

**THE EFFECT OF INFLUENCERS ON DECISION-MAKING TO VISIT THE  
DESTINATION, ATTITUDE TOWARD THE AD, BRAND BELIEF, AND  
BRAND ATTITUDE AS MEDIATING VARIABLE**



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**PENGARUH INFLUENCER TERHADAP PENGAMBILAN KEPUTUSAN  
UNTUK MENGUNJUNGI DESTINASI, SIKAP TERHADAP IKLAN, BRAND  
BELIEF DAN SIKAP MEREK SEBAGAI VARIABEL MEDIASI**

***THE EFFECT OF INFLUENCERS ON DECISION-MAKING TO VISIT THE  
DESTINATION, ATTITUDE TOWARD THE AD, BRAND BELIEF, AND BRAND  
ATTITUDE AS MEDIATING VARIABLE***

**UNDERGRADUATE THESIS**

The requirements for a Bachelor's Degree at the Faculty of Economic and Business,  
International Program of Management and Business Universitas Muhammadiyah  
Yogyakarta



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STATEMENT PAGE

Whit this,  
Name : Tiar Riza Salsabila

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Declared the Undergraduate Thesis entitled "**THE EFFECT OF INFLUENCERS ON DECISION MAKING TO VISIT THE DESTINATION, ATTITUDE TOWARDS THE AD, BRAND BELIEF, AND BRAND ATTITUDE AS MEDIATING VARIABLES**" its content is truly the word of my own. I won't tolerate plagiarism or quotation in ways that are inconsistent with the prevailing ethics in the scientific community. On this statement, I am ready to bear any risk or any transaction following the applicable regular; if, in the future, it is found branching of scientific ethics, I am willing to accept the consequences.

Yogyakarta, 16 Januari 2023



Tiar Riza Salsabila



## MOTTO

”لَا تَقُولُوا لِمَنْ كَفَرْنَا بِهِ عَدُوٌّ عَلَيْنَا وَالَّذِينَ كَفَرُوا لَنَا عَدُوٌّ عَلَيْنَا”

*(Surat al-Baqarah: 216)*

**“The best revenge is to make yourself better.”**

*(Ali bin Abi Talib)*

**“Harus bisa, harus berani, semua pasti bakalan ngelewatin masa nya masing-masing”**

**(My Mom, Tetin Sutriyatin)**

## **DEDICATION**

This undergraduate thesis is dedicated to the researcher's parents; My parents Robbi Cahyadi, and my mother, Tetin Sutriyatin, also my brother Muhammad Ryan Cahyadi, as well as the entire extended family, who always pray for me and always provide support in everything, including in doing this thesis. The researcher would like to express the highest gratitude to the supervisor, Mrs. Indah Fatmawati, who has provided moral and material encouragement and has always provided motivation so that the researcher can complete this undergraduate thesis well. Researcher support system for the last four years; Ziyad Muqsith Ridho, Eva Mayoni, Sitti Cahyani Pontoh, Jovanka Neysha Artha Mevia Usmanij, Vitto Anggana, Muhammad Rangga Putra, and friends from IMABS 2018 who are often motivated in soft to harsh way, listen to researchers in good and bad conditions, always gives happiness, become good friends for researchers, and become a new family for researchers while in college. My best friends are Ziyad Muqsith Ridho, Frisca Tasya Rachda, Dhevindra Fara Ayesha, Miyah Syara, Tantri Amalinda, Alhayyu Maulidta, Salsabilah, Octavia Ghaisyani, who always encourage from beginning to end so that researchers can complete this research and always provide motivation to researchers. My Go-to friend Nadya Shabira, who always motivates researchers, gives researchers happiness when researchers get stressed, and encourages researchers so researchers can finish the thesis quickly.

## **FOREWORD**

Alhamdulillah, praise Allah the Almighty and the Most Merciful that I could finally finish my thesis to attain a bachelor's degree in economics because of His blessings. The author can complete a thesis entitled "The Effect of Influencers on Decision Making to visit the destination, Attitude Toward the Ad, Brand Belief and Brand Attitude as a mediating variable" This thesis is structured to fulfill one of the requirements in obtaining a Bachelor's degree at the Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta.

Afterward, this thesis is focused on knowing how significant the influence of the Influencer is in measuring the decision-making to visit the destination. Moreover, this thesis has chosen people who have been to Jakarta Aquarium as the respondents. There is also a requirement for who is eligible to answer each questionnaire for this study. Then the result is positively significant and can help marketers to use this strategy to encourage performance in marketing.

