

Pengaruh Kredibilitas Sumber (Source Credibility), Identitas Sosial (Social Identity) dan Story Telling Terhadap Niat beli Konsumen = Impact of Source credibility, Identity Social identity and Story telling Against Consumer Buying Interests

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Abstrak

Perkembangan teknologi internet menyebabkan kemunculan banyak inovasi dan perilaku baru. Beberapa diantaranya adalah kemunculan influencer dan perilaku online shopping melalui media sosial. Penelitian terdahulu menemukan bahwa metode pemasaran story telling oleh influencer mampu memperkuat hubungan antara identitas sosial dan niat beli. Penelitian ini bertujuan untuk meneliti hubungan antara identitas sosial dan niat beli, kredibilitas sumber dan niat beli, dan dampak story telling antara hubungan identitas sosial dan niat beli; serta antara hubungan kredibilitas sumber dan niat beli. Penelitian menggunakan data dari 532 partisipan dengan teknik accidental sampling. Hasil analisis regresi berganda menemukan bahwa identitas sosial dan niat beli mampu memprediksi peningkatan niat beli. Adapun hasil dari analisis moderasi story telling tidak menemukan efek moderasi yang signifikan pada kedua hubungan tersebut.

.....Online technology advancement causes lots of innovations and new behaviors. Some of which are the appearance of social media influencer and online shopping behavior. Previous study found that story telling method as a means for marketing moderates the relationship between social identity and purchase intention. This study aims to explain the relationship between social identity and purchase intention, source credibility and purchase intention, also the effect of story telling in the relationship between those two. The study uses the data of 532 participants that centered around the age of 24. Multiple regression analysis shows that social identity and source credibility significantly predicts purchase intention. Meanwhile, moderation analysis shows that story telling does not have significant affect on those two relationship.