

Efektivitas Persepsi akan Kemiripan dan Kredibilitas Sumber Social Media Influencer Pria terhadap Minat Beli (Studi Pada Merek Somethinc) = The Effectivity of Perceived Similarity and Source Credibility of Male Social Media Influencer on Purchase Intention (A Study on Somethinc)

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Abstrak

Penelitian ini bertujuan untuk menganalisis efektivitas persepsi akan kesamaan (perceived similarity) dan kredibilitas sumber (source credibility) terhadap minat beli. Objek penelitian adalah penggunaan social media influencer pria yang mengiklankan produk kosmetik lokal Somethinc melalui Instagramnya.

Penelitian ini merupakan penelitian kuantitatif dan menggunakan kuesioner untuk pengumpulan data.

Responden pada penelitian ini adalah pengikut akun Instagram @somethincofficial sebanyak 406 sampel.

Teknik analisis data dilakukan dengan statistika deskriptif dan analisis jalur untuk membuktikan hipotesis-hipotesis dalam penelitian. Hasil penelitian membuktikan bahwa variabel persepsi akan kemiripan tidak efektif dalam memengaruhi variabel minat beli baik langsung maupun melalui keterlibatan variabel kredibilitas sumber.

Sementara itu, variabel persepsi akan kemiripan secara langsung efektif memengaruhi variabel kredibilitas sumber. Variabel kredibilitas sumber juga efektif dalam memengaruhi terhadap minat beli secara langsung. Penelitian ini diharapkan dapat menambah literatur dalam komunikasi dan pemasaran perihal penggunaan social media influencer, serta membantu para pelaku komunikasi dan pemasaran khususnya bidang kosmetik dan kecantikan dalam menentukan strategi pemasarannya menggunakan social media influencer.

.....This study aims to analyze the effectiveness of perceived similarity and source credibility on purchase intention. The object of the research is the use of male social media influencers who advertise local cosmetic products Somethinc through their Instagram. This research is quantitative research and used a questionnaire for data collection. Respondents in this research are followers of the Instagram account @somethincofficial as many as 406 samples. Data analysis techniques were carried out using descriptive statistics and path analysis to prove the hypotheses in the research. The results of the study prove that perceived similarity between the audience and male influencer is not effective in affecting purchase intention either directly nor through the involvement of the source credibility. Meanwhile, the perceived similarity effectively affects source credibility. The source credibility is also effective and directly affecting purchase intention. This research is expected to add to the literature in communication and marketing regarding the use of social media influencers, as well as to assist communication and marketing actors, especially in the field of cosmetics and beauty in determining their marketing strategy using social media influencers.