

## ABSTRACT

*Endorser Credibility is a marketing strategy that is carried out from the influence of the use of the power of famous people, reference group members, and experts in recommending products as a promotional activity that is usually carried out by business people through celebrity support to influence consumers to buy products and services from the business. This strategy is carried out by one of the leading Online Travel Agents (OTA) in Indonesia, namely Traveloka, by conducting endorsers through TikTok celebrities so as to make consumers' perceptions of endorser credibility so that they can influence them in determining purchase intentions.*

*Based on source credibility theory, this study aims to examine the effect of the strength of Endorser Credibility and its influence on brand attitudes, brand credibility, and purchase intentions. By holding this research, it is hoped that it can become input and evaluation material for Traveloka Online Travel Agent (OTA) in optimizing the marketing it does.*

*In this research, the method that will be used is quantitative method with the type of research used is descriptive using SEM analysis which is processed with WARP PLS 7.0 software with a sample of 240 respondents. This study consists of three variables, namely Endorser Credibility as an independent variable, Purchase Intention as the dependent variable and Brand Attitude and Brand Credibility as a mediating or intervening variable.*

*Based on the research, Endorser Credibility has a positive and significant effect on Brand Attitude with a value of 0.705 and a significance  $<0.001$ , Brand Attitude has a positive and significant effect on Purchase Intention with a value of 0.564 and a significance  $<0.001$ , Endorser Credibility has a positive and significant effect on Brand Credibility with a value of 0.760 and significance  $<0.001$ , and Brand Credibility has a positive and significant effect on purchase intention with a value of 0.280 and a significance  $<0.001$ .*

*From the results of the research that has been carried out at this time, it is hoped that by conducting research on the Traveloka Online Travel Agency (OTA) it can be used as input for the object of research so that it can continue to develop and compete in the future.*

*Keywords: Endorser Credibility, Purchase Intention, Brand attitude, Brand Credibility, Online Travel Agent and Traveloka.*