

Pengaruh self-control sebagai moderator antara kredibilitas influencer instagram dan intensi membeli = The effect of self-control in moderating instagram influencer credibility and purchase intention.

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Abstrak

Terkadang individu tidak mampu untuk mengontrol tingkat self-control yang menyebabkannya mudah terpengaruh orang lain. Salah satu pemberi pengaruh yang banyak ditemui adalah influencer yang dapat memunculkan intensi membeli dalam diri individu. Penelitian ini bertujuan menguji hubungan kredibilitas influencer Instagram dengan intensi membeli serta menguji efek moderasi self-control pada hubungan antara kredibilitas influencer dengan intensi membeli. Kredibilitas influencer dan intensi membeli diukur menggunakan alat ukur yang dikembangkan oleh Müller, Mattke, dan Maier (2018) dan self-control diukur menggunakan Brief Self-Control Scale yang dikembangkan oleh Tangney dkk. (2004). Partisipan penelitian ini adalah 203 perempuan yang berumur 18 – 24 tahun. Hasil analisis menunjukkan adanya hubungan positif dan signifikan antara kredibilitas influencer Instagram dan intensi membeli serta adanya moderasi self-control sebesar 32% dalam hubungan antara kredibilitas influencer dan intensi membeli. Hasil penelitian ini dapat dijadikan acuan kegiatan promosi yang melibatkan influencer.

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Sometimes individuals are unable to have a good self-control which causes them to be easily influenced by others. One of the most common influencers is social media influencers who can generate purchase intentions. This study aimed to examine the relationship between Instagram influencer's credibility and purchase intention and to examine the effect of self-control moderation on the relationship between influencer's credibility and purchase intention. Influencer's credibility and purchase intention were measured using a tool developed by Müller, Mattke, and Maier (2018) and self-control was measured using Brief Self-Control Scale developed by Tangney et al. (2004). The participants were 203 women aged around 18-24 years. The results show that there is a positive and significant relationship between Instagram influencer's credibility and purchase intention and there is self-control moderation as high as 32% in the relationship between influencer's credibility and purchase intention. Thus, this research can be used as a reference for promotional activities involving influencers.