

## ABSTRAK

### **PENGARUH KREDIBILITAS SUMBER NIKITA MIRZANI TERHADAP MINAT BELI *TREATMENT* PERAWATAN KULIT BENING'S CLINIC DENGAN MEDIASI BRAND IMAGE (SURVEI PADA PENGIKUT AKUN INSTAGRAM @BENINGSCLINIC\_JAKARTA)**

Penelitian ini bertujuan untuk mengetahui pengaruh kredibilitas sumber Nikita Mirzani terhadap minat beli *treatment* perawatan kulit Bening's Clinic, serta menganalisis peran *brand image* sebagai variabel mediasi dalam hubungan tersebut. Metode yang digunakan adalah kuantitatif dengan pendekatan eksplanatif melalui survei terhadap 400 responden yang merupakan pengikut aktif akun Instagram @beningsclinic\_jakarta dan telah melihat konten promosi Bening's Clinic yang menampilkan Nikita Mirzani. Teknik pengambilan sampel dilakukan dengan purposive sampling dan teknik analisis data menggunakan Structural Equation Modeling berbasis Partial Least Square (SEM-PLS) dengan *software* SmartPLS 4.0. Hasil penelitian menunjukkan bahwa kredibilitas sumber Nikita Mirzani berpengaruh signifikan terhadap minat beli *treatment* perawatan kulit di Bening's Clinic. Selain itu, *brand image* terbukti berperan sebagai variabel mediasi yang signifikan dalam hubungan antara kredibilitas sumber dan minat beli.

Kata Kunci: Variabel Mediasi, *Brand Ambassador*, Kredibilitas Sumber, *Brand Image*, Minat Beli

## **ABSTRACT**

### **THE EFFECT OF NIKITA MIRZANI'S SOURCE CREDIBILITY ON PURCHASE INTENTION FOR SKIN TREATMENT AT BENING'S CLINIC WITH BRAND IMAGE AS A MEDIATING VARIABLE (SURVEY OF @BENINGSCLINIC\_JAKARTA INSTAGRAM FOLLOWERS)**

This study aims to determine the effect of Nikita Mirzani's source credibility on purchase intention in Bening's Clinic skin care treatments and to analyze the role of brand image as a mediating variable in this relationship. The method used is quantitative with an explanatory approach through a survey of 400 respondents who are active followers of the Instagram account @beningsclinic\_jakarta and have viewed Bening's Clinic promotional content featuring Nikita Mirzani. The sampling technique employed purposive sampling, and data analysis utilized Structural Equation Modeling based on Partial Least Squares (SEM-PLS) using the SmartPLS 4.0 software. The research findings indicate that Nikita Mirzani's source credibility significantly influences purchase intent for skin care treatments at Bening's Clinic. In addition, brand image was found to play a significant mediating role in the relationship between source credibility and purchase intention.

**Keywords:** Mediating Variable, Brand Ambassador, Source Credibility, Brand Image, Purchase Intention