

ABSTRACT

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The Influence of the Indonesian National Team Brand Ambassador and Influencer Credibility on Purchase Interest of Erigo Sport Products on the TikTok Account @Timnasindonesia

Keyword: Brand Ambassador, Influencer Kredibility, Purchase Interest, TikTok

(xi+89+Appendices)

This research is based on the phenomenon of collaboration between the Indonesian National Team as a brand ambassador and through the National Team players who act as influencers on social media, especially TikTok. This study aims to determine the influence of the Indonesian National Team brand ambassador and influencer credibility on the purchase interest of Erigo Sport products on the TikTok account @Timnasindonesia. This research uses quantitative and uses a questionnaire as data collection, determined by the Slovin formula with a known population. The population of this study is TikTok followers @Timnasindonesia with a total of 400 respondents using a purposive sampling technique. The theoretical approach used is source credibility, this theory states that individuals are more easily influenced when the source conveying the message is credible. The higher the credibility of the source, the greater the influence in shaping the audience's views. The results show that collaboration between brand ambassadors and influencer credibility is proven effective in increasing consumer purchase interest on the TikTok social media platform @Timnasindonesia. These two variables have a positive relationship and influence the decision to purchase Erigo Sport products. From the results of the determination coefficient test, the R Square value is 0.497, so the Indonesian National Team brand ambassador and influencer credibility on purchasing interest is 49.7%, the remaining 50.3% is influenced by other factors outside the research.

Bibliography (2016 – 2025)