

ABSTRAK

Radina Eka Yunita. 2026. Pengaruh Kredibilitas *Influencer*, Kualitas Informasi, dan Kepercayaan Konsumen terhadap Minat Beli Kuliner UMKM di Kota Madiun (Studi Kasus pada Konten Kreator @ariemadione). Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dian Citaningtyas Ari Kadi, S.E., M.M. Pembimbing (II) Wiwin Juliyanti, S.E., S.Pd., M.Ak.

Penelitian ini bertujuan untuk menganalisis pengaruh kredibilitas *influencer*, kualitas informasi, dan kepercayaan konsumen terhadap minat beli kuliner UMKM di Kota Madiun dengan studi kasus pada konten kreator Instagram @ariemadione. Penelitian ini menggunakan pendekatan kuantitatif dengan sumber data berupa data primer yang diperoleh melalui penyebaran kuesioner kepada responden yang pernah melihat konten ulasan kuliner yang dipublikasikan oleh @ariemadione dan berdomisili di Kota Madiun. Teknik pengambilan sampel menggunakan purposive sampling. Pengumpulan data dilakukan melalui penyebaran kuesioner secara daring menggunakan Google Form. Analisis data dilakukan dengan bantuan perangkat lunak IBM SPSS Statistics versi 26 yang meliputi uji instrumen, uji asumsi klasik, analisis regresi linier berganda, uji koefisien determinasi (R^2), uji t, dan uji F.

Hasil penelitian menunjukkan bahwa kredibilitas *influencer* berpengaruh positif dan signifikan terhadap minat beli kuliner UMKM di Kota Madiun. Kualitas informasi berpengaruh positif dan signifikan terhadap minat beli kuliner UMKM di Kota Madiun. Kepercayaan konsumen juga berpengaruh positif dan signifikan terhadap minat beli kuliner UMKM di Kota Madiun. Secara simultan, kredibilitas *influencer*, kualitas informasi, dan kepercayaan konsumen berpengaruh signifikan terhadap minat beli kuliner UMKM di Kota Madiun.

Kata kunci : Kredibilitas *Influencer*, Kualitas Informasi, Kepercayaan Konsumen, Minat Beli, UMKM Kuliner.

ABSTRACT

Radina Eka Yunita. 2026. *The Influence of Influencer Credibility, Information Quality, and Consumer Trust on Purchase Intention for MSME Culinary Products in Madiun City (A Case Study of Content Creator @ariemadione)*. Undergraduate Thesis. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Supervisor (I) Dian Citaningtyas Ari Kadi, S.E., M.M. Supervisor (II) Wiwin Juliyanti, S.E., S.Pd., M.Ak.

This study aims to analyze the influence of influencer credibility, information quality, and consumer trust on purchase intention for MSME culinary products in Madiun City, focusing on the Instagram content creator @ariemadione. The study employs a quantitative approach using primary data obtained through questionnaires distributed to respondents residing in Madiun City who have viewed culinary review content published by @ariemadione. Purposive sampling was used as the sampling technique. Data collection was conducted via online questionnaires using Google Forms. Data analysis was performed using IBM SPSS Statistics version 26 software, covering instrument testing, classical assumption testing, multiple linear regression analysis, the coefficient of determination (R^2) test, the t-test, and the F-test.

The results indicate that influencer credibility has a positive and significant influence on purchase intention for MSME culinary products in Madiun City. Information quality has a positive and significant influence on purchase intention for MSME culinary products in Madiun City. Consumer trust also has a positive and significant influence on purchase intention for MSME culinary products in Madiun City. Simultaneously, influencer credibility, information quality, and consumer trust significantly influence purchase intention for MSME culinary products in Madiun City.

Keywords: *Influencer Credibility, Information Quality, Consumer Trust, Purchase Intention, MSME Culinary Products.*