

Pengaruh kredibilitas opini pemimpin, kredibilitas merek, norma subyektif, sikap merek, terhadap niat membeli kosmetik lipstik merek "Urban Ecay" (survei: Mahasiswa Jurusan Komunikasi Universitas Indonesia) = The Influence of leader's Opinion credibility, brand credibility, subjective norms, brand attitude, against the intention to buy lipstick cosmetics brand "Urban Ecay" (survey: student of the Department of Communication, University of Indonesia)

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Abstrak

Merek "Urban Decay" merupakan salah satu merek kosmetik mewah yang cukup terkenal di pasar internasional. Ciri khas brand 'Urban Decay' high-end dan eksklusif menyasar generasi milenial. Penelitian ini menjelaskan pengaruh Kredibilitas Opinion Leader, Kredibilitas Merek, Norma Subyektif, Sikap Merek, Terhadap Niat Membeli Kosmetik Lipstik Merek 'Urban Decay' (Survei: Mahasiswa Fakultas Ilmu Komunikasi, Universitas Indonesia).

Metodologi penelitian menggunakan pendekatan kuantitatif dan teknik pengambilan sampel adalah sensus atau total sampling, dengan jumlah sampel penelitian yang diolah sebanyak 230 responden. Data penelitian diperoleh dengan menyebarkan kuesioner dan dianalisis menggunakan regresi berganda (regresi linier berganda) yang diolah dengan menggunakan aplikasi statistik SPSS 24.

Berdasarkan hasil penelitian menunjukkan bahwa secara parsial opini pemimpin, norma subyektif, sikap merek berpengaruh signifikan terhadap niat beli kosmetik lipstik merek Urban Decay. Variabel yang memberikan pengaruh paling kuat dan paling signifikan terhadap niat beli kosmetik lipstik merek Urban Decay adalah norma subjektif. Kemudian diikuti oleh variabel opini leader, kemudian sikap terhadap merek.

..... The "Urban Decay" brand is one of the most well-known luxury cosmetic brands in the international market. The distinctive feature of the high-end and exclusive 'Urban Decay' brand is targeting the millennial generation. This research explains the influence of Opinion Leader Credibility, Brand Credibility, Subjective Norms, Brand Attitude, Towards the Intention to Buy Lipstick Cosmetics Brand 'Urban Decay' (Survey: Student of the Faculty of Communication Sciences, University of Indonesia).

The research methodology uses a quantitative approach and the sampling technique is census or total sampling, with the number of research samples processed as many as 230 respondents. The research data were obtained by distributing questionnaires and analyzed using multiple regression (multiple linear regression) which was processed using the SPSS 24 statistical application.

Based on the results of the study showed that partially the opinion of the leader, subjective norms, and brand attitude have a significant effect on the purchase intention of Urban Decay brand lipstick cosmetics. The variable that has the strongest and most significant influence on the purchase intention of Urban Decay lipstick cosmetics is the subjective norm. Then followed by the opinion variable leader, then the attitude towards the brand.