

Peran Atribut TikTok Fadil Jaidi Terhadap Intention to Follow the Account, the Advice, dan Intention to Share = The Role of Fadil Jaidi's TikTok Attributes to Intention to Follow the Account, the Advice, and Intention to Share

Indira Kusuma, author

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Abstrak

Penelitian bertujuan untuk mengatuhui peran atribut originality, quality, quantity dan humor pada TikTok terhadap intention to follow the account, the advice, dan intention to share melalui mediasi hedonic experience dan opinion leadership. Penelitian ini, menggunakan teknik non-probability sampling dengan metode Structural Equation Modelling (SEM) dalam pengolahan data. Responden pada penelitian ini merupakan pengguna TikTok berusia 18-35 tahun yang berdomisili di Indonesia. Data sebanyak 215 yang terdapat pada penelitian utama diolah dengan menggunakan metode Partial Least Square - Structural Equation Model (PLS-SEM). Hasil pengolahan data menunjukkan bahwa sebanyak 12 dari total 17 hipotesis diterima yaitu quality, quantity, dan humor berpengaruh terhadap hedonic experience. Sementara itu, originality, quality, dan quantity berpengaruh terhadap opinion leadership. Selanjutnya, ditemukan bahwa hedonic experience mampu memberikan perngaruh positif terhadap intention to follow the account dan intention to share. Sedangkan, opinion leadership mampu memberikan perngaruh positif terhadap intention to follow the account, the advice, dan intention to share. Hasil dari penelitian ini bermanfaat bagi pemasar untuk dapat digunakan dalam penyusunan strategi influencer marketing pada TikTok.

.....The research aims to determine the role of the originality, quality, quantity and humor attributes on TikTok on the intention to follow the account, the advice, and the to share through the mediation of hedonic experience and opinion leadership. This study uses a non- probability sampling technique with the Structural Equation Modeling (SEM) method in data processing. Respondents in this study are TikTok users aged 18-35 years who live in Indonesia. Data from 215 respondents in the main study were processed using the Partial Least Square - Structural Equation Model (PLS-SEM) method. The results of this study indicate that as many as 12 out of a total of 17 hypotheses are accepted, namely quality, quantity, and humor have an effect on hedonic experience. Originality, quality, and quantity affect opinion leadership. Then, this study found that hedonic experiences were able to have a positive influence on intentions to follow accounts and to share. Opinion leadership have a positive influence on the intention to follow the account, the advice and to share. The results of this research are useful for marketers in developing influencer marketing strategies on TikTok.