

## **ABSTRACT**

*The COVID-19 pandemic that has hit the whole world has an impact on changes in consumer behavior in Indonesia. This change in behavior is also marked by public awareness to start a healthy lifestyle. One way is to eat foods rich in nutrients such as Cimory Squeeze. Based on the results of the Top Brand Award survey, Cimory is ranked 1st in the Top Brand Yogurt Index category. Even though it has been ranked 1st in the Top Brand Award, there are still various negative reviews on Cimory Squeeze's social media accounts. This indicates that there are consumers who are dissatisfied with Cimory Squeeze products which have an impact on consumer purchasing decisions. This study aims to determine how the influence of product design, brand attitude, and credibility of content creators on cimory squeeze purchasing decisions through buying interest in Generation Z in Bandung.*

*This study uses quantitative methods and data collection using a questionnaire. The sampling technique used is probability with simple random sampling method. The data analysis technique used is descriptive analysis and Structural Equation Model (SEM) using Smart PLS v3.3.5. The number of samples as many as 100 consumer respondents Cimory Squeeze in generation Z who live in the city of Bandung.*

*Based on the results of descriptive analysis, all variables, namely product design, brand attitude, content creator credibility, buying interest, and purchasing decisions are included in the good category because they reach a percentage score of 68% - 84%. In addition, all test results from each hypothesis have a  $t_{\text{statistics}}$  greater than the  $t_{\text{tabel}}$ , so it can be concluded that all hypotheses in this study are valid.*

*The conclusion of this study is that product design, brand attitude, and the credibility of the content creator each have a positive and significant effect on buying interest. Buying interest has a positive and significant effect on purchasing decisions. Then, product design, brand attitude, and the credibility of the content creator each have a positive and significant effect on purchasing decisions through buying interest.*

***Keywords: Product Design, Brand Attitude, Content Creator Credibility, Purchase Interest, Purchase Decision.***