

**ANALYSIS OF THE IMPACT OF CREDIBILITY,  
ATTRACTIVENESS, AND INFLUENCER CONTENT ON  
ONLINE PURCHASE INTENTION THROUGH LIVE  
STREAMING**



**MASTER THESIS**

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**STUDY PROGRAM  
MASTER OF TECHNOLOGY MANAGEMENT  
FACULTY OF BUSINESS  
UNIVERSITAS MULTIMEDIA NUSANTARA  
TANGERANG  
2025**

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STREAMING**



**UMN**  
UNIVERSITAS  
MULTIMEDIA  
NUSANTARA

**MASTER THESIS**

Academic Research Project Report  
submitted satisfaction of the requirement for  
the Master of Management (M.M) degree  
at Master of Technological Management Study Program

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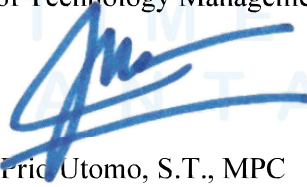
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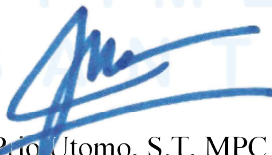
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## FOREWORD

Praise and thanks be to God Almighty for His mercy and grace, the author was able to complete this thesis entitled “Analysis of The Impact of Credibility, Attractiveness, and Influencer Content on Online Purchase Intention Through Live Streaming” as one of the requirements for obtaining a Master of Technology Management degree at Multimedia Nusantara University.

The process of writing this thesis would not have been possible without the support, guidance, and motivation from various parties. The author would like to express his deepest gratitude to:

1. Dr. Ir. Andrey Andoko, M.Sc., as the Rector of Universitas Multimedia Nusantara.
2. 2.Prof. Dr. Florentina Kurniasari T., S.Sos., as the Vice Rector for Research, Innovation, and Sustainability and as the Dean of the Faculty of Universitas Multimedia Nusantara.
3. Dr. Prio Utomo, S.T, MPC, as the Head of the Study Program Master of Technology Management Universitas Multimedia Nusantara.
4. Dr. Drs. J. Johny Natu Prihanto, M.M., as the first Advisor who has provided guidance, direction, and motivation for the completion of this final project.
5. Dr. Rajesh Prettypal Singh, S.S.,M.M., as the second Advisor who has provided guidance, direction, and motivation for the completion of this final project.
6. My family, who provided moral support, enabling me to complete this final project.
7. Hesti Oktaviani my wife, who has provided encouragement and motivation to complete this final project.

The author realizes that this thesis is far from perfect. Therefore, criticism and suggestions from readers are highly appreciated for future development. Hopefully, the results of this research can provide benefits, both academically and practically, especially in the field of digital marketing.

Tangerang, 1 July 2025



(Muhammad Zaldi Maulidin)





# ANALISIS PENGARUH KREDIBILITAS, DAYA TARIK, DAN KONTEN INFLUENCER TERHADAP NIAT BELI ONLINE MELALUI LIVE STREAMING

(Muhamma Zaldi Maulidin)

## ABSTRAK (Indonesia)

Perkembangan industri sosial commerce dan pemasaran melalui *live streaming* mempengaruhi perilaku konsumen dalam mengambil keputusan pembelian. Penelitian ini bertujuan mengkaji pengaruh kredibilitas influencer dan sikap pelanggan terhadap kesadaran merek, asosiasi merek, serta niat pembelian online. Metode yang digunakan adalah model persamaan struktural (SEM) dengan pendekatan kuantitatif, berdasarkan teori kredibilitas influencer dan persepsi pelanggan. Data diperoleh melalui kuesioner yang disebarkan kepada responden yang berpotensi melakukan pembelian melalui live streaming, dengan total 277 responden. Penelitian ini memberikan kontribusi teoritis dengan memperluas pemahaman tentang mekanisme pengaruh kredibilitas influencer dalam konteks *live streaming commerce* yang masih terbatas dalam literatur sebelumnya. Secara praktis, temuan ini dapat membantu *Brand* dalam merancang strategi influencer marketing yang lebih efektif untuk meningkatkan performa sales melalui platform *live streaming*.

**Kata kunci:** Kredibilitas influencer, sikap pelanggan, kesadaran merek, asosiasi merek, niat pembelian online, *Social Commerce*, *Live Streaming Marketing*

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***ABSTRACT (English)***

The rapid development of the social commerce industry and live streaming marketing influences consumer behavior in making purchase decisions. This study aims to examine the effects of influencer credibility and customer attitudes on brand awareness, brand association, and online purchase intention. The research employs a structural equation modeling (SEM) approach with a quantitative method, based on theories of influencer credibility and customer perception. Data were collected through questionnaires distributed to respondents who are potential buyers via live streaming, totaling 277 participants. This research makes a theoretical contribution by expanding the understanding of the influence mechanism of influencer credibility in the context of live streaming commerce, which is still limited in previous literature. Practically, the findings can assist brands in designing more effective influencer marketing strategies to improve sales performance through live streaming platforms.

***Keywords:*** *Influencer credibility, customer attitude, brand awareness, brand association, online purchase intention, social commerce, live streaming marketing*

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