

Pengaruh celebrity brand dan user personality congruence dalam celebrity endorsement terhadap brand attitude dan dampaknya pada brand purchase intention: studi pada kolaborasi lipstick lokal Indie SAS C dengan Tyna Kanna Mirdad dalam sosial media Instagram = The impact of celebrity brand and user personality congruence on brand attitude and the impact on brand purchase intention: study on local Indie lipstick SAS collaboration with Tyna Kanna Mirdad in social media Instagram

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Abstrak

Penelitian ini mengadopsi penelitian yang dilakukan oleh Pradhan, Duraipandan dan Sethi (2014) di India. Objek penelitian tersebut adalah brand sepatu olahraga seperti Adidas, Nike, Puma dan Reebok. Tujuan penelitian adalah untuk mengetahui pengaruh kesesuaian kepribadian konsumen dengan merek (UP-BP congruence), kesesuaian merek dengan selebriti (BP-CP congruence), dan kesesuaian selebriti dan konsumen (CP-UP congruence) terhadap sikap brand (brand attitude atau BA) dan dampaknya pada minat beli (brand purchase intention atau BPI). Pengaruh celebrity-brand-user personality congruence terhadap brand purchase intention dimediasi oleh brand attitude (BA).

Pada penelitian ini, objek penelitian dikembangkan menjadi produk kosmetik lokal indie. Sebanyak 119 responden perempuan, yang familiar dengan Tyna Kanna Mirdad dan brand lipstick lokal indie SAS C, serta mengetahui lipstick Truly Mazing berpartisipasi dalam penelitian ini. Data dalam penelitian ini, dianalisa menggunakan Path Analysis, yang diolah menggunakan program SPSS 24. Hasil penelitian menunjukkan bahwa UP-BP congruence, BP-CP congruence, dan CP-UP congruence secara langsung tidak berpengaruh signifikan terhadap BA dan BPI. Akan tetapi, brand attitude (BA) berpengaruh signifikan terhadap brand purchase intention (BPI). Sehingga, melalui mediasi BA, UP-BP congruence, BP-CP congruence dan CP-UP congruence, berpengaruh signifikan terhadap brand purchase intention (BPI).

.....This study adopted research conducted by Pradhan, Duraipandan and Sethi (2014) in India. The object of the research is sport footwear brand such as Adidas, Nike, Puma and Reebok. The purpose of the study is to find out the influence of consumer-brands personality congruence (UP-BP congruence), brand-celebrities personality congruence (BP-CP congruence), and celebrities-user personality congruence (CP-UP congruence) on brand attitudes (BA) and their impact on brand purchase intention (BPI). The influence of celebrity-brand-user personality congruence on brand purchase intention is mediated by brand attitude (BA).

In this study, the object of research was developed into indie local cosmetic products. A total of 119 female respondents, who were familiar with Tyna Kanna Mirdad, the local indie lipstick brand SAS C and the Truly Mazing lipstick participated in this study. The data in this study were analyzed using Path Analysis, which was processed using the SPSS 24 program. The results showed that UP-BP congruence, BP-CP congruence, and CP-UP congruence did not significantly influence BA and BPI. However, brand attitude (BA) has a significant effect on brand purchase intention (BPI). Thus, through mediation BA, UP-BP congruence, BP-CP congruence and CP-UP congruence, have a significant effect on brand purchase intention (BPI).