

THE IMPACTS OF SOCIAL MEDIA INFLUENCER
MARKETING, BRAND CREDIBILITY, AND
CUSTOMER ATTITUDE TOWARD
PURCHASE INTENTION ON GRAB
SERVICES IN SURABAYA



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INTERNATIONAL BUSINESS MANAGEMENT STUDY PROGRAM
FACULTY OF BUSINESS
WIDYA MANDALA SURABAYA CATHOLIC UNIVERSITY
2021

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APPROVAL PAGE

THESIS
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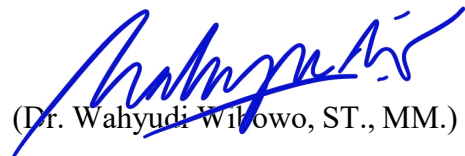
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Maxi Millian Haris

FOREWORDS

All praises to Jesus Christ for His blessings, love, wisdom, and guidance so that the researcher was able to complete this final assignment titled “The Impacts of Social Media Influencer Marketing, Brand Credibility, and Customer Attitude Toward Purchase Intention on Grab Services in Surabaya”. This final assignment is written as one of the requirements to obtain the title of Bachelor of Management from Faculty of Business, Widya Mandala Catholic University Surabaya. During the writing process of final assignment, the researcher appreciates all the help, supports, guidance, advice and critics from various sources. Thus, the author would like to express gratitude to:

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With this final assignment has been completed, the researcher is fully aware that this final assignment is not completely perfect. Thus, critics and constructive suggestions are accepted. In the end, the researcher hopes that this thesis will be beneficial for whom ever need it, for both academic use and practical use.

Surabaya, December 2021

Researcher,

A handwritten signature in black ink, appearing to read 'Maxi', written in a cursive style.

Maxi Millian Haris

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ABSTRACT

Grab Holdings Inc., commonly known as Grab, is a Southeast Asian technology company headquartered in Singapore and Indonesia. In addition to transportation, the company offers food delivery and digital payments services via a mobile app. Influencer marketing empowering the use of influencers to drive a brand's message to reach the target segment based on Lou, C. (2019), Marketing with social media isn't constantly identified with direct purchasing and selling. In this promotion, Grab can advertise content identified with the items or administrations advertised. By presenting the brand and giving it a decent impression, the public's trust will increment and increment deals change to deals. Seeing the expected job of Instagram made analysts keen on surveying Instagram from Grab based on Bismoaziiz, B. (2021). Based on purchase intention, this research is to analyze the impacts of social media Influencer marketing and Brand Credibility towards Purchase Intention with the mediating role of Customer Attitude on Grab services in Surabaya. This research is a causal study and uses a convenience sampling technique.

Total number of respondents is 146 respondents who live in Surabaya, at least 17 years old, have seen social media influencers do endorsement or advertisement toward Grab Services over the past three months. In order to participate in this research, respondents must fill out the questionnaire given by the researcher through Google form. Data collected in this process will be analyzed using Structural Equation Modeling technique with PLS as the tool.

In this research study proved that social media influencer marketing has a positive effect toward customer attitude, Brand credibility has a positive effect toward customer attitude, as well with Customer attitude has a positive effect toward purchase intention, social media influencer marketing has a positive effect toward purchase intention mediated by customer attitude, and Brand credibility has a positive effect toward purchase intention mediated by customer attitude.

ABSTRAK

Grab Holdings Inc., umumnya dikenal sebagai Grab, adalah perusahaan teknologi Asia Tenggara yang berkantor pusat di Singapura dan Indonesia. Selain transportasi, perusahaan menawarkan layanan pengiriman makanan dan pembayaran digital melalui aplikasi seluler. Pemasaran influencer memberdayakan penggunaan influencer untuk mengarahkan pesan merek untuk mencapai segmen target berdasarkan Lou, C. (2019), Pemasaran dengan media sosial tidak selalu diidentikkan dengan pembelian dan penjualan langsung. Dalam promosi ini, Grab dapat mengiklankan konten yang terkait dengan produk atau layanan yang diiklankan. Dengan menghadirkan merek dan memberikan kesan yang layak, kepercayaan publik akan meningkat dan meningkatkan perubahan kesepakatan menjadi kesepakatan. Melihat pekerjaan yang diharapkan dari Instagram membuat para analis tertarik untuk mensurvei Instagram dari Grab berdasarkan Bismoaziiz, B. (2021).

Jumlah responden sebanyak 146 responden yang berdomisili di Surabaya, berusia minimal 17 tahun, pernah melihat influencer media sosial melakukan endorsement atau iklan terhadap Layanan Grab selama tiga bulan terakhir. Untuk berpartisipasi dalam penelitian ini, responden harus mengisi kuesioner yang diberikan oleh peneliti melalui formulir Google. Data yang terkumpul dalam proses ini akan dianalisis menggunakan teknik Structural Equation Modeling dengan PLS sebagai alatnya.

Dalam penelitian ini penelitian membuktikan bahwa social media influencer marketing berpengaruh positif terhadap sikap pelanggan, kredibilitas merek berpengaruh positif terhadap sikap pelanggan, serta sikap pelanggan berpengaruh positif terhadap niat beli.