

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Social Media Influencer* terhadap *Purchase Intention* dengan *Brand Image* sebagai variabel mediasi pada produk yang terdampak boikot pro-Israel, dengan studi kasus pada konsumen Unilever di Banyumas. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data dikumpulkan melalui penyebaran kuesioner kepada 169 responden, yang merupakan konsumen produk Unilever di Banyumas dan pengguna aktif media sosial, dengan teknik purposive sampling. Analisis data dilakukan menggunakan *Structural Equation Modeling* berbasis *Partial Least Square* (SEM-PLS).

Hasil penelitian menunjukkan bahwa *Social Media Influencer* berpengaruh positif dan signifikan terhadap *Brand Image*. Namun, *Brand Image* justru berpengaruh negatif dan signifikan terhadap *Purchase Intention* dalam konteks gerakan boikot ini. Selain itu, ditemukan bahwa *Social Media Influencer* tidak memiliki pengaruh langsung yang signifikan terhadap *purchase intention*, sementara *brand image* terbukti memediasi secara sempurna (*full mediation*) pengaruh *social media influencer* terhadap *purchase intention*. Penelitian ini memberikan kontribusi teoritis dalam pengembangan *Theory of Planned Behavior* (TPB) dalam konteks krisis merek akibat isu sosial-politik. Secara praktis, hasil penelitian ini dapat menjadi pertimbangan bagi perusahaan dalam merancang strategi pemasaran guna menjaga citra merek dan meningkatkan niat beli konsumen di tengah dinamika gerakan boikot.

Kata Kunci : *Social Media Influencer, Brand Image, Purchase Intention, SEM-PLS, Theory of Planned Behavior.*

SUMMARY

This study aims to analyze the influence of social media influencers on purchase intention, with brand image as a mediating variable, regarding products affected by the pro-Israel boycott, using Unilever consumers in Banyumas as a case study. This study employs a quantitative approach using a survey method. Data were collected through the distribution of questionnaires to 169 respondents (with a minimum sample size of 150), who are Unilever product consumers in Banyumas and active social media users, using purposive sampling. Data analysis was conducted using Partial Least Squares-based Structural Equation Modeling (SEM-PLS).

The results of this study indicate that social media influencers have a positive and significant effect on brand image. However, brand image has a negative and significant effect on purchase intention in the context of this boycott movement. Furthermore, it was found that social media influencers do not have a significant direct effect on purchase intention, while brand image was found to fully mediate the effect of social media influencers on purchase intention. This study provides a theoretical contribution to the development of the Theory of Planned Behavior (TPB) in the context of brand crises resulting from socio-political issues. Practically, the results of this study can serve as a consideration for companies in designing marketing strategies to maintain brand image and increase consumer purchase intention amidst the dynamics of boycott movements.

Keywords: *Social Media Influencer, Brand Image, Purchase Intention, SEM-PLS, Theory of Planned Behavior.*