

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh daya tarik, kepercayaan, dan keahlian *food vlogger* terhadap minat beli pengikut akun Instagram @steffieangelis, baik secara parsial maupun simultan. Penelitian ini dilandasi oleh *source credibility theory* yang dikemukakan oleh Hovland, Janis, dan Kelley (1953), yang kemudian dioperasionalkan melalui *source credibility scale* yang dikembangkan oleh Ohanian (1990) untuk mengukur tiga dimensi kredibilitas, yaitu daya tarik, kepercayaan, dan keahlian dalam konteks konten ulasan digital. Metode yang digunakan adalah penelitian kuantitatif dengan pendekatan observasi. Populasi penelitian adalah seluruh pengikut akun Instagram @steffieangelis yang berjumlah 154.000 pengikut, dengan sampel sebanyak 104 responden yang ditentukan menggunakan teknik purposive sampling. Data dikumpulkan melalui penyebaran kuesioner daring (Google Form) menggunakan skala Likert lima poin. Analisis data dilakukan menggunakan regresi linier berganda dengan bantuan IBM SPSS Statistics 23, yang didukung oleh uji validitas, uji reliabilitas, uji asumsi klasik, uji t, uji F, dan uji koefisien determinasi (*Adjusted R²*). Hasil penelitian menunjukkan bahwa: (1) daya tarik tidak berpengaruh signifikan terhadap minat beli ($t\text{-hitung} = 1,905$; $\text{Sig.} = 0,060$); (2) kepercayaan berpengaruh positif dan signifikan terhadap minat beli ($t\text{-hitung} = 12,078$; $\text{Sig.} = 0,000$) serta menjadi variabel yang paling dominan; (3) keahlian berpengaruh positif dan signifikan terhadap minat beli ($t\text{-hitung} = 3,282$; $\text{Sig.} = 0,001$); dan (4) secara simultan daya tarik, kepercayaan, dan keahlian berpengaruh positif dan signifikan terhadap minat beli ($F\text{-hitung} = 190,942$; $\text{Sig.} = 0,000$) dengan nilai *Adjusted R²* sebesar 0,847, yang berarti 84,7% variasi minat beli dapat dijelaskan oleh model penelitian. Temuan ini menunjukkan bahwa kepercayaan dan keahlian dalam konten ulasan *food vlogger* merupakan faktor yang lebih menentukan minat beli dibandingkan daya tarik, sekaligus memperkuat relevansi *source credibility scale* dan *source credibility theory* dalam menjelaskan perilaku konsumen pada konteks pemasaran digital melalui *food vlogger* di Instagram.

Kata Kunci: daya tarik, kepercayaan, keahlian, konten ulasan, *food vlogger*, minat beli, Instagram, @steffieangelis.

ABSTRACT

This study aims to analyze the influence of attractiveness, trustworthiness, and expertise of a food vlogger on the purchase intention of the followers of the Instagram account @steffievangelis, both partially and simultaneously. This research is based on the source credibility theory proposed by Hovland, Janis, and Kelley (1953), which was subsequently operationalized through the Source credibility scale developed by Ohanian (1990) to measure the three dimensions of credibility, namely attractiveness, trustworthiness, and expertise in the context of digital review content. This study employed a quantitative research method with an observational approach. The population consisted of all 154,000 followers of the Instagram account @steffievangelis, with a sample of 104 respondents selected using a purposive sampling technique. Data were collected through an online questionnaire (Google Forms) using a five-point Likert scale. The data were analyzed using multiple linear regression with the assistance of IBM SPSS Statistics 23, supported by validity, reliability, classical assumption, t-test, F-test, and coefficient of determination (Adjusted R²) analyses. The results indicate that: (1) attractiveness has no significant effect on purchase intention ($t = 1.905$; Sig. = 0.060); (2) trustworthiness has a positive and significant effect on purchase intention ($t = 12.078$; Sig. = 0.000) and is the most dominant variable; (3) expertise has a positive and significant effect on purchase intention ($t = 3.282$; Sig. = 0.001); and (4) attractiveness, trustworthiness, and expertise simultaneously have a positive and significant effect on purchase intention ($F = 190.942$; Sig. = 0.000), with an Adjusted R² value of 0.847, indicating that 84.7% of the variation in purchase intention can be explained by the research model. These findings indicate that trustworthiness and expertise embedded in food vloggers' review content play a more decisive role in influencing purchase intention than attractiveness. Furthermore, the findings reinforce the relevance of the source credibility theory and the source credibility scale in explaining consumer behavior within the context of digital marketing through food vloggers on Instagram.

Keywords: attractiveness, trustworthiness, expertise, review content, food vlogger, purchase intention, Instagram, @steffievangelis.