

Pengaruh Endorser Credibility dan Country-Of-Origin Image terhadap Purchase Intention Produk Smartphone Asal Cina: Peran Mediasi Brand Attitude dan Brand Credibility = Impact of Endorsement Credibility and Country-Of-Origin Image on Chinese Brand Smartphone Purchase Intention: The Mediating role of Brand Attitude and Brand Credibility

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Abstrak

Tujuan dari penelitian ini adalah untuk mengevaluasi pengaruh youtuber endorsement terhadap brand attitude dan brand credibility dari smartphone asal Cina. Penelitian ini juga bertujuan untuk mengevaluasi pengaruh brand attitude dan brand credibility terhadap niat beli konsumen pada produk smartphone asal Cina. Analisis dari sikap merek melibatkan variabel Country-of-Origin Image (COO) karena persepsi umum tentang kualitas produk Cina yang dianggap negatif, dan diyakini mempengaruhi brand attitude dari konsumen. Structural Equation Modeling (SEM) akan digunakan untuk menganalisis data yang dikumpulkan melalui survei online dari 207 responden. Hasil penelitian menunjukkan bahwa Youtuber endorsement berpengaruh positif terhadap brand attitude dan brand credibility. Selanjutnya, attractiveness, trustworthiness, dan expertise ditemukan sebagai faktor yang mempengaruhi kredibilitas endorser serta trustworthiness dan expertise memiliki dampak terbesar pada kredibilitas endorser. Brand attitude dan brand credibility juga memiliki dampak positif terhadap niat beli konsumen pada produk smartphone Cina dan secara mengejutkan COO memiliki dampak positif pada brand attitude karena persepsi peningkatan kualitas produk. Penelitian ini menyoroti faktor-faktor penting yang menentukan kredibilitas endorser endorser dan diharapkan dapat digunakan oleh produsen smartphone asal Cina dalam merancang strategi pemasaran mereka.

.....The purpose of this research is to evaluate the impact of youtuber endorsement to brand attitude and brand credibility of Chinese brand smartphone. This research also intended to evaluate the impact of brand attitude and brand credibility on Chinese brand smartphone purchase intention. The investigation of brand attitude involves Country-of-Origin Image (COO) variable due to the general perception of the Chinese products quality which are considered negative, and it is believed to affect consumer brand attitude. Structural Equation Modelling (SEM) will be used to analyze the data that collected using online survey from 207 respondent. The result shows Youtuber endorsement has a positive impact to brand attitude and brand credibility. Furthermore, it is suggested that attractiveness, trustworthiness, and expertise are found to be the factors that impact endorser credibility and trustworthiness has the largest impact on endorser credibility. Brand attitude and brand credibility also have a positive impact to purchase intention of Chinese brand smartphones and COO surprisingly has a positive impact in brand attitude due to the perception of quality improvement in the products. This research highlights the important factors that determine the credibility of youtuber endorsement and expected to be used by smartphone companies in designing their marketing strategies.