Furthermore, there are many struggling movements to do this thesis, such as spending time, money, et cetera. Then my family often support me during this thesis and also my friends. Finally, to complete this thesis, the authors get guidance and support both morally and materially from various parties. Therefore the authors say thank you as much as possible to:

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Yogyakarta,



TIAR

Tiar Riza Salsabila



## TABLE OF CONTENT

	<b>Pages</b>
<b>HALAMAN SAMBUL</b> .....	
<b>HALAMAN JUDUL</b> .....	
<b>HALAMAN ORISINALITAS</b> .....	i
<b>ABSTRAK</b> .....	ii
<b>KATA PENGANTAR</b> .....	iii
<b>DAFTAR ISI</b> .....	iv
<b>DAFTAR TABEL</b> .....	viii
<b>DAFTAR GAMBAR</b> .....	xi
<b>DAFTAR GRAFIK</b> .....	xii
<b>DAFTAR DIAGRAM</b> .....	xiii
<b>DAFTAR LAMPIRAN</b> .....	xiv
 <b>CHAPTER I</b>	
<b>INTRODUCTION</b> .....	1
1.1. Research Background .....	1
1.2. Research Question.....	9
1.3. Research Objective.....	10
1.4. Research Benefits.....	11
 <b>CHAPTER II</b>	

<b>LITERATURE REVIEW .....</b>	<b>17</b>
2.1. Persuasion Theory .....	17
2.2. Conceptual Definition.....	18
2.2.1. Attitude Towards the Advertising.....	25
2.2.2. Influencer.....	25
2.2.3. Brand Belief.....	25
2.2.4. Attitude Towards the Brand .....	25
2.2.5. Decision Making.....	25
2.3. Previous Research Result .....	26
2.4. Hypothesis Development.....	25
2.4.1. The Effect of Exposure to Influencer Advertising to Attitude Towards the Ads.....	26
2.4.2. The Effect of Exposure to Influencer Advertising to Brand Belief.....	27
2.4.3. The Effect of Exposure to Influencer Advertising to Attitude Towards the Brand .....	27
2.4.4. The Effect of Attitude Towards the Ads to Brands Belief.....	28
2.4.5. The Effect of Attitude Towards the Ad Decision Making to Visit The Destination .....	29
2.4.6. The Effect of Brand Belief to Decision Making to Visit The Intention .....	30

2.4.7.	Attitude Towards the Brand to Decision Making to Visit the Destination.....	31
2.4.8.	Attitude Towards the Brand Has Mediating Effect Exposure to Influencer Advertising and Decision Making to Visit the Destination .....	33
2.4.9.	Exposure to Influencer and Decision Making to Visit the Destination, Mediating by Brand Belief .....	34
2.4.10.	Exposure to Influence Advertising to Decision Making to Visit the Destination, Mediating by Attitude Towards the Brands .....	31
2.5.	Research Model.....	38

### **CHAPTER III**

<b>RESEARCH MODEL .....</b>	<b>40</b>
3.1. Research Approach and Design	
3.2. Respondents & Settings.....	43
3.3. Sample .....	45
3.4. Data Collection Method.....	46
3.5. Operational Definition.....	47
3.6. Instrument Testing .....	49
3.6.1. Validity Testing .....	57
3.6.2. Reliability Testing.....	57

3.7. Data Analysis .....	59
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## **CHAPTER IV**

<b>DATA ANALYSIS .....</b>	<b>63</b>
4.1. Overview .....	63
4.1.1. Description of Jakarta Aquarium .....	71
4.1.2. Description of Respondent .....	79
4.2. Instrument and Data Quality Test .....	92
4.2.1. Validity Testing .....	92
4.2.2. Reliability Testing .....	96
4.2.3. Statistics Descriptive .....	96
4.3. Research Results (Hypothesis Testing) .....	108
4.3.1. Discussion of Model Based on Theory .....	109
4.3.2. Creating a Flowchart (Path Diagram) .....	112
4.3.3. Conversion of Flowcharts into Structural Equations Model..	113
4.3.4. Matrix Input and Model Estimation .....	116
4.4. Structural Model Identification .....	99
4.5. Assessing the Goodness of Fit Criteria .....	108
4.6. Interpretation and Model Modification Model .....	99
4.7. Hypothesis Test .....	108
4.8. Discussion .....	108

**CHAPTER V**

<b>CONCLUSION</b> .....	127
5.1.Conclusion .....	127
5.2.Limitation of Research .....	129
5.3.Suggestion.....	130
<b>REFERENCES</b> .....	34



