

Analisis pengaruh influencer attributes terhadap intensi untuk membeli produk perawatan kulit (skincare) dalam social media influencer marketing = The analysis of impacts of influencer attributes towards intention to buy skincare products in social media influencer marketing

Nafis Hafiyyan Ahmad, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20522407&lokasi=lokal>

Abstrak

Penelitian ini bertujuan untuk menganalisis faktor-faktor influencer attributes (attitude homophily, physical attractiveness, social attractiveness) memiliki pengaruh terhadap faktor-faktor perceived characterizations (trustworthiness, perceived expertise, parasocial relationship) dan juga faktor-faktor perceived characterizations (trustworthiness, perceived expertise, parasocial relationship) memiliki pengaruh terhadap intensi konsumen untuk membeli produk perawatan kulit (skincare). Penelitian ini menggunakan analisis deskriptif dengan menggunakan Google Form sebagai metode pengumpulan data kepada 250 responden di Indonesia yang memenuhi kriteria yang telah ditentukan seperti mengikuti salah satu influencer di media sosial, aktif. Metode sampling pada penelitian ini menggunakan non-probability sampling. Kemudian data tersebut diolah dan dianalisis dengan menggunakan aplikasi perangkat lunak SmartPLS 3.0. Penelitian ini menghasilkan temuan bahwa faktor influencer attributes (physical attractiveness) memiliki pengaruh terhadap faktor-faktor perceived characterizations (trustworthiness, perceived expertise, parasocial relationship). Namun, untuk faktor influencer attributes/attitude homophily dan social attractiveness) tidak berpengaruh terhadap perceived expertise.

.....This study aims to analyze the influencer attributes (attitude homophily, physical attractiveness, social attractiveness) that have an influence on the factors perceived characterizations (trustworthiness, perceived expertise, parasocial relationship) as well as the factors perceived characterizations (trustworthiness, perceived expertise, parasocial relationship) has an influence on consumer intentions to buy skin care products (skincare). This study uses descriptive analysis using Google Form as a data collection method to 250 respondents in Indonesia who meet predetermined criteria such as following one of the influencers on social media, being active. The sampling method in this study uses non-probability sampling. Then the data was processed and analyzed using the SmartPLS 3.0 software application. This study resulted in the findings that the influencer attributes (physical attractiveness) have an influence on the factors perceived characterizations (trustworthiness, perceived expertise, parasocial relationship). However, the influencer attributes (attitude homophily and social attractiveness) have no effect on perceived expertise.