

Pengaruh Karakteristik Influencer Terhadap Loyalty to Influencer, Product Attitude, dan Purchase Intention = The Effect of Influencer Characteristics on Loyalty to Influencer, Product Attitude, and Purchase Intention

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Abstrak

Istilah influencer berkembang pesat seiring dengan perkembangan media sosial seperti Instagram dan Tiktok yang menjadi rumah bagi para influencer. Banyak peneliti sebelumnya yang telah membahas bagaimana pengaruh karakteristik influencer terhadap purchase intention, tetapi masih sangat jarang yang membahas bagaimana pengaruh karakteristik influencer terhadap loyalty to influencer, product attitude, dan purchase intention khususnya pada media sosial Instagram dan Tiktok. Sehingga penting bagi pemasar dan merek untuk dapat mengetahui karakteristik influencer apa saja yang dapat mempengaruhi purchase intention pada kedua platform media sosial ini. Secara umum karakteristik influencer terbagi atas 2 model yaitu Source Credibility Model dan Source Attractiveness Model yang dapat mempengaruhi kepercayaan konsumen yang selanjutnya dapat mempengaruhi loyalty to influencer, product attitude, dan purchase intention. Survey online dilakukan terhadap 450 pengguna media sosial Instagram dan Tiktok yang mengikuti akun influencer pada platform media sosial tersebut. Hasil penelitian ini menunjukkan bahwa baik pada media sosial Instagram maupun Tiktok, Authenticity merupakan karakteristik influencer yang paling mempengaruhi kepercayaan konsumen pada influencer, sedangkan daya tarik fisik tidak memiliki pengaruh yang signifikan dalam mempengaruhi kepercayaan pada influencer pada kedua media sosial ini.

.....The term influencer is growing rapidly along with the development of social media such as Instagram and Tiktok which are homes for influencers. Many previous researchers have discussed how influencer characteristics influence purchase intention, but it is still very rare to discuss how influencer characteristics influence purchase intention, especially on Instagram and Tiktok. So it is important for marketers and brands to be able to find out what characteristics of influencers can influence loyalty to influencer, product attitude, and purchase intention on these two social media platforms. In general, the characteristics of influencers are divided into 2 models, namely The Source Credibility Model and The Source Attractiveness Model which can affect consumer confidence which in turn can affect loyalty to influencer, product attitude, and purchase intention. Online survey was conducted on 450 users of Instagram and Tiktok who follow influencer accounts on these social media platforms. The results of this study indicate that both on Instagram and Tiktok, Authenticity is the characteristic of influencers that most influences consumer trust in influencers, while physical attractiveness does not have a significant influence on influencing trust in influencers on these two social media.