

Fenomena Tren Hijrah di Kalangan Selebriti dan Pengaruhnya Terhadap Intensi Jual Beli Emas Berbasis Syariah: Pendekatan Theory Of Planned Behavior = The Effect of the Hijra Trend Phenomenon among Celebrities on Intention to Transact Gold Based on Islamic Law: Theory of Planned Behavior Approach

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Abstrak

Maraknya fenomena hijrah di kalangan para selebriti di Indonesia dewasa ini memberikan pengaruh yang kuat kepada masyarakat untuk meningkatkan pemahaman agama Islam, salah satunya transaksi jual beli emas yang sesuai dengan ketentuan syariah. Semakin maraknya fenomena tersebut membuat lembaga jual beli emas berbasis syariah dapat menerapkan strategi pemasaran influencer baru yang menasar kepada kalangan muslim. Penelitian ini bertujuan untuk menganalisis bagaimana pengaruh fenomena hijrah di kalangan para selebriti terhadap niat masyarakat untuk melakukan transaksi jual beli emas sesuai syariah di lembaga jual beli emas berbasis syariah dengan fokus fisik emas berupa emas batangan. Penelitian ini melibatkan 175 responden dan dianalisis menggunakan metode PLS-SEM dengan model penelitian yang mengadopsi Theory of Planned Behavior (TPB) serta hasil teoretis dari literatur sebelumnya yang berkaitan dengan pemasaran influencer yang mempengaruhi intensi. Hasil penelitian menemukan bahwa trust, perceived expertise, dan perceived congruence dapat memberikan pengaruh terhadap transaction intention secara langsung maupun tidak langsung, yaitu melalui attitude toward the celebrity dan brand attitude.

.....The rise of the hijrah phenomenon among celebrities in Indonesia today gives a strong influence on society to increase understanding of Islam, one of which is gold transactions in accordance with sharia principles. The increase of this phenomenon has made sharia-based gold buying and selling institutions able to implement a new influencer marketing strategy that targeting Muslims. This study aims to analyze how the influence of the hijrah phenomenon among celebrities on consumer intention to carry out sharia-compliant gold transactions at sharia-based gold institutions with gold bullion as the focused form of gold. This study involved 175 respondents and was analyzed using the PLS-SEM method with a research model that adopted the Theory of Planned Behavior (TPB) as well as theoretical results from previous literature related to the influencer marketing that affects intention. The results of the study found that trust, perceived expertise, and perceived congruence can influence transaction intentions directly or indirectly, which is through attitudes toward the celebrity and brand attitude.