

Pengaruh Influencers Imitation terhadap Keputusan Pembelian melalui Materialisme (Studi pada Pengikut Instagram Tasya Farasya) = The Effect of Influencers Imitation on Purchase Decision through Materialism (Studies on Instagram followers of Tasya Farasya)

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Abstrak

Imitation of influencers merupakan salah satu motivasi konsumen dalam membeli produk yang direkomendasikan oleh influencer. Namun, belum banyak penelitian yang membahas imitation of influencers terutama memfokuskan pada salah satu influencer di sebuah platform. Penelitian ini bertujuan untuk menganalisis pengaruh imitation of influencers Tasya Farasya sebagai beauty influencer terhadap purchase decision pengikutnya pada produk kosmetik merek Luxcrime melalui materialisme sebagai variabel mediasi. Penelitian menggunakan pendekatan kuantitatif dengan teknik purposive sampling pada pengikut akun Instagram Tasya Farasya. Melalui metode survei, sampel pada penelitian ini berjumlah 150 dengan ketentuan pengikut tersebut pernah membeli produk Luxcrime. Hipotesis di uji dengan menggunakan metode Structural Equation Modelling (SEM) dengan software SmartPLS 3.0. Hasil penelitian menunjukkan bahwa imitation of influencer memiliki pengaruh signifikan terhadap materialisme dan purchase decision. Kemudian, materialisme berpengaruh signifikan terhadap purchase decision. Serta imitation of influencer berpengaruh secara tidak langsung terhadap purchase decision melalui materialisme.Imitation of Influencers is currently one of the main motivation of customers when purchasing products recommended by Influencers. However, studies that discuss Imitation of Influencers especially focused on one of influencers at specific social media platform are limited. The purpose of this study was analyze the effect of Tasya Farasya's imitation of influencer as a beauty influencer on the purchase decision of Luxcrime cosmetic products by her followers on Instagram through materialism as a mediating variable. Through the survey method, the sample in this study was 150 respondents who are Tasya Farasya's Instagram followers who had purchased Luxcrime's cosmetic products. The hypothesis was tested using the Structural Equation Modeling (SEM) method with SmartPLS 3.0 software. The results of the study showed that imitation of influencer has a significant influence on materialism and purchase decisions. Then, materialism has a significant effect on the purchase decision. As well as imitation of influencers indirectly influence the purchase decision through materialism.