

Pengaruh Kualitas Konten dan Source Homophily Konten Kreator TikTok di Indonesia terhadap Intensi Membeli Produk Kecantikan = The Significance of Content Quality and Source Homophily of TikTok Creator Content in Indonesia on Intention to Purchase Beauty Products

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Abstrak

Penelitian ini mengidentifikasi peran sentral dari pemasaran berbentuk video review TikTok dalam mendorong intensi membeli produk kecantikan dari konten kreator. Penelitian ini fokus mengidentifikasi kualitas konten dan source credibility yang dimaksudkan untuk mendorong intensi membeli produk kecantikan di TikTok. Teori terkait influencer, source credibility theory dan information adoption model digunakan untuk memahami isu yang akan diteliti. Data yang didapat dari survei online dianalisis menggunakan metode analisis Structural equation modelling (SEM). Temuan penelitian menunjukkan bahwa source expertise, source popularity, dan source trustworthiness berpengaruh positif terhadap kualitas konten yang dihasilkan oleh konten kreator. Namun, source popularity tidak mempengaruhi intensi membeli penonton secara signifikan. Selain itu, source expertise dan source homophily secara signifikan meningkatkan intensi membeli audiens.

.....This research identifies the central role of marketing in the form of TikTok video reviews in driving intentions to purchase beauty products from content creators. This research focuses on identifying content quality and source credibility which are intended to encourage intentions to purchase beauty products on TikTok. Theories related to influencers, source credibility theory and information adoption models are used to understand the issues to be researched. Data obtained from the online survey was analyzed using the Structural equation modeling (SEM) analysis method. Research findings show that source expertise, source popularity, and source trustworthiness have a positive effect on the quality of content produced by content creators. However, source popularity does not significantly influence audience purchasing intentions. In addition, source expertise and source homophily significantly increase audience purchasing intentions.