

Impact of Influencer Attributes on Purchase Intention with Characterizations as Mediator: A Study of Social Media Beauty Influencer Marketing on a Gen-Z TikTok Users in Indonesia = Dampak Atribut Influencer Terhadap Niat Pembelian dengan Karakterisasi sebagai Mediator: Studi Sosial Media Influencer Kecantikan Pemasaran pada Pengguna TikTok Gen-Z di Indonesia

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Abstrak

Penelitian ini fokus untuk menemukan apakah atribut influencer dapat menyebabkan niat pengikut mereka untuk membeli dengan karakterisasi sebagai mediator. Penelitian ini mengembangkan model penelitian berdasarkan teori persuasi yang diciptakan untuk meneliti kepentingan relatif hubungan para-sosial (PSR). Penelitian tersebut memperhitungkan tiga karakterisasi (kepercayaan, keahlian yang dirasakan, dan PSR) serta tiga karakteristik pribadi (sikap homofili, kecantikan fisik, dan daya tarik sosial) sebagai anteseden niat beli. Pengumpulan data dilakukan melalui kuesioner kepada responden Gen Z yang tinggal di wilayah Jabodetabek serta mereka yang sudah membeli setidaknya satu barang atau jasa setelah menonton video di TikTok dari influencer kecantikan favoritnya. Ada 200 responden yang dikumpulkan, dan data dianalisis dengan alat Smart PLS. Studi ini menemukan bahwa PSR memiliki dampak positif paling signifikan terhadap niat beli relatif terhadap karakterisasi lainnya dan hubungan para-sosial secara signifikan terkait dengan tiga atribut pribadi. Survei menunjukkan bahwa strategi pemasaran influencer media sosial perlu disesuaikan berdasarkan atribut dan karakteristik pribadi.

.....This research focus on finding whether influencer attributes could lead to intention of their followers to purchase with characterizations as a mediator. This research developed the research model based on the theory of persuasion, which was created to research the relative importance of para-social relationship (PSR). The research took into account three characterizations (trustworthiness, perceived expertise, and PSR) as well as three personal characteristics (attitude homophily, physical beauty, and social attractiveness) as antecedents of purchase intention. Data were collected through a questionnaire of respondents for Gen Z who live in Jabodetabek area as well as those who already buy at least one good or service after watching a video in TikTok from their favorite beauty influencer. There were 200 respondents collected, and the data was analyzed using Smart PLS tools. The study found that PSR has the most significant positive impact on purchase intention relative to other characterizations and para-social relationship was significantly related to the three personal attributes. The surveys show that social media influencer marketing strategies need to be adjusted based on personal attributes and characteristics.