

Analisis pengaruh karakteristik Mythia Batford terhadap purchase intention penonton Live-Streaming Commerce produk kolaborasi di YouTube = An Analysis of how Mythia Batford's characteristics affect viewers' purchase intentions for Live-Streaming Commerce collaboration products on YouTube

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh karakteristik Mythia Batford terhadap niat pembelian produk kolaborasi dalam konteks live-streaming commerce di YouTube. Karakteristik yang diteliti meliputi likeability, animacy, dan responsiveness, yang dimediasi oleh social presence dan telepresence untuk memengaruhi niat beli penonton. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei yang disebarakan secara daring kepada 133 responden berusia kurang dari 18-45 tahun yang aktif menonton konten Mythia Batford. Analisis data dilakukan menggunakan SmartPLS4 untuk menguji hubungan antarvariabel. Hasil penelitian menunjukkan bahwa animacy dan responsiveness memiliki pengaruh signifikan terhadap social presence dan telepresence, yang pada akhirnya meningkatkan niat pembelian. Sebaliknya, likeability hanya berpengaruh signifikan melalui social presence tetapi tidak secara langsung terhadap niat beli. Temuan ini memberikan kontribusi dalam pengembangan strategi pemasaran berbasis VTuber di era digital serta memberikan panduan bagi perusahaan yang ingin memanfaatkan VTuber sebagai media promosi yang efektif.

.....This study aims to analyze the influence of Mythia Batford's characteristics on the purchase intention of collaboration products in the context of live-streaming commerce on YouTube. The characteristics studied include likeability, animacy, and responsiveness, which are mediated by social presence and telepresence to influence viewers' purchase intention. This study uses a quantitative approach with a survey method distributed online to 133 respondents aged less than 18-45 years who actively watch Mythia Batford content. Data analysis was conducted using SmartPLS4 to test the relationship between variables. The results showed that animacy and responsiveness had a significant influence on social presence and telepresence, which in turn increased purchase intention. In contrast, likeability only has a significant effect through social presence but not directly on purchase intention. The findings contribute to the development of VTuber-based marketing strategies in the digital era as well as provide guidance for companies looking to utilize VTuber as an effective promotional medium.