

RINGKASAN

Penelitian ini bertujuan untuk menganalisis pengaruh pemasaran influencer, ulasan pelanggan online, pengaruh mediasi kepercayaan merek terhadap keputusan pembelian Eiger, khususnya pada pengguna di Kabupaten Banyumas. Latar belakang penelitian ini didasarkan oleh meningkatnya minat generasi muda terhadap kegiatan outdoor mendorong kebutuhan perlengkapan yang berkualitas dan terpercaya. Eiger menjadi salah satu merek lokal yang dipercaya konsumen karena kualitas. Eiger memanfaatkan pemasaran influencer dan ulasan pelanggan online terhadap keputusan pembelian, serta pengaruhnya terhadap kepercayaan merek pada produk Eiger.

Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan teknik pengumpulan data kuesioner. Sampel dalam penelitian ini berjumlah 133 responden yang merupakan konsumen Eiger. Teknik analisis data yang digunakan yaitu uji validitas konvergen, uji validitas diskriminan, uji reliabilitas, R-Square (R^2), F-Square (F^2), direct effect, indirect effect.

Hasil penelitian ini menunjukkan bahwa pemasaran influencer dan ulasan pelanggan online memiliki peran penting dalam membentuk kepercayaan merek produk Eiger, dimana keduanya terbukti berpengaruh terhadap kepercayaan merek. Namun pemasaran influencer tidak berpengaruh terhadap keputusan pembelian, sehingga menunjukkan bahwa influencer belum cukup untuk mendorong keputusan pembelian tanpa adanya faktor lain. Sedangkan kepercayaan merek mampu memediasi hubungan antara pemasaran influencer dan ulasan pelanggan online terhadap keputusan pembelian.

Kata Kunci : Pemasaran Influencer, Ulasan Pelanggan Online, Kepercayaan Merek, Keputusan Pembelian

SUMMARY

This study aims to analyze the influence of influencer marketing, online customer reviews, and the mediating effect of brand trust on Eiger purchase decisions, specifically among users in Banyumas Regency. The background of this study is based on the growing interest of the younger generation in outdoor activities, which drives the need for high-quality and reliable equipment. Eiger is one of the local brands trusted by consumers for its quality. Eiger utilizes influencer marketing and online customer reviews to influence purchasing decisions, as well as their impact on brand trust in Eiger products.

The research method used is a quantitative approach with a questionnaire data collection technique. The sample in this study consists of 133 respondents who are Eiger consumers. The data analysis techniques used include convergent validity testing, discriminant validity testing, reliability testing, R-Square (R^2), F-Square (F^2), direct effect, and indirect effect.

The results of this study indicate that influencer marketing and online customer reviews play a significant role in shaping brand trust for Eiger products, as both have been shown to influence brand trust. However, influencer marketing does not influence purchase decisions, suggesting that influencers alone are insufficient to drive purchase decisions without the presence of other factors. Meanwhile, brand trust mediates the relationship between influencer marketing and online customer reviews on purchase decisions.

Keywords : Influencer Marketing, Online Customer Review, Brand Trust, Purchase Decision