

ABSTRACT

Social media has become a strategic channel in influencing consumer purchasing intention in the digital era. Tjap Haji Restaurant uses Instagram and Influencers such as Mamank Kuliner to increase engagement and purchasing intention. Although Mamank Kuliner's engagement rate is higher than previous Influencers, consumer purchasing intention does not show a significant increase.

This study aims to explore the relationship between Influencer credibility, online engagement, and purchase intention to fill the gap. Where influencer credibility consists of trust, attractiveness and expertise as independent variables; online engagement as a mediating variable; and purchase intention as a dependent variable.

This study uses a quantitative approach with a questionnaire method, involving 400 purposive sampling respondents, namely viewers of the Tjap Haji content promoted by Mamank Kuliner. Data were obtained through an online questionnaire and analyzed using Partial Least Square-Structural Equation Modeling (PLS-SEM). The analysis includes the influence of the dimensions of Influencer credibility: trust, attractiveness, and expertise on purchasing intention, both directly and through online engagement mediation.

The analysis results show that The credibility of influencer Mamank Kuliner has a significant impact on the purchase intention at Tjap Haji restaurant, The credibility of influencer Mamank Kuliner has a significant impact on online engagement on Mamank Kuliner's Instagram social media, online engagement on Mamank Kuliner's Instagram social media has a significant impact on purchase intention at Tjap Haji restaurant, online engagement by Mamank Kuliner acts as a significant mediator in the relationship between the credibility of influencer Mamank Kuliner and purchase intention at Tjap Haji restaurant.

These findings provide valuable insights for Tjap Haji restaurant managers in selecting the right influencer to enhance engagement and purchase intention through social media. A practical recommendation for restaurant management is to focus on influencers with higher credibility and to increase follower interaction through more engaging and relevant content.

Keywords : Influencer Credibility, Online engagement, Purchase Intention