

Faktor - Faktor yang Memengaruhi Loyalitas Pengikut seorang Influencer di Instagram: Peran Interactivity terhadap Authenticity , Trust, dan Emotional Attachment = Factors Affecting Follower Loyalty of an Influencer on Instagram: The Role of Interactivity on Authenticity, Trust, and Emotional Attachment

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Abstrak

Penelitian ini bertujuan untuk mengetahui bagaimana pengikut loyal terhadap influencer dengan meninjau bagaimana peran dari Interactivity terhadap Authenticity, Brand Trust, dan Emotional Attachment dalam membangun Loyalty tersebut. Sampel yang diteliti adalah mereka yang mengikuti influencer di Instagram minimal tiga bulan lamanya, yang berdomisili di Indonesia dan berusia 18-34 tahun. Jumlah responden yang berhasil dikumpulkan pada penelitian ini adalah 331 responden. Data yang sudah berhasil dikumpulkan diolah menggunakan metode Structural Equation Modeling (SEM) dan software IBM AMOS 26. Penelitian ini lebih berfokus meneliti influencer sebagai human brand, dibanding sebagai brand endorser. Hasil penelitian ini menunjukkan bahwa Influencer Interactivity memiliki pengaruh signifikan terhadap Influencer Authenticity, Emotional Attachment, dan (Influencer) Brand Trust. Influencer Authenticity juga memiliki pengaruh signifikan terhadap (Influencer) Brand Trust, namun memiliki pengaruh yang tidak signifikan terhadap Emotional Attachment. Kemudian penelitian ini menemukan bahwa Emotional Attachment dan (Influencer) Brand Trust sama-sama dapat memengaruhi Loyalty. Saran manajerial dan penelitian selanjutnya dibahas dalam penelitian ini.

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This study aims to find out how followers are loyal to influencers by reviewing the role of Interactivity on Authenticity, Brand Trust, and Emotional Attachment in building Loyalty. The samples studied were those who had followed influencers on Instagram for at least three months, who were domiciled in Indonesia and aged 18-34 years. The number of respondents who were collected in this study were 331 respondents. The data that has been collected is processed using the Structural Equation Modeling (SEM) method and IBM AMOS 26 software. This study focuses more on examining influencers as human brands, rather than as brand endorsers. The results of this study indicate that Influencer Interactivity significantly effecting Influencer Authenticity, Emotional Attachment, and (Influencer) Brand Trust. Influencer Authenticity also significantly effecting (Influencer) Brand Trust, but not significantly effecting Emotional Attachment. Then this study found that Emotional Attachment and (Influencer) Brand Trust can both affect Loyalty. Managerial suggestions and further research are discussed in this study.