

RINGKASAN

Penelitian ini bertujuan untuk menganalisis pengaruh *social media influencer* terhadap *brand loyalty* dengan *purchase intention* sebagai variabel mediasi pada konsumen Kopi Mlaku melalui *platform* TikTok. Penelitian menggunakan metode kuantitatif dengan pendekatan survei terhadap 80 responden yang pernah melihat konten promosi Kopi Mlaku di TikTok. Data dianalisis menggunakan metode *Structural Equation Modeling-Partial Least Squares* (SEM-PLS) dengan bantuan SmartPLS.

Hasil penelitian menunjukkan bahwa *social media influencer* berpengaruh positif dan signifikan terhadap *purchase intention* dengan nilai koefisien sebesar 0,939 dan p-value 0,000. Sementara itu, *Purchase Intention* berpengaruh positif tetapi tidak signifikan terhadap *brand loyalty* dengan nilai koefisien sebesar 0,668 dan p-value 0,108. Selain itu, *social media influencer* berpengaruh negatif dan tidak signifikan terhadap *brand loyalty* dengan nilai koefisien sebesar -0,003 dan p-value 0,498. Hasil pengujian *indirect effect* juga menunjukkan bahwa *purchase intention* tidak mampu memediasi pengaruh *social media influencer* terhadap *brand loyalty*, dengan nilai koefisien sebesar 0,627 dan p-value 0,108.

Temuan penelitian ini menunjukkan bahwa *influencer* TikTok efektif dalam meningkatkan minat beli konsumen terhadap Kopi Mlaku, tetapi belum mampu membentuk loyalitas merek secara langsung maupun melalui *purchase intention*. Loyalitas konsumen lebih dipengaruhi oleh pengalaman konsumsi, kualitas produk, dan kepuasan setelah melakukan pembelian. Oleh karena itu, Kopi Mlaku perlu mempertahankan kualitas produk dan pengalaman pelanggan untuk meningkatkan loyalitas konsumen dalam jangka panjang.

Kata Kunci: *Social Media Influencer, Purchase Intention, Brand Loyalty*, TikTok, Kopi Mlaku

SUMMARY

This study aims to analyze the influence of Social Media Influencers on Brand Loyalty with Purchase Intention as a mediating variable among Kopi Mlaku consumers through the TikTok platform. The study employed a quantitative approach using a survey method involving 80 respondents who had viewed Kopi Mlaku promotional content on TikTok. Data were analyzed using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method with SmartPLS software.

The results indicate that Social Media Influencers have a positive and significant effect on Purchase Intention, with a coefficient value of 0.939 and a p-value of 0.000. Meanwhile, Purchase Intention has a positive but insignificant effect on Brand Loyalty, with a coefficient value of 0.668 and a p-value of 0.108. In addition, Social Media Influencers have a negative and insignificant effect on Brand Loyalty, with a coefficient value of -0.003 and a p-value of 0.498. The indirect effect analysis also reveals that Purchase Intention does not significantly mediate the relationship between Social Media Influencers and Brand Loyalty, with a coefficient value of 0.627 and a p-value of 0.108.

These findings suggest that TikTok influencers are effective in increasing consumers' purchase intentions toward Kopi Mlaku but are not capable of directly fostering brand loyalty or doing so through purchase intention. Consumer loyalty is more strongly influenced by consumption experiences, product quality, and customer satisfaction after purchase. Therefore, Kopi Mlaku should focus not only on influencer marketing strategies but also on maintaining product quality and customer experience to strengthen long-term brand loyalty.

Keywords: *Social Media Influencer, Purchase Intention, Brand Loyalty, TikTok, Mlaku Coffee.*