

Pengaruh perceived influence terhadap purchase intention melalui brand engagement in self-concept dan brand expected value, studi pengikut milenial Instagram Mega-Influencer produk kosmetik pada masa pandemi COVID-19 = The effect of perceived influence on purchase intention through brand engagement in self-concept and brand expected value, study on millennial followers of cosmetic products Mega-Influencer's Instagram during the COVID-19 pandemic

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Abstrak

Seiring dengan perkembangan teknologi komunikasi dan internet sekarang ini, media sosial telah menjadi sarana komunikasi, sumber informasi, dan pemasaran merek yang strategis bagi perusahaan, salah satunya dengan digital influencer. Sebagai online opinion leader, opini dan rekomendasi digital influencer mampu mempengaruhi persepsi para pengikutnya. Namun beberapa hasil penelitian terdahulu menyatakan bahwa tingkat popularitas digital influencer belum tentu sebanding dengan tingkat pengaruh yang dapat diberikan kepada pengikutnya. Oleh karena itu, penelitian ini bertujuan untuk menganalisis pengaruh perceived influence Tasya Farasya sebagai mega-influencer produk kosmetik Indonesia terhadap purchase intention pengikutnya pada produk kosmetik merek Maybelline melalui brand engagement in self-concept dan brand expected value sebagai variabel mediasi. Pendekatan penelitian kuantitatif dengan sampel sebanyak 220 orang melalui kuesioner online Gform dengan metode non probabilita. Hasil penelitian menunjukkan bahwa perceived influence berpengaruh positif secara langsung terhadap purchase intention; perceived influence berpengaruh positif terhadap purchase intention melalui brand engagement in self-concept dan brand expected value, serta brand engagement in self-concept berpengaruh positif terhadap brand expected value. Rekomendasi penelitian agar Maybelline mempertahankan penggunaan influencer yang memiliki keahlian di bidang produk kosmetik seperti Tasya Farasya serta meningkatkan pertimbangannya untuk memilih influencer yang memiliki kemampuan persuasif yang tinggi dalam mempengaruhi persepsi pengikutnya.

.....Along with the development of communication technology and the internet nowadays, social media has become a means of communication, a source of information, and strategic brand marketing for companies, one of which is digital influencers. As an online opinion leader, digital influencers' opinions and recommendations are able to influence the perceptions of their followers. However, some previous research results state that the level of popularity of digital influencers is not necessarily proportional to the level of influence that can be given to their followers. Therefore, this research aims to analyze the effect of Tasya Farasya's perceived influence as a mega influencer on the purchase intention of Maybelline cosmetic products by her followers on Instagram through brand engagement in self-concept and brand expected value as a mediating variable. A quantitative research approach with a sample of 220 people through an online google form questionnaire with a non-probability method. The results shows that perceived influence had a direct positive effect on purchase intention; perceived influence has a positive effect on purchase intention through brand engagement in self-concept and brand expected value; and brand engagement in self-concept has a positive effect on brand expected value. This study recommends that Maybelline maintain the use of influencers who have expertise in cosmetic products such as Tasya Farasya and increase their consideration

in choosing influencers who have high persuasive abilities in influencing the perceptions of their followers.