

Antecedents dari Attitude Toward Influencer dan Pengaruhnya Terhadap Brand Attitude dan Purchase Intention pada Audiens di Indonesia = Antecedents of Attitude Toward Influencer and The Impact on Brand Attitude and Purchase Intention of Audiences in Indonesia

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Abstrak

Perkembangan media sosial dimanfaatkan oleh pemilik brand maupun marketer menjadi channel untuk berkomunikasi dan berinteraksi dengan konsumen. Tidak sedikit perusahaan yang bekerjasama dengan influencer sebagai source of message untuk menawarkan produk atau brand. Namun pemilihan influencer yang tepat bukanlah hal yang mudah. Beberapa fenomena yang terjadi, pelaku usaha mendapatkan hasil yang kurang efektif dari penggunaan influencer marketing. Selain itu, dari literasi sebelumnya didapatkan bahwa kegagalan menemukan keseimbangan antara influencer dan brand dapat menghasilkan citra terbalik, yang menyebabkan kebingungan pelanggan dan sikap negatif terhadap brand. Penelitian dilakukan untuk menjawab fenomena dan permasalahan yang ada dengan mengidentifikasi faktor yang mempengaruhi attitude toward influencer di media sosial dan mencari tahu pengaruhnya terhadap brand attitude dan purchase intention. Penelitian ini merupakan pengembangan dari Theory of Planned Behavior dan elaborasi dari penelitian yang sudah ada sebelumnya dengan menggunakan Structure Equation Modelling (SEM). Hasil penelitian menunjukkan faktor-faktor yang dapat mempengaruhi attitude toward influencer diantaranya perceived credibility, trust, perceived expertise, perceived congruence, dan influencer-brand congruence. Selain itu, didapatkan bahwa attitude toward influencer berpengaruh positif terhadap brand attitude dan purchase intention. Secara praktis penelitian ini memberikan gambaran bagi pelaku usaha dan pemasar mengenai faktor-faktor yang mempengaruhi sikap konsumen Indonesia terhadap influencer sehingga dapat memilih influencer yang tepat dan memberikan dampak positif terhadap brand attitude dan purchase intention. Hal ini juga membantu pelaku usaha dan pemasar untuk memahami kontribusi influencer marketing terhadap brand attitude dan purchase intention.

.....The development of social media is used by brand owners and marketers as a channel to communicate and interact with consumers. Many companies have collaborated with influencers as a source of message to offer a product or brand. But choosing the right influencer is not an easy thing. Some phenomena that occur, business actors get less-effective results from the use of influencer marketing. In addition, from previous literature it was found that failure to find a balance between influencers and brands can result in a reversed image, which causes customer confusion and negative attitudes towards the brand. The research was conducted to answer existing phenomena and problems by identifying factors that influence attitudes toward influencers on social media and finding out their influence on brand attitudes and purchase intentions. This research is a development of the Theory of Planned Behavior and an elaboration of previous research using Structure Equation Modeling (SEM). The results of the study show that the factors that can influence attitudes toward influencers include perceived credibility, trust, perceived expertise, perceived congruence, and influencer-brand congruence. In addition, it was found that attitude toward influencers had a positive effect on brand attitude and purchase intention. Practically, this research provides an overview for business actors and marketers regarding the factors that influence Indonesian consumers' attitudes towards

influencers so that they can choose the right influencer and have a positive impact on brand attitude and purchase intention. It also helps businesses and marketers to understand the contribution of influencer marketing to brand attitude and purchase intention.