

# Pilih selebriti atau orang biasa? Pengaruh tipe pendukung terhadap intensi membeli di Instagram = Choose celebrity or common people. The influence of endorser type towards purchase intention on Instagram

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## Abstrak

Penelitian ini memiliki dua tujuan yaitu menguji secara langsung apakah intensi membeli karena ulasan konsumen daring lebih tinggi dibandingkan kelompok dukungan selebriti dan apakah intensi membeli karena ulasan selebriti lebih tinggi dibandingkan dukungan selebriti dan ulasan konsumen daring di Instagram. Selebriti yang diteliti ialah Selebriti Instagram Selebgram. Metode yang digunakan merupakan eksperimen daring desain between-subjects. Variasi dilakukan pada tipe pendukung yaitu dukungan selebgram, ulasan konsumen daring, dan ulasan selebgram. Partisipan penelitian berjumlah 540 orang yang memiliki karakteristik berjenis kelamin perempuan, 18-25 tahun, dan pengguna Instagram.

Hasil menunjukkan bahwa skor rata-rata intensi membeli ulasan konsumen daring lebih tinggi secara signifikan dibandingkan dukungan selebgram  $t_{358} = -2,20, p < .05$  dan skor rata-rata intensi membeli ulasan selebgram tidak lebih tinggi secara signifikan dibandingkan dukungan selebgram dan ulasan konsumen daring  $t_{537} = 0,86, p > .05$  1-tailed. Kesimpulannya, intensi membeli kelompok ulasan konsumen daring lebih tinggi dibandingkan dengan dukungan selebgram dan intensi membeli kelompok ulasan selebgram tidak lebih tinggi dibandingkan dukungan selebgram dan ulasan konsumen daring di Instagram. Hasil ini dapat dijadikan dasar untuk menentukan strategi pemasaran yang tepat khususnya di Instagram.

.....This study has two purposes which are to examine directly whether purchase intention based on online consumer review is higher than celebrity endorsement and whether purchase intention based on celebrity review is higher than celebrity endorsement and online consumer review on Instagram. The celebrity studied in this study is Celebrity Instagram or usually called Celebgram. This study used online experimental method between subjects design. The endorser type celebgram endorsement, online consumer review, celebgram review was varied. Celebgram review is a new phenomenon. The participants of this study were 540 women Instagram user in the age range of 18 25 years old.

The result showed that the average score of purchase intention on online consumer review group is significantly higher than celebgram endorsement  $t_{358} 2,20$  and average score of purchase intention on celebgram review is not significantly higher than celebgram endorsement and online consumer review on Instagram  $t_{537} 0,86, p .05$  1 tailed. In summary, purchase intention based on online consumer review is higher than celebgram endorsement and purchase intention based on celebgram review is not higher than celebgram endorsement and online consumer review on Instagram. This result can be used as a basis for determining appropriate marketing strategy, especially in Instagram.