

How Influencer Works? Peran Persepsi Nilai Produk sebagai Mediator antara Kredibilitas Influencer Instagram dan Intensi Membeli = How Influencer Works? The Role of Product Perceived Value as Mediator between Instagram Influencer Credibility and Purchase Intention

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Abstrak

Persepsi nilai produk merupakan faktor penting yang dapat memengaruhi intensi membeli konsumen. Salah satu cara untuk memunculkan persepsi nilai produk yang baik di mata konsumen adalah melalui influencer yang kredibel. Penelitian ini bertujuan untuk melihat peran persepsi nilai produk sebagai mediator dalam hubungan antara kredibilitas influencer dan intensi membeli pada pengguna Instagram. Partisipan penelitian ini merupakan 311 pengguna Instagram berjenis kelamin perempuan dan berusia 18-24 tahun. Hasil analisis mediasi menunjukkan bahwa terdapat hubungan tidak langsung antara kredibilitas influencer dan intensi membeli melalui persepsi nilai produk ($ab = 0,236, p < 0,05$). Selain itu, terdapat pula efek langsung antara kredibilitas influencer dan intensi membeli ($c\hat{a} = 0,146, p < 0,05$). Hal ini menunjukkan bahwa persepsi nilai produk memediasi secara parsial hubungan antara kredibilitas influencer dan intensi membeli pada pengguna Instagram. Dengan demikian, penelitian ini dapat bermanfaat bagi pelaku bisnis dalam memilih influencer yang ingin diajak bekerja sama, yaitu dengan memperhatikan kredibilitas influencer.

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Product perceived value is an important factor that can influence consumer purchase intention. One way to bring up a good consumer's product perceived value is through a credible influencer. This study aimed to look at the role of product perceived value as a mediator in the relationship between influencer's credibility and purchase intentions on Instagram users. The participants of this study were 311 Instagram users who were female and aged around 18-24 years. The results of mediation analysis showed that there was an indirect relationship between influencer credibility and purchase intention through product perceived value ($ab = 0,236, p < 0,05$). In addition, there was also a direct effect between influencer's credibility and purchase intention ($c\hat{a} = 0,146, p < 0,05$). This shows that product perceived value partially mediates the relationship between influencer credibility and purchase intention on Instagram users. Thus, this research can be useful for businessmen in choosing influencers who they want to work with, by paying attention to influencer's credibility.