

Analisis Faktor Attitude Toward TikTok Fashion Influencer Terhadap Brand Attitude dan Purchase Intention Konsumen pada Brand Fashion Lokal Wanita = Factor Analysis of Attitude Toward TikTok Fashion Influencers Against Brand Attitude and Consumer Purchase Intention on Local Women's Fashion Brands

Clarine Iralia, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920518904&lokasi=lokal>

Abstrak

Media sosial merupakan salah satu wadah besar dan potensial bagi pemasar untuk memasarkan sebuah produk atau layanan kepada khalayak luas. Media sosial menawarkan begitu banyak cara bagi para pemasar untuk memasarkan produk atau brand mereka, salah satunya adalah dengan bekerja sama dengan para influencers. Perusahaan-perusahaan menyadari adanya kekuatan persuasif yang dimiliki oleh para influencers atas para pengikutnya, dengan mengajak kerjasama para influencers agar mempromosikan produk mereka. Demikian penelitian ini akan melihat kontribusi influencers terhadap purchase intention konsumen terhadap brand fashion wanita lokal yang ada pada media sosial TikTok. TikTok merupakan salah satu media sosial incaran para pemasar, dimana video TikTok bergerak sesuai dengan tren yang ada. Tren dapat berupa gerakan, suara, hingga produk yang diunggah sebagai konten video oleh para pengguna. Pada masa kini, brand pakaian lokal Indonesia cukup diminati, tentu dengan adanya bantuan media sosial dan influencer sebagai media pemasaran. Penelitian ini juga akan difokuskan pada produk pakaian wanita, untuk melihat hasil penelitian yang lebih spesifik, dan berbeda dengan penelitian sebelumnya yang lebih general. Maka itu, penelitian ini akan difokuskan untuk brand fashion wanita yang berbasis di Indonesia, untuk memberikan gambaran yang berbeda dengan penelitian sebelumnya. Penelitian ini bertujuan untuk melihat faktor TikTok fashion influencer terhadap purchase intention brand local Wanita. Penelitian ini menggunakan pendekatan kuantitatif, melalui penyebaran kuesioner secara online kepada minimal 180 responden, menggunakan pendekatan purposive sampling. Data diolah menggunakan metode analisis Structural Equation Modeling (SEM). Hasil menunjukkan bahwa terdapat hubungan secara positif antara perceived credibility, trust, perceived behavioral control, perceived expertise, perceived congruence dengan attitude toward the influence. Kemudian adanya hubungan secara positif antara attitude toward the influence dengan brand attitude dan purchase intention, serta brand attitude dengan purchase intention. Namun, tidak terdapat hubungan antara subjective norms dengan attitude toward the influencer.

.....Social media is one of the big and potential forums for marketers to market a product or service to a wide audience. Social media offers so many ways for marketers to market their products or brands, one of which is by working with influencers. Companies recognize the persuasive power that influencers have over their followers, by inviting influencers to collaborate to promote their products. Thus, this study will look at the contribution of influencers to consumer purchase intentions towards local women's fashion brands on TikTok social media. TikTok is one of the social media targeted by marketers, where TikTok videos move according to existing trends. Trends can be in the form of movement, sound, to products uploaded as video content by users. Nowadays, local Indonesian clothing brands have very high demand, of course with the help of social media and influencers as marketing media. This research will also focus on women's clothing products, to see the results of research that are more specific, and different from previous research that is

more general. Therefore, this research will focus on women's fashion brands based in Indonesia, to provide a different picture from previous research. This study aims to look at the TikTok fashion influencer factor on the purchase intention of local women's brands. This study uses a quantitative approach, by distributing online questionnaires to a minimum of 180 respondents, using a purposive sampling approach. The data was processed using the Structural Equation Modeling (SEM) analysis method. The results show that there is a positive relationship between perceived credibility, trust, perceived behavioral control, perceived expertise, perceived congruence and attitude toward the influence. Then there is a positive relationship between attitude toward the influence with brand attitude and purchase intention, and brand attitude and purchase intention. However, there is no relationship between subjective norms and attitude toward the influencer.