

Analisis pengaruh key opinion leadership pada beauty blogger Instagram terhadap pembelian online produk kecantikan = Analysis of the influence of key opinion leadership on Instagram beauty blogger to online purchase of beauty product

Candra Retna Putri, author

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh Instagram Account Characteristic terhadap studi kasus Beauty Blogger Indonesia terhadap Consumer Purchase Intention yang terjadi di dalam transaksi online produk kecantikan dan perawatan diri. Penelitian juga berlandaskan pada peran mediasi Key Opinion Leadership yang dimiliki oleh Beauty Blogger Instagram dan Consumer Behavioral Intentions. Sampel yang digunakan dalam penelitian ini adalah para pengikut akun Instagram Beauty Blogger yang telah melakukan pembelian produk kecantikan secara online. Data diperoleh dan diolah dengan metode Structural Equation Modeling (SEM). Hasil penelitian menunjukkan bahwa aspek-aspek pada Instagram Account Characteristic memiliki pengaruh yang berbeda dalam hubungannya dengan Key Opinion Leadership, yaitu Perceived Originality dan Perceived Quality yang tidak memiliki pengaruh positif, Perceived Uniqueness menurunkan pengaruh secara negative dan Perceived Quantity yang berpengaruh secara positif terhadap Key Opinion Leadership. Hal tersebut kemudian menghasilkan pengaruh Key Opinion Leadership yang positif dan signifikan terhadap Consumer Behavioral Intentions pada aspek Intention to Interact dan Intention to Recommend tetapi tidak memiliki pengaruh positif terhadap aspek Intention to Follow the Advice. Ketiga aspek tersebut kemudian diperkuat secara positif dan signifikan dengan pengaruh moderasi, yaitu Online Interaction Propensity dan Perceived Fit with Personal Interest. Pada akhirnya menjadikan ketiga aspek pada Consumer Behavioral Intentions menunjukkan pengaruh positif terhadap Consumer Purchase Intention.This study aims to determine the effect of Instagram Account Characteristic on Indonesian Beauty Blogger case studies on Consumer Purchase Intention that occurs in online transactions of beauty and personal-care products. The research is also based on the mediating role of Key Opinion Leadership owned by Instagram Beauty Blogger and Consumer Behavioral Intentions. The samples used in this study are followers of the Instagram Beauty Blogger account who have purchased beauty products online. Data is obtained and processed using the Structural Equation Modeling (SEM) method. The results showed that the aspects of the Instagram Account Characteristics had a different influence in relation to Key Opinion Leadership, namely Perceived Originality and Perceived Quality that did not have a positive effect, Perceived Uniqueness decreases the influence negatively and Perceived Quantity that positively influences Key Opinion Leadership. This then resulted in a positive and significant effect of Key Opinion Leadership on Consumer Behavioral Intentions on aspects of Intention to Interact and Intention to Recommend but did not have a positive effect on the aspect of Intention to Follow the Advice. These three aspects are then reinforced positively and significantly with moderating influences, namely Online Interaction Propensity and Perceived Fit with Personal Interest. In the end it made the three aspects of Consumer Behavioral Intentions show a positive influence on Consumer Purchase Intention.