

Analisis Faktor-Faktor yang Mempengaruhi Emotional Attachment, Vloggers Popularity, dan Purchase Intention Pemirsa terhadap Produk Kecantikan yang ditampilkan dalam Vlog (Studi Kasus : Beauty Vlogger Tasya Farasya) = Analysis Factors that Influence Emotional Attachment, Vloggers Popularity, and Viewers Purchase Intention of Beauty Products displayed in the Vlog (Case Study : Beauty Vlogger, Tasya Farasya)

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Abstrak

ABSTRAK

Penelitian ini bertujuan untuk meneliti pengaruh homophily terhadap emotional attachment serta pengaruh homophily, expertise, dan emotional attachment terhadap vloggers popularity dan pada akhirnya meneliti pengaruh emotional attachment, vloggers popularity, dan expertise terhadap purchase intention pemirsa pada produk kecantikan yang ditampilkan dalam vlog; dengan berfokus pada beauty vlogger bernama Tasya Farasya. Homophily sendiri dibagi menjadi empat dimensi yakni attitude, background, moral atau value, dan appearance. Penelitian ini menggunakan desain penelitian deskriptif yang dilakukan secara single cross-sectional melalui penyebaran kuesioner online kepada responden dengan menggunakan Google Form. Target responden penelitian ini adalah perempuan Indonesia berusia 15 tahun ke atas dan telah menonton video YouTube Tasya Farasya sebanyak minimal dua kali dalam tiga bulan terakhir (n = 430). Data yang diperoleh diolah menggunakan metode statistik Structural Equation Modeling (SEM) menggunakan perangkat lunak Lisrel 8.80. Hasil penelitian ini menunjukkan bahwa hampir semua dimensi homophily (attitude, moral atau value, dan appearance) secara signifikan memiliki dampak positif terhadap emotional attachment. Di sisi lain, semua dimensi homophily tidak memiliki dampak positif yang signifikan terhadap vloggers popularity. Kemudian, emotional attachment dan expertise juga ditemukan memiliki dampak positif yang signifikan terhadap vloggers popularity. Terakhir, peneliti menemukan bahwa emotional attachment dan expertise secara signifikan memiliki dampak positif terhadap purchase intention pemirsa sementara vloggers popularity tidak.

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ABSTRACT

This study aims to examine the influence of homophily towards emotional attachment and also the influence of homophily, expertise, and emotional attachment towards the popularity of vlogger and ultimately examine the influence of emotional attachment, the popularity of vlogger, and expertise on viewers purchase intention of beauty products displayed in vlogs; by focusing on case study of beauty vlogger named Tasya Farasya. Homophily itself is divided into four dimensions including attitude, background, moral or value, and appearance. This study uses a descriptive research design conducted in a single cross-sectional through the distribution of online questionnaires to the respondents using Google Form. The target respondent of this study were Indonesian women aged 15 years and over and had watched YouTube videos of Tasya Farasya at least twice in the last three months (n = 430). The data obtained were processed using the Structural Equation Modeling (SEM) statistical method using LISREL 8.80 software. The results of this study indicate

that almost all dimensions of homophily (attitude, values, appearance) significantly have a positive impact on emotional attachment. On the other hand, all dimensions of homophily does not have a significant positive impact on the popularity of vlogger. Then, emotional attachment and expertise were also found to have a significant positive impact on the popularity of vlogger. In last, researcher found that emotional attachment and expertise significantly have a positive impact on purchase intention of the viewers while the popularity of vloggers does not.<i/>