

Pengaruh Interaksi Personal Beauty Advisor Terhadap Positive Word-Of-Mouth dan Purchase Intention Toko Ritel Kosmetik di Indonesia = The Effect of Beauty Advisor Personal Interaction on The Positive Word-of-Mouth and Purchase Intention of Cosmetic Retail Store Customers in Indonesia

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Abstrak

Semakin berkembangnya tren dan minat konsumen terhadap kosmetik mendorong munculnya toko-toko ritel kosmetik di Indonesia seperti Beautyhaul, Boots, dan Sociolla. Toko ritel kosmetik memiliki Beauty Advisor sebagai seseorang yang akan membantu pelanggan dalam pengalaman berbelanja di toko ritel kosmetik. Penelitian ini berfokus pada bagaimana interaksi personal dari Beauty Advisor Brand dan Beauty Advisor Toko dapat memberikan pengaruh terhadap niat membagikan WOM positif dan niat beli pelanggan melalui lensa pengalaman berbelanja afektif pelanggan serta sikap lintas budaya terhadap produk asing dan lokal. Pengumpulan data pada penelitian ini diperoleh dari 462 responden wanita yang berusia 17-40 tahun, berdomisili di Indonesia, dan pernah berkunjung ke toko ritel kosmetik dalam enam bulan terakhir. Data yang telah diperoleh pada penelitian ini diolah menggunakan metode Structural Equation Modeling (SEM) dengan software SmartPLS 3. Hasil penelitian menunjukkan bahwa Beauty Advisor Personal Interaction dapat meningkatkan Positive WOM Intention dan Purchase Intention dari pelanggan toko ritel kosmetik baik dari segi pengalaman afektif pelanggan terutama pada BA Brand dibandingkan dengan BA Toko. Selain itu, hasil penelitian juga menunjukkan bahwa tidak terdapat peran moderasi dari Consumer Ethnocentrism dan Foreign Product Affinity dalam meningkatkan pengalaman berbelanja afektif pelanggan.

.....The growing trend and consumer interest in cosmetics have led to the emergence of cosmetic retail stores in Indonesia, such as Beautyhaul, Boots, and Sociolla. Cosmetic retail stores have Beauty Advisors who assist customers in their shopping experience. This study focuses on how the personal interaction between the Beauty Advisor Brand and Beauty Advisor Store can influence customers' intention to share positive word-of-mouth (WOM) and purchase intention. It also examines the customers' affective shopping experience and cross-cultural attitudes towards foreign and local products. Data for this study was collected from 462 female respondents aged 17-40, residing in Indonesia, who had visited cosmetic retail stores in the past six months. The collected data was analyzed using Structural Equation Modeling (SEM) with SmartPLS 3 software. The results indicate that Beauty Advisor Personal Interaction can enhance customers' Positive WOM Intention and Purchase Intention in cosmetic retail stores, particularly with the BA Brand compared to the BA Store. Additionally, the study shows that Consumer Ethnocentrism and Foreign Product Affinity do not moderate the effect of affective shopping experience on customers.