

Pengaruh kredibilitas pendukung “Abel Cantika” terhadap sikap merek, kredibilitas merek, dan minat beli pengikut milenial akun Instagram Make Over = The effect of endorser “Abel Cantika” credibility on brand attitude, brand credibility, and purchase intention of millennial followers on make over Instagram

Christie Kirana, author

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Abstrak

Saat ini sektor industri kosmetik lokal di Indonesia sedang tumbuh dengan pesat. Salah satu merek kosmetik lokal adalah Make Over, yang menggunakan influencer endorsement sebagai strategi pemasarannya.

Penelitian ini bertujuan untuk menguji pengaruh kredibilitas influencer endorser Abel Cantika terhadap sikap merek, pengaruh sikap merek terhadap minat beli pengikut milenial Instagram Make Over, pengaruh kredibilitas influencer endorser Abel Cantika terhadap kredibilitas merek Make Over, dan pengaruh kredibilitas merek Make Over terhadap minat beli pengikut milenial Instagram Make Over. Penelitian ini menggunakan pendekatan kuantitatif dengan online survey untuk mengumpulkan data. Hasil penelitian menunjukkan kredibilitas influencer endorser berpengaruh positif terhadap sikap merek, sikap merek berpengaruh positif terhadap minat beli, kredibilitas influencer endorser berpengaruh positif terhadap kredibilitas merek, dan kredibilitas merek berpengaruh positif terhadap minat beli. Penelitian ini merekomendasikan agar Make Over perlu memilih influencer yang memiliki karakteristik yang menarik untuk menjadi influencer endorser agar meningkatkan sikap merek dari konsumen terhadap Make Over, Make Over perlu menjadikan Abel Cantika sebagai brand ambassador ataupun influencer endorser tetap dari Make Over, dan, Make Over perlu untuk meningkatkan kredibilitas merek dengan mempertahankan nama dari Make Over dikalangan konsumen.

.....Nowdays local cosmetic indusrty sector in Indonesia is growing rapidly. One of the local cosmetic brand is Make Over, which is uses influencer endorsement its marketing strategy. This study aims to examine the effect of influencer endorser credibility “Abel Cantika” on brand attitude, the effect of brand attitude on purchase intention of millennial followers of Make Over Intagram, the effect of influencer endorser credibility “Abel Cantika” on Make Over brand credibility, and the effect of Make Over brand Credibility on purchase intention of millennial followers of Make Over Intagram. In this study the researcher used influencer endorser credibility, brand attitude, and brand credibility theory from Wang et al., and purchase intention theory from Chin et al. This study uses a quantitative approach with online survey methods for collecting data. The results of this study indicate that influencer endorser credibility positively influences brand attitude, brand attitude positively influence purchase intention, influencer endorser credibility positively influences brand credibility, and brand credibility positively influence purchase intention. This research recommends that Make Over needs to choose influencers who have attractive characteristics to become endorser influencers in order to increase the brand attitude of consumers towards Make Over, Make Over needs to make Abel Cantika a brand ambassador or permanent endorser influencer of Make Over, and Make Over is needs to increase brand credibility by maintaining the name of the Make Over among consumers.