

Pengaruh Sikap terhadap Iklan Sebagai Mediator antara Kredibilitas Influencer Instagram dan Intensi Membeli = The Effect of Attitude Toward Advertisement as A Mediator Between Credibility`s Influencer Instagram and Purchase Intention

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Abstrak

Penggunaan influencer Instagram sebagai media pemasaran dalam memasarkan produk semakin banyak di Indonesia, namun penelitian mengenai influencer masih sangat terbatas. Penelitian ini bertujuan untuk melihat pengaruh sikap terhadap iklan sebagai mediator antara kredibilitas influencer Instagram dan intensi membeli. Partisipan penelitian merupakan pengguna aktif Instagram berjenis kelamin perempuan yang berusia 18 sampai 24 tahun. Hasil analisis mediasi menunjukkan bahwa terdapat efek tidak langsung antara kredibilitas influencer dan intensi membeli melalui sikap terhadap iklan ($ab = 0,21$) 95% [0,82, 1,21]. Selain itu, terdapat efek langsung antara kredibilitas influencer dan intensi membeli ($c' = 0,16$, $p < 0,05$) 95% [0,05, 0,27]. Hal ini menunjukkan bahwa sikap terhadap iklan memediasi secara parsial antara kredibilitas influencer dan intensi membeli pada pengguna Instagram. Dengan demikian, hasil penelitian ini dapat digunakan oleh pelaku bisnis dalam memilih influencer yang akan diajak bekerjasama dengan memerhatikan kredibilitas yang dimiliki oleh influencer tersebut.

The use of Instagram influencer as a marketing media is getting bigger in Indonesia, but the research about influencer is still limited. This study aims to look at the effect of attitude toward advertisement as a mediator between credibility's influencer Instagram and purchase intention. The research participants were active Instagram users who were female aged 18 to 24 years. The results of the mediation analysis showed that there was an indirect relationship between the credibility of influencers and purchase intentions through attitudes towards advertising ($ab = 0.21$) 95% [0.82, 1.21]. In addition, there is a direct relationship between influencers credibility and purchase intention ($c' = 0.16$, $p < 0.05$) 95% [0.05, 0.27]. This shows that attitudes toward advertising partially mediate the relationship between influencers credibility and purchase intentions on Instagram users. Thus, the results of this study can be used by businessmen in selecting influencers who will be invited to collaborate by paying attention to the credibility of the influencers.