

Pengaruh Interaksi Parasosial di Review TikTok: Analisis Aspek Hedonic dan Utilitarian pada generasi Z di Jakarta terhadap Purchase Intention = The Influence of Parasocial Interactions on TikTok Reviews: Analysis of Hedonic and Utilitarian Aspects in Generation Z in Jakarta on Purchase Intention

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Abstrak

Penelitian ini menganalisis pengaruh interaksi parasosial dalam ulasan TikTok terhadap niat beli Generasi Z di Jakarta, dengan fokus pada aspek hedonis (perceived enjoyment dan Transparency) dan utilitarian (Informativeness dan Credibility). Metodologi yang digunakan adalah penelitian kuantitatif korelasional, menggunakan data primer dari 195 responden yang merupakan pengguna aktif TikTok. Responden adalah Generasi Z yang lahir antara 1996 dan 2004 di Jakarta. Penelitian ini menggunakan Structural Equation Modeling (SEM) untuk menganalisis data. Temuan menunjukkan bahwa interaksi parasosial berpengaruh positif signifikan terhadap perceived enjoyment, Transparency, Informativeness, dan Credibility. Selain itu, perceived enjoyment dan Transparency signifikan mempengaruhi niat beli, menekankan pentingnya pengalaman positif dan informasi yang jelas dalam ulasan produk di TikTok.

.....This study analyzes the influence of parasocial interaction in TikTok reviews on the purchase intention of Generation Z in Jakarta, focusing on hedonic (perceived enjoyment and Transparency) and utilitarian aspects (Informativeness and Credibility). The methodology used is a correlational quantitative study, utilizing primary data from 195 active TikTok users. Respondents are Generation Z, born between 1996 and 2004 in Jakarta. The study uses Structural Equation Modeling (SEM) to analyze the data. Findings indicate that parasocial interaction significantly positively influences perceived enjoyment, Transparency, Informativeness, and Credibility. Additionally, perceived enjoyment and Transparency significantly affect purchase intention, emphasizing the importance of positive experiences and clear information in TikTok product reviews.