

# Pengaruh Trustworthiness Seorang Influencer, Customer Citizenship Behaviour, Customer Participation Behaviour, dan Expected Brand Value, terhadap Purchase Intention dalam High Involvement Product = Influencer's Trustworthiness, Customer Citizenship Behaviour, Customer Participation Behaviour, and Expected Brand Value towards Purchase Intention on High Involvement Product

Gabriele Faustine Hartawidjaja, author

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## Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh trustworthiness, customer citizenship behaviour, customer participation behaviour, dan expected brand value terhadap purchase intention dalam high involvement product. Penelitian ini menggunakan purposive sampling dengan pendekatan kuantitatif dan metode SEM-PLS yang menggunakan perangkat lunak SmartPLS versi 4. Hasilnya adalah semua pengaruh langsung signifikan kecuali customer participation behaviour. Semua pengaruh mediasi dan moderasi tidak signifikan. Penelitian ini memiliki kebaruan dalam segi influencer untuk high involvement product dengan variabel independen trustworthiness karena menggunakan influencer mobil sebagai objek penelitian serta penelitian dilakukan di negara yang berbeda dengan penelitian sebelumnya. Implikasi dari penelitian ini yaitu brand juga dapat meningkatkan perannya dalam mengeksplorasi media sosial dengan melakukan kampanye untuk menampung komunikasi dan interaksi seperti diskusi, ulasan, dan komentar Brand juga dapat mempertimbangkan apakah Fitra Eri merupakan influencer otomotif yang tepat untuk mempromosikan brand sesuai dengan tujuan yang ingin dicapai oleh brand.

.....Determine the effect of trustworthiness, customer citizenship behaviour, customer citizenship behaviour, and expected brand value towards purchase intention in high involvement product. This research uses purposive sampling, quantitative approach and SEM-PLS method with the Smart-PLS version 4 software. All direct effects are proven as significant, except for customer participation behaviour. There is no mediation effect and no moderation effect. Novelty of this research can be found in the research object itself, which is influencer's influence on products' high involvement with independent trustworthiness as variable, where automotive influencer is used as research object. Moreover, this research is conducted in a different country than previous research. Building trust is one of the most important things in ensuring the success of customer citizenship behavior, by giving key updates via various social media or brand influencer. Brand owners could also increase their own involvement in exploring social media, one of the examples is by doing campaign to communicate and interact with customers, reviews, comments, and votes. Brand owners could also consider whether Fitra Eri is the most suitable automotive influencer to promote their brand, in accordance with their objectives.