiveness. A descriptive qualitative method was used, with the research conducted at Delivery Speed, a personal shopping service based in Purwokerto. The research participants consisted of one Delivery Speed administrator and four customers selected through purposive sampling. Data were collected through in-depth interviews, observation, and documentation, and were analyzed using the Miles and Huberman interactive model, which includes data reduction, data display, and conclusion drawing. The findings indicate that, in terms of Attractiveness, the administrator was able to establish friendly, polite, and responsive communication, supported by a professional profile presentation and clear information delivery, thereby creating a positive impression on customers. Regarding expertise, the administrator demonstrated the ability to provide prompt, clear, and accurate information while effectively utilizing Whatsapp Business features such as chat, quick replies, and service catalogs to facilitate communication and transaction processes. In terms of Trustworthiness, the administrator consistently provided information that reflected actual conditions, maintained transparency throughout the ordering process, and took responsibility for every transaction, thereby fostering customer confidence and sustaining trust in the Delivery Speed service.

Keywords: Source Credibility, Whatsapp Business, Personal Shopping Service, Digital Communication.