

**THE IMPACT OF INFLUENCER CREDIBILITY,
ONLINE BRAND IMAGE, AND LIFESTYLE TO
ONLINE PURCHASE INTENTION THROUGH
ATTITUDE TOWARDS BRAND AS MEDIATOR OF
SHOPEE INDONESIA**



BY:

MARIBELLE GRISELDA REFORIN

3303017017

INTERNATIONAL BUSINESS MANAGEMENT

FACULTY OF BUSINESS

WIDYA MANDALACATHOLIC UNIVERSITY

SURABAYA

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BY:
MARIBELLE GRISELDA REFORIN
3303017017

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FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY
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APPROVAL PAGE

UNDERGRADUATE THESIS

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IMAGE AND LIFESTYLE TO ONLINE PURCHASE
INTENTIONTHROUGH ATTITUDE TOWARDS
BRAND AS MEDIATOR OF SHOPEE INDONESIA**

BY:

MARIBELLE GRISELDA REFORIN

3303017017

Approved and Accepted

To be Submitted to the Panel Team

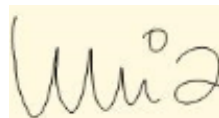
Advisor I,



(Dr. Dra.Ec Lydia Ari , M.M.)

Date: 5 January 2021

Advisor II,



(Maria Mia Kristanti, SE.,MM.)

Date: 5 January 2021

RATIFICATION PAGE

Thesis that is written by Maribelle Griselda Reforin NRP. 3303017017 has been examined on January 25, 2021 and declared to have passed by the Panel of Examiners

Head of Examiner



Dr. Dra.Ec Lydia Ari, M.M.

NIDN. 0727036701

Confirmed by:

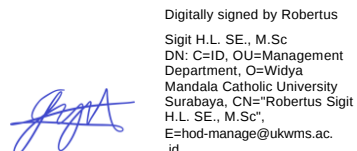
Dean of Business Faculty,



Dr. LodovicusLasdi, MM., Ak., CA., CPA. Robertus Sigit H.L., SE., M.Sc.

NIDN. 0713097203

Head of Department,



Digitally signed by Robertus
Sigit H.L. SE., M.Sc
DN: C=ID, OU=Management
Department, O=Widya
Mandala Catholic University
Surabaya, CN="Robertus Sigit
H.L. SE., M.Sc",
E=hod-manage@ukwms.ac.
id
Reason: I am approving this
document
Location: Surabaya
Date: 2021-01-28 13:38:51

NIDN. 0703087902

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I, the undersigned below:

Name : Maribelle Griselda Reforin

NRP : 3303017017

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FOREWORDS

First and foremost, praise and thank goes to my savior Jesus Christ for the many blessing undeservingly bestowed upon me. The final of this paper is organized as a graduation requirement that must be met to obtain a degree in Economics at the Faculty of Business Management Department of Widya Mandala Catholic University in Surabaya. The final preparation of the final report will not work properly without the help, guidance, and support from various parties. Therefore, the author would like to thank:

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The Impact of Influencer Credibility, Online Brand Image, and Lifestyle to Online Purchase Intention through Attitude towards Brand as mediator of Shopee Indonesia

ABSTRACT

Now the world is changing, it is facing a digitalization era. Everything changes from analog to digital, and people has to follow the fast changing era otherwise they can't adapt to the nowadays condition. With this condition,indonesian society has now begun to switch to the digital world, this is marked by the many print media industries that have switched to online. E-Commerce known as Electronic Commerce or Internet Commerce. E-Commerce is all buying and selling activities conducted through electronic media. This is a new shopping lifestyle that customers do to purchase activities. Shopee is an example of marketing using the media Internet. The success of Shopee itself is motivated by an aggressive marketing strategy. This study aimed to know the impact of influencer, online brand image, and shopping lifestyle to online purchase intention through attitude toward brand as mediator of Shopee Indonesia. A total of 150 respondents who knows Influencer and attracted to Shopee Indonesia participated in this research. The research result shows that credibility of influencer not give significant impact to attitude towards brand and online purchase intention in Shopee Indonesia. Which indicated that influencer can't affect consumers to buy product at Shopee Indonesia. Finally, researcher discussed the implication of the findings for the future development of Shopee Indonesia.

Keyword: Influencer Credibility, Online Brand Image, Lifestyle, Attitude Towards Brand and Online Purchase Intention, Shopee Indonesia

Dampak Influencer Credibility, Online Brand Image, dan Lifestyle terhadap Online Purchase Intention dengan Attitude Towards Brand sebagai mediator terhadap Shopee Indonesia

ABSTRAK

Sekarang dunia sedang berubah, sedang menghadapi era digitalisasi. Segala sesuatu berubah dari analog ke digital, dan orang harus mengikuti jaman yang berubah dengan cepat jika tidak mereka tidak dapat beradaptasi dengan kondisi saat ini. Dengan kondisi tersebut masyarakat Indonesia kini sudah mulai beralih ke dunia digital, hal ini ditandai dengan banyaknya industri media cetak yang beralih ke online. E-Commerce dikenal dengan Electronic Commerce atau Internet Commerce. E-Commerce adalah segala aktivitas jual beli yang dilakukan melalui media elektronik. Ini merupakan gaya hidup belanja baru yang dilakukan pelanggan untuk melakukan aktivitas pembelian. Shopee adalah contoh pemasaran dengan menggunakan media internet. Kesuksesan Shopee sendiri dilator belakanginya oleh strategi pemasaran yang agresif. Penelitian ini bertujuan untuk mengetahui pengaruh influencer, citra merek online, dan gaya hidup berbelanja terhadap niat beli online melalui sikap terhadap merek sebagai mediator Shopee Indonesia. Sebanyak 150 responden yang mengenal Influencer dan tertarik dengan Shopee Indonesia berpartisipasi dalam penelitian ini. Hasil penelitian menunjukkan bahwa kredibilitas influencer tidak berpengaruh signifikan terhadap sikap terhadap merek dan niat beli online di Shopee Indonesia. Artinya influencer tidak dapat mempengaruhi konsumen untuk membeli produk di Shopee Indonesia. Terakhir, peneliti membahas implikasi dari temuan tersebut untuk perkembangan Shopee Indonesia kedepan.

Kata Kunci: Influencer Credibility, Online Brand Image, Lifestyle, Attitude Towards Brand and Online Purchase Intention, Shopee Indonesia