

Analisis Peran Dimensi Homophily, Keterikatan Emosional, dan Keahlian terhadap Persepsi Konsumen terkait Popularitas Vlogger dan Perilaku Pembelian = Analysis of the Role of Homophily Dimensions, Emotional Attachment, and Expertise on Consumer's Perception of Vlogger's Popularity and Purchase Behavior

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Abstrak

Penelitian ini membahas mengenai pengaruh empat dimensi homophily (sikap, latar belakang, nilai dan moral, dan penampilan), keterikatan emosional antara vlogger dan audiens, dan keahlian vlogger terhadap popularitas food vlogger dan pengaruh popularitas food vlogger terhadap keputusan pembelian konsumen. Penelitian ini dilakukan dengan survey daring menggunakan Google Form kepada 245 responden berumur 17-54 tahun, dan merupakan penonton konten food vlogger di YouTube. Data diolah menggunakan metode Structural Equation Modeling (SEM) dengan software pengolahan data LISREL 8.80. Hasil penelitian menunjukkan bahwa popularitas food vlogger memiliki pengaruh positif terhadap keputusan pembelian konsumen. Dari keempat dimensi homophily, hanya dimensi nilai dan moral yang memiliki pengaruh positif terhadap popularitas food vlogger, dan hanya dimensi sikap dan nilai dan moral yang memiliki pengaruh positif terhadap keterikatan emosional antara food vlogger dengan audiens. Selain itu, keahlian food vlogger juga memiliki pengaruh positif terhadap popularitas food vlogger. Di sisi lain, tidak terdapat pengaruh positif antara keterikatan emosional food vlogger dan audiens dengan popularitas food vlogger.

.....This study discusses the influence of the four dimensions of homophily (attitude, background, values and morals, and appearance), emotional attachment between the vlogger and the audience, and the expertise of the vlogger on the popularity of food vloggers and the influence of the popularity of food vloggers on consumer purchase decisions. This study conducted a survey of 245 respondents aged 17-54 years, and are viewers of food vlogger content on YouTube. Data was processed using the Structural Equation Modeling (SEM) method with LISREL 8.80 software. The results showed that the popularity of food vloggers has a positive influence on consumer purchasing decisions. Of the four homophily dimensions, only values and moral dimensions have a positive influence on the popularity of food vloggers, and only the attitude and values and morals dimensions have a positive influence on the emotional attachment between the food vlogger and the audience. Food vlogger expertise also has a positive influence on the popularity of food vloggers. On the other hand, there is no positive effect between the emotional attachment of food vloggers and their audience to the popularity of food vloggers.