

Pengaruh Influencer Interactivity dan Influencer Authenticity terhadap Brand Trust dan Emotional Attachment dalam menciptakan Loyalty (Studi Pada Pengikut Instagram Titan Tyra yang menggunakan Secondate) = The Effect of Influencer Interactivity and Influencer Authenticity towards Emotional Attachment and Brand Trust in order to create Loyalty for Secondate on Titan Tyra`s Instagram Followers

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh influencer interactivity dan influencer authenticity dari influencer bernama Titan Tyra terhadap emotional attachment dan brand trust dalam menciptakan loyalty untuk bisnisnya, yaitu Secondate. Penelitian menggunakan pendekatan kuantitatif dengan metode survei pada pengikut akun Instagram Titan Tyra dan hipotesis di uji menggunakan metode Structural Equation Modelling (SEM). Hasil olah data menunjukkan bahwa influencer interactivity memiliki pengaruh yang signifikan terhadap influencer authenticity dan emotional attachment. Kemudian, influencer authenticity berpengaruh signifikan terhadap brand trust. Serta, emotional attachment berpengaruh langsung dan tidak langsung signifikan pada loyalty.

.....This study aims to analyze the effect of influencer interactivity and influencer authenticity from an influencer named Titan Tyra on emotional attachment and brand trust in creating loyalty for her business, namely Secondate. This study uses a quantitative approach with a survey method on Titan Tyra`s Instagram followers and the hypotheses were tested using the Structural Equation Modeling (SEM) method. The results show that influencer interactivity significantly affects influencer authenticity and emotional attachment. Also, influencer authenticity has a significant effect on brand trust. Moreover, directly and indirectly, emotional attachment significantly affects loyalty through brand trust.