

**THE INFLUENCE OF DENNY SUMARGO'S CREDIBILITY VARIABLES AS AN
INFLUENCER ON BURGER BANGOR'S PURCHASE INTENTIONS**

THESIS

Presented as Partial Fulfilment of Requirements for the Degree of Sarjana Manajemen (S1) in
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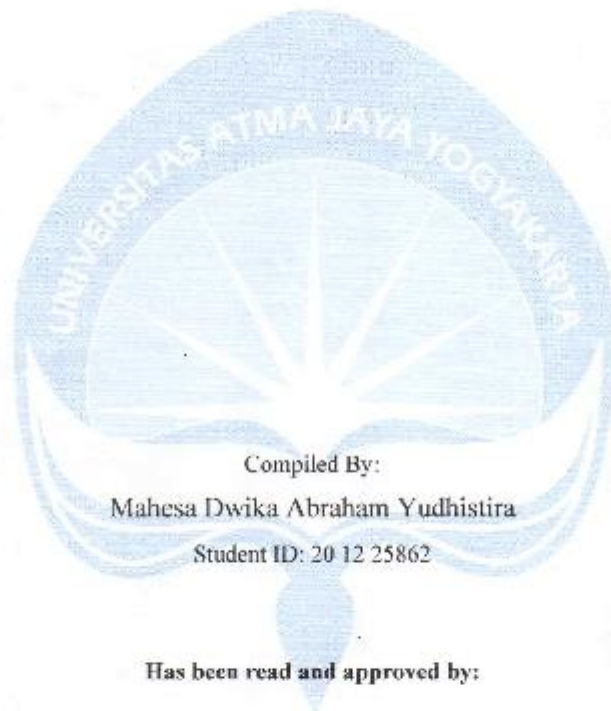
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Yogyakarta, 13 September 2024


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I, Mahesa Dwika Abraham Yudhistira, hereby declare that I compiled and completed my undergraduate thesis with the following title:

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Is fully created by myself as the researcher. All the references have been cited and stated in this thesis in the form of bibliography. It has been proven to the original and authentic writing of my final project with no plagiarism or theft of other project

Yogyakarta, 22nd October 2024



Mahesa Dwika Abraham Yudhistira

ABBREVIATIONS

F&B	Food and Beverages
I	Influencers

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ABSTRACT

Communication between brands and consumers can be connected through influencers. Influencers can influence consumers' purchase intentions and brand trust. However, there has not been much research on the effect of influencer credibility on the food and beverage industry, so this study will explore the impact of credibility and its dimensions on purchase intention. This research used a quantitative method and gathered data through questionnaires with responses measured on a Likert scale. Data that has been gathered will be analysed using SPSS software. Based on the result, this study accepted the four hypothesis, which (1) Denny Sumargo's credibility has a significant impact on the purchase intention of Burger Bangor, (2) Denny Sumargo's attractiveness has a significant impact on the purchase intention of Burger Bangor, (3) Denny Sumargo's trustworthiness has a significant impact on the purchase intention of Burger Bangor, and (4) Denny Sumargo's expertise has a significant impact on the purchase intention of Burger Bangor.

Keywords: Attractiveness, Credibility, Expertise, Influencer, Trustworthiness