

The Role of Influencer Marketing Towards Trust in the Branded Posts and Urge to Buy Impulsively: Moderation of Persuasion Knowledge (Study of Beauty Influencer) = Peran Influencer Marketing terhadap Kepercayaan pada Unggahan Bermerek dan Dorongan Membeli secara Impulsif: Moderasi Pengetahuan Persuasi (Studi pada Beauty Influencer)

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Abstrak

This study examines the role of influencer credibility, media credibility, and message credibility in shaping consumer trust in branded posts, and how that trust influences the urge to buy impulsively. It also explores persuasion knowledge as a moderating variable to determine whether consumers' awareness of persuasive tactics affects this relationship. Using a quantitative approach and SEM-PLS analysis through SmartPLS, data were collected from 212 active Instagram followers of beauty influencer Tasya Farasya in the Jabodetabek area. The results indicate that all three forms of credibility positively influence trust in branded posts, which in turn has a positive effect on the urge to buy impulsively. However, persuasion knowledge does not significantly moderate this relationship. These findings contribute to the existing literature on digital marketing and consumer behavior, while also offering practical insights for marketers, brand managers, and social media influencers in crafting more effective promotional strategies.

.....Penelitian ini meneliti peran kredibilitas influencer, media, dan pesan dalam membentuk kepercayaan konsumen terhadap unggahan bermerek di media sosial, serta dampaknya terhadap dorongan membeli secara impulsif. Persuasion knowledge turut dianalisis sebagai variabel moderasi untuk melihat apakah pemahaman konsumen tentang teknik persuasif memengaruhi hubungan tersebut. Melalui pendekatan kuantitatif dan analisis SEM-PLS dengan SmartPLS, data dikumpulkan dari 212 pengikut aktif Tasya Farasya di Instagram yang berdomisili di Jabodetabek. Hasil menunjukkan bahwa ketiga bentuk kredibilitas secara positif memengaruhi trust in branded post, dimana kemudian kepercayaan tersebut juga berdampak positif pada urge to buy impulsively. Namun, persuasion knowledge tidak memoderasi hubungan tersebut secara signifikan. Temuan ini memperkaya literatur dalam bidang pemasaran digital dan perilaku konsumen, serta memberikan wawasan praktis bagi pemasar dan influencer dalam menyusun strategi promosi yang lebih efektif.