

Analisis pengaruh parasocial interaction dengan youtube vloggers terhadap perception dan purchase intention luxury fashion brand = Understanding the influence of parasocial interaction with youtube vloggers on consumers luxury fashion brand perception and purchase intention

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Abstrak

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Tujuan penelitian ini adalah untuk melihat bagaimana video blog vlog mampu mempengaruhi persepsi konsumen dan keinginan untuk membeli luxury fashion brand. Studi ini berfokus pada Youtube, salah satu video sharing site yang memfasilitasi penggunaanya untuk menonton dan mengupload video ke halamannya. Dengan menggunakan parasocial interaction PSI dan social comparison sebagai kerangka teori, studi ini mengusulkan model yang melihat pengaruh dari karakteristik youtube vlogger Social Attractiveness, Physical Attractiveness, dan Attitude Homophily terhadap PSI; PSI terhadap luxury brand perception Luxury Brand Value, Brand-user Imagery Fit, dan Brand Luxury dan brand purchase intention. Peneliti melakukan pilot test terlebih dahulu dengan uji statistik freidman test untuk menentukan Youtube Vlogger yang digunakan dalam penelitian ini. Kemudian, peneliti menggunakan analisis Structural Equation Modelling SEM untuk main test. Hasil penelitian memperlihatkan karakteristik dari youtube vlogger yaitu social attractiveness dan attitude homophily dibuktikan memiliki pengaruh positif terhadap parasocial interaction. Namun karakteristik youtube vlogger physical attractiveness tidak memiliki pengaruh positif terhadap parasocial interaction. Sementara, parasocial interaction dibuktikan memiliki pengaruh positif terhadap brand luxury perception Luxury Brand Value, Brand-user Imagery Fit, dan Brand Luxury yang kemudian memberikan pengaruh positif pada purchase intention.

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The objective of this study is to examine how video blog vlog influence consumer perception and purchase intention on luxury fashion brand. This study focuses on one video sharing site, Youtube, that facilitates user to watch and share original video. Using parasocial interaction PSI and social comparison theory, this study proposes a model that assess the influence of characteristics of video blogger vlogger ex social attractiveness physical attractiveness attitude homophily on PSI PSI effect on luxury brand perception ex Luxury Brand Value, Brand user Imagery Fit, dan Brand Luxury and brand purchase intention. Pilot test is conducted with freidman test to determine the appropriate vlogger to be used in this study. After that, researcher use Structural Equation Modelling SEM to analyze the main test. The result of this research shows that two out of three of the characteristics of youtube vlogger, which are social attractiveness and attitude homophily have a positive influence on PSI. But the other characteristic, which is physical attractiveness, does not positively influence on PSI. Additionally, positive effect occurs between PSI and luxury brand perception Luxury Brand Value, Brand user Imagery Fit, dan Brand Luxury and between luxury brand perception Luxury Brand Value, Brand user Imagery Fit, dan Brand Luxury and purchase intentions.