

ABSTRACT

In the era of ever-more-advanced information technology, social media provides marketers with a convenient means of communicating product information to consumers. Today, social media functions continue to evolve. Currently, social media is utilized not only to build relationships and communicate, but also to generate commercial value, Instagram being one example. Influencer credibility and sponsorship disclosure are the most critical factors influencing brand attitudes and driving purchase decisions.

This study examines the impact of influencer credibility and sponsorship disclosure in influencer marketing activities to establish consumer attitudes (brand attitudes) and their impact on purchasing decisions. The population used in this study are consumers of the z generation who are active users of Instagram social media. The number of respondents in this study amounted to 100, with the data collection method done through a questionnaire. The analysis in this study was carried out using the SPSS analysis tool.

The results of this study indicate that including influencer credibility and sponsorship disclosure in influencer marketing activities carried out on Instagram can positively affect brand attitude. After that, the brand attitude that is built also has a positive effect on consumer purchasing decisions.

Keyword : Influencer Marketing, Influencer Credibility, Disclosure of Sponsorship, Brand Attitude, and Purchase Decision

