

Analisis pengaruh kredibilitas sumber pada media tradisional dan media baru terhadap minat beli (studi pada selebriti iklan televisi dan youtube vlogger review produk wardah exclusive matte lip cream) = Analysis the effect of source credibility on traditional media and new media to purchase intention (study on celebrity of television ads and youtube vlogger review wardah exclusive matte lip cream wardah) / Dini Nur Amalina

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Abstrak

Tesis ini membahas mengenai pengaruh kredibilitas selebriti pada iklan televisi dan Youtube vlogger review produk Wardah Exclusive Matte Lip Cream terhadap minat beli konsumen menggunakan konsep kredibilitas sumber dari Ohanian 1990, dengan tiga dimensi yang membentuknya, yaitu daya tarik, keahlian, dan kepercayaan. Penelitian ini adalah penelitian kuantitatif dengan 150 responden wanita usia 17-35 tahun domisili Jabodetabek yang mengenal brand Wardah yang dipilih berdasarkan teknik kuota sampling dan dianalisis menggunakan metode deskriptif dan regresi linear.

Hasil penelitian menunjukkan bahwa kredibilitas selebriti pada iklan televisi dan Youtube vlogger review berpengaruh secara signifikan terhadap minat beli konsumen meskipun terdapat perbedaan yang signifikan antara kredibilitas selebriti pada iklan televisi dan Youtube vlogger review, di mana kredibilitas yang dimiliki Youtube vlogger review lebih tinggi dibandingkan selebriti pada iklan televisi.

.....This research discusses the effect of celebrity credibility on television commercial and Youtube vlogger review Wardah Exclusive Matte Lip Cream product to consumer purchase intention using Ohanian's concept of source credibility 1990 which is formed by attractiveness, expertise, and trustworthiness dimensions. This study is a quantitative research with 150 female respondents aged 17-35 years who domicile in Jabodetabek and knew the brand Wardah who selected by quota sampling technique and analyzed using descriptive analysis methods and linear regression.

The results showed that the credibility of celebrities on television commercial and Youtube vlogger review had a significant effect on consumer purchase intention although there was a significant difference between celebrity credibility on television commercial and Youtube vlogger review, which is the credibility of Youtube vlogger who reviews product was higher than celebrities in television commercial.