

Pengaruh Perceived Influence, Brand Engagement in Self-Concept, dan Brand Expected Value Terhadap Intention to Purchase Recommended Brand (Studi pada Beauty Vlogger Sebagai Digital Influencer) = The Influence of Perceived Influence, Brand Engagement in Self- Concept, and Brand Expected Value on Intention to Purchase Recommended Brands (Study on Beauty Vlogger as Digital Influencer)

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Abstrak

Penelitian ini merupakan adaptasi dari penelitian yang sebelumnya pernah dilakukan di Spanyol. Penelitian ini bertujuan untuk mengetahui pengaruh perceived influence, brand engagement in self-concept, dan brand expected value terhadap intention to purchase recommended brand studi pada beauty vlogger sebagai digital influencer. Data dikumpulkan melalui self-administered questionnaire kepada responden yang berdomisili di Jakarta, Bogor, Depok, Tangerang, dan Bekasi yang aktif menggunakan media sosial YouTube dan mengikuti beauty vlogger di channel YouTube dan mendapatkan 405 responden. Peneliti menggunakan Structural Equation Modelling (SEM) untuk menganalisis pengaruh dari peran beauty vlogger terhadap brand engagement, brand expected value, dan purchase intention.

Hasil dari penelitian ini adalah perceived influence berpengaruh secara positif dan signifikan terhadap brand engagement in self-concept dan brand expected value. Perceived influence yang dirasakan responden tidak berpengaruh secara signifikan terhadap purchase intention. Hasil penelitian ini dapat dijadikan referensi untuk perusahaan makeup jika ingin menggunakan jasa beauty vlogger untuk endorsement sesuai dengan karakteristik brand dan beauty vlogger.

This research is an adaptation of research previously carried out in Spain. This study aims to determine the effect of perceived influence, brand engagement in self-concept, and brand expected value on intention to purchase recommended brand studies on beauty vloggers as digital influencers. Data was collected through a self-administered questionnaire to respondents who live in Jakarta, Bogor, Depok, Tangerang, and Bekasi who actively use YouTube social media and follow the beauty vlogger on the YouTube channel and got 405 respondents. Researchers used Structural Equation Modelling (SEM) to analyze the effect of the role of beauty vloggers on brand engagement, brand expected value, and purchase intention.

The results of this study are perceived influence positively and significantly influence brand engagement in self-concept and brand expected value. Perceived influence perceived by the respondent does not significantly influence purchase intention. The results of this study can be used as a reference for makeup companies if you want to use the services of a beauty vlogger for endorsement in accordance with brand characteristics and beauty vlogger.