

Analisis Pengaruh Social Media Influencer Attributes terhadap Followers' Attitude dan Brand Link Click Behavior pada Brand Fashion Lokal di Jabodetabek = Analyzing the Influence of Social Media Influencer's Attributes toward Followers' Attitude and Brand-Link Click Behavior on Local Brand Fashion in Jabodetabek

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh social media influencer attributes dan content esthetic terhadap attitude toward endorsed brand dan brand link click behavior pada brand fashion lokal dengan mediasi followers' brand content engagement untuk pengguna Instagram berusia 17 – 35 tahun di Jabodetabek. Dalam penelitian ini, peneliti ingin menginvestigasi faktor social media influencer attributes apa yang mempengaruhi attitude toward endorsed brand dan brand link click behavior melalui followers' brand content engagement. Penelitian ini merupakan penelitian kuantitatif dengan metode partial least square - structural equation modeling (PLS-SEM). Hasil dari penelitian ini menemukan bahwa contributing dapat memediasi hubungan similarity dan followers' attitude, trustworthiness dan content esthetic memberikan pengaruh terhadap followers' attitude, followers' attitude dapat memediasi hubungan antara contributing dan link click behavior, dan followers' engagement memberikan pengaruh langsung terhadap terjadinya brand link click behavior.

.....This research aims to analyze the influence of social media influencer attributes and content aesthetics on attitude toward endorsed brands and brand link click behavior in local fashion brands, mediated by followers' brand content engagement for Instagram users aged 17–35 in Jabodetabek. In this study, the researcher intends to investigate which social media influencer attributes affect attitude toward endorsed brands and brand link click behavior through followers' brand content engagement. This research is a quantitative study using the partial least square - structural equation modeling (PLS-SEM) method. The results of this study found that contributing can mediate the relationship between similarity and followers' attitude, trustworthiness and content aesthetics influence followers' attitude, followers' attitude can mediate the relationship between contributing and link click behavior, and followers' engagement directly affects brand link click behavior.