

PEMASARAN MEDIA SOSIAL SELEBRITI: PENGARUH KREDIBILITAS DAN HUBUNGAN PARA-SOSIAL TERHADAP NIAT PEMBELIAN, MENGGUNAKAN BLACKPINK SEBAGAI ENDORSER = Social Media Marketing of Celebrity: The Effect of Credibility and Para-social Relationship on Purchase Intention, Using Blakcpink as an Endorser

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Abstrak

influencer media sosial sekarang memainkan peran penting dalam pemasaran dengan memperkenalkan produk kepada pengikut mereka. Salah satu influencer terbesar di dunia adalah Blackpink. Blackpink adalah selebritas dan influencer terkemuka dengan nilai pemasaran yang sangat baik, dan banyak dari produk mereka sering terjual habis. Tapi apa yang mendorong penggemar Blackpink untuk membeli produk yang didukung? Tujuan dari penelitian ini adalah untuk melihat pengaruh kredibilitas dan interaksi para-sosial terhadap niat beli konsumen. Lebih tepatnya, meneliti bagaimana para-social interaction (PSI) konsumen dengan Blackpink, serta credibility, terkait dengan purchase intention, dan bagaimana hubungannya dengan physical attractiveness, attitude homophily, dan social attractiveness. Oleh karena itu diharapkan penelitian ini akan membantu manajer untuk mempromosikan produknya dan selebriti untuk mempromosikan produk tersebut. Studi ini melibatkan 138 partisipan dan dianalisis menggunakan Partial Least Squares - Structural Equation Modeling (PLS - SEM). Menurut penelitian ini, credibility dan para-social interaction berhubungan positif dengan purchase intention pengikut. Selain itu attitude homophily, dan social attractiveness berhubungan positif dengan para-social interaction namun physical attractiveness tidak berhubungan positif dengan para-social interaction, sedangkan physical attractiveness dan attitude homophily keduanya berhubungan positif dengan credibility.

.....Social media influencers now play an important role in marketing by introducing products to their followers. One of the biggest influencers in the world is Blackpink. Blackpink is a major celebrity and influencer with excellent marketing value, and many of their products are frequently sold out. But what drives Blackpink fans to purchase the endorsed products? The purpose of this study is to look into the impact of credibility and para-social interaction on consumer purchase intentions. More specifically, investigate how the consumers' para-social interaction (PSI) with Blackpink, as well as their credibility, are related to purchase intention, and how they are related to physical attractiveness, attitude homophily, and social attractiveness. Therefore it is hoped that this research will help managers to promote their products and celebrities to endorse the products. This study included 138 participants and was analyzed using Partial Least Squares - Structural Equation Modeling (PLS - SEM). According to this study, credibility and para-social interaction are positively related to the followers' purchase intention. Additionally, attitude homophily and social attractiveness are positively related to para-social interaction however physical attractiveness is not positively related to para-social interaction, while physical attractiveness and attitude homophily are both positively related to credibility.