

Peranan influencer produk kosmetik lokal dalam memengaruhi repurchase intention: Studi pada beauty influencer Abel Cantika = The Role of local cosmetic product influencers in influencing repurchase intention: A Study on beauty influencer Abel Cantika

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Abstrak

Penelitian ini meneliti pengaruh kepuasan pelanggan terhadap niat pembelian kembali produk kosmetik lokal yang direkomendasikan oleh Abel Cantika melalui media sosial. Penelitian ini menggunakan teori Tricomponent Attitude Model (TAM) untuk memahami bagaimana kepuasan pelanggan memengaruhi niat pembelian kembali, baik melalui mediasi komitmen afektif dan loyalitas maupun melalui pengaruh langsung kepuasan pelanggan terhadap niat pembelian kembali. Desain penelitian ini menggunakan desain metode kuantitatif dengan pendekatan konklusif deskriptif. Data primer sebanyak 187 responden dikumpulkan melalui metode survei dengan kuesioner daring menggunakan metode purposive non- probability sampling. Responden pada penelitian ini merupakan individu dengan kriteria: merupakan Warga Negara Indonesia (WNI) yang berdomisili di Indonesia, berusia di atas 18 tahun, merupakan pengikut (followers) beauty influencer Abel Cantika di media sosial Instagram dan/atau Tiktok, pernah menelusuri (browsing) dan memperhatikan akun media sosial Instagram dan/atau Tiktok beauty influencer Abel Cantika dalam jangka waktu 6 bulan terakhir, dan pernah melakukan pembelian produk kosmetik lokal yang direkomendasikan oleh beauty influencer Abel Cantika dalam jangka waktu 12 bulan terakhir. Analisis data dilakukan dengan metode Structural Equation Modeling - Partial Least Squares (SEM-PLS) yang mencakup analisis model pengukuran dan analisis model struktural. Berdasarkan hasil pengujian data, ditemukan bahwa customer satisfaction memiliki pengaruh lebih besar terhadap repurchase intention dengan melalui mediasi affective commitment dibandingkan melalui mediasi loyalty dan pengaruh secara langsung customer satisfaction terhadap repurchase intention.

.....This study examines the influence of customer satisfaction on the repurchase intention of local cosmetic products recommended by Abel Cantika through social media. The research employs the Tricomponent Attitude Model (TAM) to understand how customer satisfaction affects repurchase intention, both through the mediation of affective commitment and loyalty, as well as through the direct influence of customer satisfaction on repurchase intention. The research design uses a quantitative method with a descriptive conclusive approach. Primary data from 187 respondents were collected via an online survey questionnaire using purposive non-probability sampling. The respondents were Indonesian citizens residing in Indonesia, aged over 18, followers of beauty influencer Abel Cantika on Instagram and/or TikTok, who had browsed and followed Abel Cantika's social media accounts within the last six months, and had purchased local cosmetic products recommended by Abel Cantika within the last 12 months. Data analysis was conducted using Structural Equation Modeling - Partial Least Squares (SEM- PLS), including measurement model analysis and structural model analysis. The results indicate that customer satisfaction has a stronger influence on repurchase intention through the mediation of affective commitment compared to loyalty mediation and the direct effect of customer satisfaction on repurchase intention.