ABSTRAK

Alfia Seftianty Hamidah. 2026. Pengaruh Product Placement dan Kredibilitas Influencer Terhadap Minat Beli Konsumen Melalui Brand Awareness Sebagai Variabel Mediasi Pada Produk Tumbler Clair.Inc Studi Pada Penonton Live Streaming Marapthon Di Youtube Channel YB. Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Hari Purwanto, S. E., M. M. Pembimbing (II) Dr. Rizal Ula Ananta Fauzi, S. E., M. M.

Penelitian ini bertujuan untuk menganalisis pengaruh Product Placement dan Kredibilitas Influencer Terhadap Minat Beli Konsumen Melalui Brand Awareness Sebagai Variabel Mediasi Pada Produk Tumbler Clair.Inc Studi Pada Penonton Live Streaming Marapthon Di Youtube Channel YB. Penelitian menggunakan pendekatan kuantitatif dengan sampel sebanyak 384 responden yang dipilih menggunakan teknik accidental sampling. Pengumpulan data dilakukan melalui kuesioner dan dianalisis menggunakan IBM SPSS 2025.

Hasil penelitian menunjukkan bahwa product placement dan kredibilitas influencer berpengaruh positif dan signifikan terhadap brand awareness maupun minat beli. Brand awareness juga berpengaruh positif dan signifikan terhadap minat beli. Selain itu, brand awareness mampu memediasi pengaruh product placement dan kredibilitas influencer terhadap minat beli konsumen Tumbler Clair.inc pada penonton live streaming marapthon di youtube channel YB

Kata Kunci: Product Placement, Kredibilitas Influencer, Brand Awareness, Minat Beli

ABSTRACT

Alfia Seftianty Hamidah. 2026. The Influence of Product Placement and Influencer Credibility on Consumer Purchase Intention Through Brand Awareness as a Mediating Variable in Clair.Inc Tumbler Products: A Study of Marathon Live Streaming Viewers on the YB YouTube Channel. Undergraduate Thesis. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Advisor (I): Dr. Hari Purwanto, S.E., M.M. Advisor (II): Dr. Rizal Ula Ananta Fauzi, S.E., M.M.

This study aims to analyze the influence of product placement and influencer credibility on consumer purchase intention through brand awareness as a mediating variable in Clair.Inc tumbler products among viewers of marathon live streaming broadcasts on the YB YouTube Channel. This research employed a quantitative approach with a sample of 384 respondents selected using the accidental sampling technique. Data were collected through questionnaires and analyzed using IBM SPSS 2025.

The results indicate that product placement and influencer credibility have a positive and significant effect on both brand awareness and purchase intention. Brand awareness also has a positive and significant effect on purchase intention. Furthermore, brand awareness is proven to mediate the influence of product placement and influencer credibility on the purchase intention of Clair.Inc tumbler consumers among viewers of marapthon live streaming broadcasts on the YB YouTube Channel.

Keywords: Product Placement, Influencer Credibility, Brand Awareness, Purchase Intention