

Peran Social Media Influencer terhadap Political Brand Attitudes dan Voting Intention pada Pemilu Presiden 2024: Mediasi Influencer's Source Credibility = The Role of Social Media Influencer on Political Brand Attitudes and Voting Intention in the 2024 Presidential Election: Mediation of Influencer's Source Credibility

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Abstrak

Praktik influencer marketing dalam dunia pemasaran semakin digandrungi oleh banyak pihak dan tidak terkecuali dalam komunikasi pemasaran politik. Penelitian ini bertujuan untuk menguji model penelitian komunikasi pemasaran bisnis melalui peran Social Media Influencer ke dalam konteks proses komunikasi pemasaran politik untuk Political Brand Attitudes dan intensi memilih. Dengan melibatkan variabel mediasi kredibilitas Social Media Influencer (SMI's Source credibility), penelitian ini ingin melihat hubungan antara Social Media Influencer dengan Political Brand Attitudes dan Voting Intention untuk Pemilu Presiden 2024. Dari sebanyak 163 responden yang terkumpul, dilakukan analisis data melalui pendekatan Confirmatory Composite Analysis (CCA) dalam sistematisa metode kuantitatif dengan Partial Least Squares-Structural Equation Modeling (PLS-SEM) yang dioperasikan melalui aplikasi Smart PLS versi 3.0. Temuan menunjukkan, variabel mediator Attractiveness dan Similarity secara positif memediasi hubungan antara Social Media Influencer dengan Political Brand Attitudes. Sementara variabel Expertise dan Trustworthiness tidak mampu memediasi keduanya. Penelitian ini ingin berkontribusi dalam pengembangan studi influencer marketing untuk konteks pemasaran politik.

.....The practice of influencer marketing in marketing is increasingly coveted by various stakeholders, including within the domain of political marketing communication. This study examines the mainstream marketing communication research model by incorporating the role of Social Media Influencers within political marketing communication processes, specifically targeting Political Brand Attitudes and voting intentions for the upcoming 2024 Presidential Election. By incorporating the mediating variable of Social Media Influencer's source credibility, this research explores the relationship between Social Media Influencers and Political Brand Attitudes and Voting Intentions for the 2024 Presidential Election. At least 163 respondents participated in this study. To analyze the data, this study utilizes the Confirmatory Composite Analysis (CCA) approach within the systematic framework of quantitative methods, employing the Partial Least Squares-Structural Equation Modeling (PLS-SEM) technique facilitated by the Smart PLS version 3.0. The findings reveal that the mediator variables of Attractiveness and Similarity positively mediate the relationship between Social Media Influencers and Political Brand Attitudes. Conversely, the variables of Expertise and Trustworthiness were found to be insufficient mediators. Ultimately, this research aims to contribute to advancing influencer marketing studies within the political marketing context.