

Pengaruh Perceived Homophily dan Kredibilitas Akun TikTok @Mmivia Melalui Perspektif Attitude Towards User-Generated Content (UGC) terhadap Minat Beli Produk Fashion Lokal = The Effect of Perceived Homophily and the Credibility of the @Mmivia TikTok Account Through the Perspective of Attitude Towards User-Generated Content (UGC) on the Interest in Buying Local Fashion Products

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Abstrak

Penelitian ini membahas seberapa besar pengaruh perceived homophily dan kredibilitas user-generated content terhadap purchase intention konsumen pada merek fashion lokal Indonesia melalui perspektif attitude towards UGC. Pendekatan yang digunakan pada penelitian ini adalah pendekatan kuantitatif dengan responden yakni pengguna aktif media sosial TikTok yang mengikuti akun @mmivia, sehingga dapat dikatakan responden pernah menonton maupun melihat video UGC yang dibuat oleh akun tersebut. Metode analisis data dilakukan dengan menggunakan analisis deskriptif dan analisis jalur untuk membuktikan adanya hubungan dari perceived homophily dan kredibilitas user-generated content terhadap purchase intention baik secara langsung atau melalui mediasi attitude towards UGC. Hasil penelitian menunjukkan bahwa variabel perceived homophily, source credibility dan attitude towards UGC terbukti secara signifikan berpengaruh langsung terhadap variabel purchase intention. Walaupun attitude towards UGC terbukti memengaruhi purchase intention secara langsung, variabel tersebut tidak memediasi hubungan pengaruh antar variabel lainnya.

.....This research studies the measure of influence that perceived homophily and user-generated content credibility have on consumer purchase intentions for local Indonesian fashion brands from the perspective of attitude towards UGC. This study uses a quantitative approach with respondents who are active users of the TikTok social media who follow the account @mmivia, so admittedly those respondents have watched or seen UGC videos made by that account. The data analysis method used is descriptive analysis and path analysis to prove that a relationship exists between perceived homophily and user-generated content credibility on purchase intentions directly or through the mediation of attitudes towards UGC. The results showed that perceived homophily, source credibility, and attitude towards UGC variables have significant direct effect on purchase intention variables. Although attitude toward UGC is proven to have a direct influence on purchase intention, this variable does not mediate the influence relationship between other variables.