

**The Influence of Influencer Credibility Towards Purchase Intention with
Brand Trust as a Mediator on Celloszxz and Hotto**

THESIS

Presented as Partial Fulfilment of Requirements for the Degree of Sarjana
Manajemen (S1) in International Business Management Program Faculty of
Business and Economics Universitas Atma Jaya Yogyakarta



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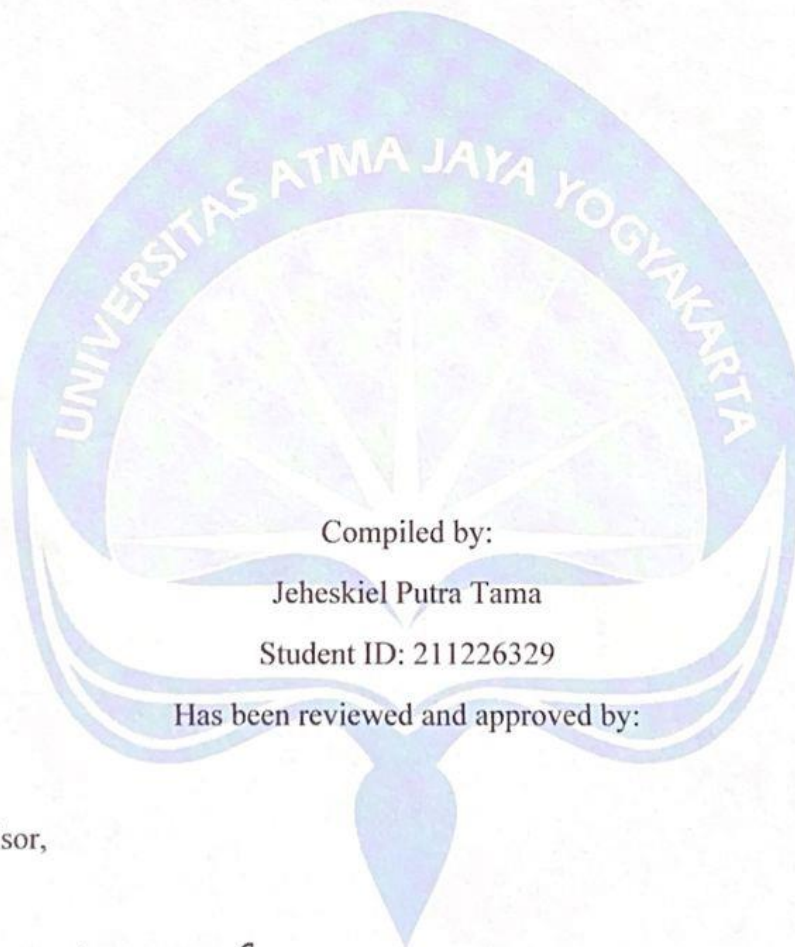
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**INTERNATIONAL BUSINESS MANAGEMENT PROGRAM
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UNIVERSITAS ATMA JAYA YOGYAKARTA
2025**

APPROVAL PAGE

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as a Mediator on Celloszx and Hotto**

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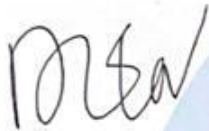
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Yogyakarta, 06 August 2025

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PREFACE

The author would like to express his deepest gratitude to God Almighty, whose guidance and blessings have enabled the successful completion of this thesis as part of the requirements for the undergraduate degree at Universitas Atma Jaya Yogyakarta. This thesis, entitled **“The Influence of Influencer Credibility Towards Purchase Intention with Brand Trust as a Mediator on Celloszxx and Hotto”**. is prepared to fulfill the academic requirements for obtaining a Bachelor’s degree (S1) in Management at the Faculty of Business and Economics, Atma Jaya University Yogyakarta.

The author fully acknowledges that the completion of this thesis would not have been possible without the continuous support, guidance, and prayers from many individuals. Therefore, with sincere humility, the author conveys his highest appreciation to:

1. To Jesus Christ as my God and my Saviour, for His love, wisdom, guidance, health, and continuous help throughout the entire process of completing this thesis from beginning to end.
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The author recognizes that this thesis still has limitations and remains open to improvement. Constructive criticism, suggestions, and feedback that may help strengthen this research are sincerely welcomed. It is the author's hope that this thesis can provide meaningful contributions to the field of study and offer positive benefits to readers and relevant stakeholders.

Yogyakarta, 6 August 2025

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Jeheskiel Putra Tama

MOTTO

“I can do all things through Him who strengthens me.”

Philippians 4:13

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The influence of Influencer Credibility on Purchase Intention with Brand Trust as a Mediator (Case Study: Cellosxz and Hotto).

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ABSTRACT

The rapid development of social media has contributed to the significant rise of influencer marketing, where influencers play an essential role in shaping audience perceptions and purchasing behavior. In this context, this study examines the influence of influencer credibility on purchase intention, with brand trust as a mediating variable, using Cellosxz as the influencer and Hotto as a multigrain beverage brand. This research adopts a quantitative approach with purposive sampling, targeting individuals who are familiar with Cellosxz, have seen his promotional content related to Hotto, and have never purchased the product before. A total of 281 valid responses were collected through an online questionnaire using a 5-point Likert scale. The data were analyzed using SmartPLS 4.0. The results indicate that influencer credibility has a positive and significant influence on brand trust and purchase intention. Furthermore, brand trust positively influences purchase intention and acts as a mediator in the relationship between influencer credibility and purchase intention. These findings emphasize the importance of establishing strong influencer credibility and brand trust to enhance consumer purchase intentions within the competitive health beverage market.

Keywords: Influencer Credibility, Brand Trust, Purchase Intention.