

Pengaruh Social Media Influencer Terhadap Purchase Intention: Studi Pada Produk Kuliner di Restoran dan Kafe = The Influence of Social Media Influencers on Purchase Intention: A Study on Culinary Products in Restaurant and Caf  

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Abstrak

Industri kuliner di Indonesia mengalami pertumbuhan signifikan, didorong oleh globalisasi, perubahan perilaku konsumen, dan kesadaran akan keberlanjutan. Data Badan Ekonomi Kreatif menunjukkan kontribusi kuliner sebesar 41,4% terhadap ekonomi kreatif pada 2016. Penelitian ini mengkaji pengaruh karakteristik influencer media sosial (intimate self-disclosure, environmental concern, dan spending self-control) terhadap nilai konsumsi (social value dan epistemic value) dan niat beli konsumen, serta peran moderasi pendapatan dan generasi. Data dikumpulkan dari 260 responden di Jabodetabek melalui kuesioner dan dianalisis dengan Structural Equation Model (SEM) menggunakan SmartPLS. Hasil menunjukkan intimate self-disclosure signifikan mempengaruhi epistemic value, sementara environmental concern mempengaruhi social value dan epistemic value. Spending self-control tidak signifikan mempengaruhi kedua nilai konsumsi. Social value dan epistemic value signifikan mempengaruhi purchase intention. Income tidak memoderasi hubungan tersebut, sedangkan generation memoderasi pengaruh intimate self-disclosure terhadap social value dan social value terhadap purchase intention. Studi ini berkontribusi pada literatur pemasaran digital dan perilaku konsumen, serta memberikan panduan praktis bagi industri kuliner dalam strategi pemasaran melalui influencer.

.....The culinary industry in Indonesia has experienced significant growth driven by globalization, changes in consumer behaviour, and increased awareness of sustainability. Data from the Indonesian Creative Economy Agency shows that the culinary sub-sector contributed 41.4% to the creative economy in 2016. This study examines the influence of social media influencers' characteristics (intimate self-disclosure, environmental concern, and spending self-control) on consumption values (social value and epistemic value) and consumer purchase intention, as well as the moderating roles of income and generation. Data were collected from 260 respondents in the Greater Jakarta area using questionnaires and analysed with Structural Equation Modeling (SEM) via SmartPLS. Results show that intimate self-disclosure significantly influences epistemic value, while environmental concern affects both social value and epistemic value. Spending self-control does not significantly influence either consumption value. Both social value and epistemic value significantly impact purchase intention. Income does not moderate these relationships, whereas generation moderates the influence of intimate self-disclosure on social value and social value on purchase intention. This study contributes to digital marketing and consumer behaviour literature, providing practical guidance for the culinary industry in designing marketing strategies through influencers.