

Analisis pengaruh parasocial relationship, persuasion knowledge, dan eWOM intention terhadap niat beli pengikut selebriti digital = Parasocial relationships, persuasion knowledge, and eWOM intention analysis on digital celebrities followers purchase intentions / Syauqi Hanief

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Abstrak

Selebriti digital merupakan jenis selebriti yang tergolong baru. Mereka terkenal akibat kreativitas, keunikan, daya tarik fisik, atau bahkan kontroversi yang dibuat, menyebabkan mereka memiliki puluhan ribu hingga jutaan pengikut. Konsep parasocial relationship dapat menjelaskan bagaimana hubungan antara selebriti digital dan pengikutnya, serta menjelaskan kekuatan pengaruh yang dimiliki selebriti digital atas para pengikutnya. Parasocial relationship dapat diartikan sebagai hubungan satu arah yang dimiliki seseorang (pengikut) dengan orang lain (selebriti) melalui media tetapi dirasakan seolah-olah sebagai hubungan dua arah oleh pengikut layaknya hubungan sebenarnya di dunia nyata. Penelitian ini dilakukan dengan menyebar kuesioner kepada sampel dengan populasi pengguna aktif media sosial di Indonesia yang mengikuti setidaknya satu selebriti digital. Sebanyak 135 respon yang valid kemudian dianalisis dengan PLS-SEM. Analisis data dilakukan menggunakan metode bootstrapping pada SmartPLS 3. Penelitian ini menemukan pengaruh positif parasocial relationship terhadap niat beli (purchase intention) dan niat eWOM (eWOM intention) pengikut, dan pengaruh positif empati, rendahnya harga diri pengikut terhadap parasocial relationship, sedangkan rasa kesepian memengaruhi secara negatif. Penelitian juga menemukan bahwa tidak terdapat pengaruh persuasion knowledge yang signifikan terhadap niat beli (purchase intention) dan niat eWOM (eWOM intention) pengikut.

Digital celebrity is considered as a new kind of celebrity. They are famous for their creativity, uniqueness, physical attractiveness, or even controversy, causing them to have tens of thousands of followers. The concept of parasocial relationship may explain the relationship formed between digital celebrity and its followers, and explain the power of influence and persuasion that digital celebrities has on its followers. Parasocial relationships can be interpreted as a one-way relationship that belongs to someone (followers) with other people (celebrities) through the media but is felt as if it is a two-way relationship by followers like real relationships would be in the real world. This study was conducted by distributing questionnaires to samples with a population of active social media users in Indonesia who followed at least one digital celebrity. 135 valid responses were then analyzed with PLS-SEM. Data analysis was performed using the bootstrapping method on SmartPLS 3. This study found a positive effect of parasocial relationship on followers' purchase intention and eWOM intention, and positive effect of followers' empathy and low self-esteem on parasocial relationships, while loneliness negatively affected. The study also found that there was no significant persuasion knowledge effect on followers' purchase intention and eWOM intention.