

Pengaruh Rasa Percaya Konsumen terhadap Influencer Instagram sebagai Moderator antara Kredibilitas Influencer Instagram dan Intensi Membeli = The Effect of Consumer's Trust in Instagram Influencers as a Moderator between Instagram Influencer Credibility and Purchase Intention

Thalia Zamira, author

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Abstrak

Penelitian ini mengangkat isu pelibatan influencer Instagram dalam membuat konten promosi produk oleh pelaku bisnis. Kredibilitas influencer yang menjadi promotor produk diduga menjadi prediktor munculnya intensi membeli konsumen yang melihat iklan tersebut. Variabel lain yaitu rasa percaya konsumen terhadap influencer dihipotesiskan sebagai variabel moderator berdasarkan teori Ohanian (1991) yang menyatakan pentingnya sejauh mana influencer dapat dipercaya sebagai komponen kredibilitas sumber. Penelitian ini melibatkan 311 partisipan yang mengisi kuesioner alat ukur intensi membeli (Sia et al, 2009), kredibilitas influencer (Ohanian, 1991), dan rasa percaya konsumen terhadap influencer (Warner-Soderholm et al., 2018 dan Hajli, 2014). Hasilnya, tidak terdapat efek moderasi dari variabel rasa percaya konsumen terhadap influencer Instagram. Terdapat hubungan korelasional antara variabel kredibilitas influencer, intensi membeli, dan rasa percaya konsumen terhadap influencer. Penelitian ini memberikan temuan baru mengenai perilaku konsumen Indonesia dalam menyikapi konten-konten promosi influencer Instagram.

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This research focused on the issue of the growing numbers of Instagram influencers creating product promotional content by business owners. Influencer's credibility is hypothesized as a predictor in purchase intention of the consumers who are exposed to the advertisement. Consumer's trust in influencers is also hypothesized as a moderator due to Ohanian's (1991) source credibility theory that included trustworthiness as a component in building source credibility. The study recruited 311 participants who filled in an online questionnaire on purchase intention (Sia et al, 2009), influencer's credibility (Ohanian, 1991), and consumer's trust in influencers (Warner-Soderholm et al., 2018 and Hajli, 2014). The result shows that there was no moderation effect on consumer's trust in Instagram influencers to between the variable of influencer credibility and purchase intention. Correlational relationship were found between influencer credibility, purchase intention, and consumer's trust in influencer. This research obtained new findings on Indonesian consumer behaviour towards Instagram influencer's promotional content in Instagram.</i>