

Pengaruh tingkat pemujaan selebriti, kesempatan bertemu selebriti, serta persepsi kongruensi selebriti dan produk terhadap perilaku membeli produk = The Influence of celebrity worship level, opportunity to meet celebrity, and perception of congruence between celebrity and product toward purchasing behavior

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Abstrak

Penelitian ini ingin melihat pengaruh pemujaan selebriti, kesempatan bertemu selebriti, serta persepsi kongruensi antara selebriti dan produk terhadap perilaku membeli produk yang di-endorse oleh selebriti tersebut. Dalam penelitian ini, selebriti yang dimaksud adalah grup band Slank. Celebrity attitude scale (Maltby, Houran, Lange, Ashe, & McCutcheon, 2002) digunakan untuk mengukur pemujaan selebriti, kesempatan bertemu selebriti diukur dengan jarak antara domisili partisipan dengan markas grup band Slank, serta persepsi kongruensi antara selebriti dan produk diukur dengan jarak makna semantik antara konsep 'grup band Slank' dan konsep 'produk'.

Hasil penelitian yang dilakukan kepada 80 partisipan memperlihatkan bahwa tingkat pemujaan selebriti tinggi hanya membuat partisipan membeli lebih banyak pada produk tertentu. Kesempatan bertemu dengan selebriti yang rendah justru membuat partisipan membeli lebih banyak produk yang di-endorse Slank. Hasil penelitian ini juga menunjukkan bahwa persepsi kongruensi yang tinggi antara konsep grup band Slank dan produk tidak membuat partisipan lebih membeli produk tersebut. Partisipan mempersepsikan kongruensi antara konsep grup band Slank dan produk yang di-endorse Slank secara lebih tinggi dibandingkan ketika mempersepsikan kongruensi antara konsep grup band Slank dan produk sejenis yang tidak di-endorse Slank.

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The aim of this present study was to examine the influence of celebrity worship level, opportunity to meet celebrity, and perception of congruence between celebrity and product toward purchasing behavior on product endorsed by celebrity. The celebrity intended in this study is Slank. Celebrity attitude scale (Maltby, Houran, Lange, Ashe, & McCutcheon, 2002) was used to measure celebrity worship, the opportunity to meet celebrity was measured by counting the distance between participant's domicilies and Slank's fanbase, and the perception of congruence between celebrity and product was measured using semantic meaning distance between 'Slank band' concept and 'product' concept.

The result from 80 participants shows that the level of celebrity worship only makes the participants to purchase more in certain products. In contrary, low opportunity to meet celebrity makes the participants to purchase more on products endorsed by Slank. Result from this study also shows that the high perception of congruence between Slank band and product does not make participants buy that product. Participant perceive higher in congruency between concept of Slank band and products endorsed by them, compare to congruency between concept of Slank band and other similar products not endorsed by them.