

Pengaruh Trait Openness to Experience sebagai Moderator antara Kredibilitas Influencer Instagram dan Intensi Membeli = The Effect of Openness to Experience Trait in Moderating Instagram Influencer Credibility and Purchase Intention

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Abstrak

Penelitian ini bertujuan untuk melihat hubungan kredibilitas influencer Instagram dengan intensi membeli dan efek moderasi dari trait openness to experience terhadap kredibilitas influencer dalam mempengaruhi intensi membeli. Kredibilitas influencer Instagram dan intensi membeli diukur menggunakan alat ukur dari penelitian oleh Müller, Mattke, dan Maier (2019). Trait openness to experience diukur menggunakan alat ukur Big Five Inventory yang dikembangkan oleh John, Donahue, dan Kentle (1991) yang telah diadaptasi oleh Ramdhani (2012). Partisipan terdiri dari 312 perempuan berusia 18 sampai 24 tahun. Hasil korelasi Pearson product moment menemukan: a.) terdapat hubungan signifikan dan positif antara kredibilitas influencer dan intensi membeli, dan b.) openness to experience tidak memoderasi kredibilitas influencer dalam mempengaruhi intensi membeli. Temuan penelitian ini dapat dimanfaatkan oleh influencer maupun brand dalam menentukan strategi pemasaran produk.

.....This study aimed to examine the relationship between Instagram influencers credibility and purchase intentions, and whether there was a moderation interaction from openness to experience personality trait. Instagram influencer credibility and purchase intentions were measured by questionnaire from previous study by Müller, Mattke, and Maiers (2019). Openness to experience was measured using Big Five Inventory (John, Donahue, Kentle, 1991) which had been adapted by Ramdhani (2012). Participants consisted of 312 women aged 18 to 24 years. Correlation using Pearsons product moment found that, a) there is a significant and positive relationship between influencers credibility and purchase intentions, and b) openness to experience trait did not moderate influencers credibility in influencing consumers purchase intentions. The findings of this study could be utilized both by influencers and brands in planning product marketing strategies.