

Eksplorasi Social Cognitive Theory dan Consumer Behavior in the Digital Age dalam Membentuk Purchase Intention: Studi Kasus Kampanye Fall Lip Case Rhode Beauty = Exploring Social Cognitive Theory and Consumer Behavior in the Digital Age in Shaping Purchase Intention: A Case Study of Rhode Beauty's Fall Lip Case Campaign

Paruntu, Diandra Adjani , author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920564334&lokasi=lokal>

Abstrak

Penelitian ini bertujuan untuk mengevaluasi pengaruh Social Cognitive Theory (SCT) dan Consumer Behavior in the Digital Age terhadap keputusan pembelian konsumen, dengan studi kasus kampanye Fall Lip Case oleh Rhode Beauty. Dengan menggunakan data kuantitatif, data dikumpulkan melalui survei terhadap 30 responden yang telah terpapar kampanye digital tersebut. Hasil penelitian menunjukkan bahwa faktor pengamatan sosial, seperti pengaruh influencer, dan validasi sosial melalui likes, komentar serta ulasan positif, berperan penting dalam membangun kepercayaan konsumen. Selain itu, keterlibatan digital melalui interaksi di media sosial dan paparan konten komunitas memperkuat preferensi konsumen terhadap merek. Kedua variabel secara signifikan memengaruhi keputusan pembelian, dengan Consumer Behavior in the Digital Age memiliki dampak yang lebih dominan dibandingkan SCT. Hasil temuan ini menekankan pentingnya menerapkan strategi pemasaran berbasis komunitas dan digital dalam membangun loyalitas konsumen. Penelitian ini memberikan wawasan bagi industri kecantikan dalam merancang kampanye yang relevan di era digital.

..... This study aims to evaluate the influence of Social Cognitive Theory (SCT) and Consumer Behavior in the Digital Age on consumer purchase intentions, using the Fall Lip Vase campaign by Rhode Beauty as a case study. Employing a quantitative approach, data was collected through a survey of 30 respondents who were exposed to the digital campaign. The findings reveal that social observation factors, such as influencer impact, and social validation through likes, comments, and positive reviews, play a crucial role in building consumer trust. Additionally, digital engagement through social media interactions and exposure to community content strengthens consumer preferences for the brand. Both variables significantly influence purchase intention, with Consumer Behavior in the Digital Age having a more dominant impact compared to SCT. These findings emphasize the importance of adopting community- and digital- based marketing strategies to foster consumer loyalty, This research provides insights for the beauty industry in designing relevant campaigns in the digital era.