

**PENGARUH KREDIBILITAS ISYANA SARASVATI DALAM IKLAN  
APLIKASI BELANJA ONLINE LAZADA TERHADAP SIKAP  
KONSUMEN: SURVEI PADA FOLLOWERS AKUN INSTAGRAM  
@LAZADA\_ID**

**ARDHIKA**

**ABSTRAK**

Penelitian ini bertujuan mengetahui pengaruh kredibilitas Isyana Sarasvati dalam iklan Lazada terhadap sikap konsumen pada *followers* akun Instagram @lazada\_id, dengan menggunakan teori kredibilitas sumber.

Metode yang digunakan adalah kuantitatif eksplanatif dengan sampel 100 *followers* akun Instagram @Lazada\_id, yang diambil menggunakan *purposive sampling* dari populasi 3.302.315 pengikut. Tujuh teknik analisis data kuantitatif, termasuk uji validitas, uji reliabilitas, uji normalitas, uji korelasi, uji koefisien determinasi, uji regresi, dan uji hipotesis, diterapkan menggunakan *Statistical Package for the Social Sciences* (SPSS).

Hasil uji koefisien determinasi menunjukkan pengaruh signifikan (73,3%) dari kredibilitas Isyana Sarasvati terhadap sikap konsumen, dengan 26,7% dipengaruhi faktor lain yang tidak diteliti pada penelitian ini. Hasil uji korelasi yang positif (0,856) menunjukkan arah pengaruh kredibilitas Isyana Sarasvati terhadap sikap konsumen. Uji F menunjukkan signifikansi simultan, dan uji *t* menolak  $H_0$  dan menerima  $H_a$ , menunjukkan pengaruh kredibilitas Isyana Sarasvati terhadap sikap konsumen. Temuan ini mendukung teori kredibilitas sumber dengan respons positif dari responden terhadap kredibilitas tinggi Isyana Sarasvati. Hal ini membuktikan bahwa ia memenuhi elemen-elemen kunci kredibilitas, termasuk keterpercayaan, keahlian, daya tarik fisik, dan daya tarik psikologis. Oleh karena itu, dalam menyampaikan informasi tentang iklan Lazada “Pengiriman Cepat Gratis Ongkir”, Isyana Sarasvati dianggap dapat dipercaya dan mampu memengaruhi sikap *followers* Instagram @lazada\_id dalam dimensi kognitif, afektif, dan konatif.

Kata Kunci : Kredibilitas, Sikap Konsumen, Iklan, Kredibilitas Sumber, Aplikasi Belanja *Online*

**INFLUENCE OF ISYANA SARASVATI'S CREDIBILITY IN LAZADA'S  
ONLINE SHOPPING APPLICATION ADVERTISEMENT ON  
CONSUMER ATTITUDE: A STUDY ON THE FOLLOWERS OF THE  
INSTAGRAM ACCOUNT @LAZADA\_ID**

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**ABSTRACT**

This research aims to investigate the influence of Isyana Sarasvati's credibility in Lazada advertisements on consumer attitudes among followers of the Instagram account @lazada\_id, utilizing the source credibility theory.

The method employed is explanatory quantitative with a sample of 100 followers from the Instagram account @lazada\_id, selected through purposive sampling from a population of 3.302.315 followers. Seven quantitative data analysis techniques, including validity test, reliability test, normality test, correlation test, coefficient of determination test, regression test, and hypothesis test, were applied using the Statistical Package for the Social Sciences (SPSS)

The results of the coefficient of determination test indicate a significant influence (73,3%) of Isyana Sarasvati's credibility on consumer attitudes, with 26,7% influenced by other factors not examined in this study. A positive correlation test result (0,856) shows the direction of Isyana Sarasvati's credibility influence on consumer attitudes. The *F*-test indicates simultaneous significance, and the *t*-test rejects  $H_0$  and accepts  $H_a$ , demonstrating the influence of Isyana Sarasvati's credibility on consumer attitudes. These findings support the source credibility theory with a positive response from respondents towards Isyana Sarasvati's high credibility. This confirms that she fulfills key elements of credibility, including trustworthiness, expertise, physical attractiveness, and psychological appeal. Therefore, in conveying information about Lazada's "Fast and Free Shipping" advertisement, Isyana Sarasvati is considered trustworthy and capable of influencing the attitudes of Instagram followers @lazada\_id in cognitive, affective, and conative dimensions.

Keywords : Credibility, Consumer Attitude, Advertisement, Source Credibility, Online Shopping Application