

ABSTRACT

The public's access to information expands and becomes simpler as technology advances, allowing for the generation of new data and even the emergence of novel behaviors like product purchases. As a fashion industry entrepreneur engaged in digital marketing, Brobromerch must be aware of consumer buying patterns, particularly when it comes to items that can pique their interest. The credibility of influencers and buying interest are the two variables that this study focuses on in relation to Brobrogoremerch. 100 people who are familiar with Brobromerch fashion products in Bandung participated in the descriptive quantitative research method. Purposive non-probability sampling is the method of sampling that is used. The SPSS 25 for Windows application was used to process the data provided by respondents in this study. The study's results for the buying interest variable and the influencer credibility variable, both based on descriptive analysis, are already in the excellent category by 88% and 88%, respectively. With a magnitude of influence of 63.1%, the credibility of influencers has a positive and significant effect on buying interest. The remaining 36.9% is influenced by other factors that have not been studied.

Keywords: Influencer Credibility; Buying Interest

