

ABSTRAK

Nama : Lisa Dwi Yana
Program Studi : Manajemen
Judul : Pengaruh *Perceived Relevance* dan *Perceived Credibility* dari iklan media sosial TikTok terhadap *Purchase Intention* dengan *Brand Consciousness* sebagai mediasi.

Penelitian ini bertujuan untuk menganalisis pengaruh *perceived relevance* dan *perceived credibility* dari iklan media sosial TikTok terhadap *purchase intention* dengan *brand consciousness* sebagai mediasi. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 119 mahasiswa Fakultas Ekonomi dan Bisnis Universitas Malikussaleh. Data dianalisis menggunakan teknik *Partial Least Squares Structural Equation Modeling* (PLS-SEM) dengan bantuan aplikasi SmartPLS. Hasil penelitian menunjukkan bahwa *perceived relevance* dan *perceived credibility* berpengaruh signifikan terhadap *purchase intention*, selain itu *brand consciousness* terbukti mampu memediasi pengaruh kedua variabel tersebut terhadap *purchase intention*. Penelitian ini memberikan kontribusi praktis bagi pelaku bisnis untuk menyusun strategi iklan yang lebih relevan dan kredibel di media sosial TikTok, khususnya dalam industri fashion

Kata Kunci: *Perceived relevance, perceived credibility, brand consciousness, purchase intention*

ABSTRACT

Name : Lisa Dwi Yana
Study Program : Management
Title : *The Effect of Perceived Relevance and Perceived Credibility of TikTok social media advertisements on Purchase Intention with Brand Consciousness as mediation.*

This study aims to analyze the effect of perceived relevance and perceived credibility of TikTok social media advertising on purchase intention with brand consciousness as mediation. This study uses a quantitative approach with a survey method of 119 students of the Faculty of Economics and Business, Malikussaleh University. The data were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique with the help of the SmartPLS application. The results showed that perceived relevance and perceived credibility had a significant effect on purchase intention, besides that brand consciousness proved to be able to mediate the influence of these two variables on purchase intention. This research provides practical contributions for business people to develop more relevant and credible advertising strategies on TikTok social media, especially in the fashion industry.

Keywords: *Perceived relevance, perceived credibility, brand consciousness, purchase intention*