

Analisis pengaruh social media influencer's source credibility terhadap brand attitude: studi pada social media influencer Rachel Venny pada merek sate taichan "Goreng" = The impact of social media influencer's source credibility on brand attitude: study on Rachel Venny as a social media influencer for the sate taichan "Goreng" brand

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Abstrak

ABSTRACT

Tujuan dari penelitian ini adalah menganalisis pengaruh kredibilitas social media influencer terhadap brand attitude (studi pada social media influencer Rachel Venny pada Merek Sate Taichan Goreng). Sampel dalam penelitian ini adalah 100 responden yang terdiri dari pria dan wanita yang mengetahui social media influencer Rachel Venny, yang mem-follow Rachel Venny di Instagram, dan mengetahui Sate Taichan Goreng, dengan menggunakan metode non-probability sampling serta teknik purposive sampling. Instrumen pada penelitian ini menggunakan kuesioner dan analisa data menggunakan linear regression. Hasil penelitian ini menunjukkan bahwa social media influencers memiliki pengaruh positif yang signifikan terhadap brand attitude.

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ABSTRACT

The aim of this study is to analyse the correlation between the Credibility of Social Media Influencer towards Brand Attitude (Study on Rachel Venny as a Social Media Influencer for the Sate Taichan Goreng brand). 100 respondents that consist of men and women that knows social media influencer Rachel Venny, follows Rachel Venny on Instagram, and knows Sate Taichan goreng are used as the sample using the non-probability sampling method and purposive sampling techniques. The instrument used in this study is questionnaire through google form and the data is analysed using linear regression. The outcome of this study shows that social media influencer has a significant positive correlation towards brand attitude.