

ABSTRACT

This study aims to analyze the influence of Social Media Influencer Marketing (SMIs) on consumers' *purchase intention* for the Kawasaki Ninja ZX-25RR in Indonesia, with influencer *credibility* as a mediating variable. The five SMI dimensions examined include *trustworthiness*, *likability*, *expertise*, *information quality*, and *entertainment value*.

Data were collected quantitatively through a survey using questionnaires from 300 respondents who had purchased the product and were familiar with promotional content by Harald Arkan. The analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0.

The results show that only *entertainment value* is significantly mediated by *credibility*. *Expertise*, *information quality*, and *trustworthiness* have a direct effect on *purchase intention*, while *likability* shows no mediating effect.

These findings suggest that consumers tend to respond directly to influencer attributes rather than through the perception of *credibility*. Nevertheless, *credibility* still plays an important role as a direct predictor. This study contributes to the digital marketing literature and offers practical recommendations for optimizing digital marketing strategies in the automotive industry.

Keywords: Social Media influencer Marketing, *credibility*, *purchase intention*, Kawasaki Ninja ZX-25RR, digital marketing.