

Pengaruh Perceived Influence terhadap Purchase Intention melalui Brand Engagement in Self-Concept dan Brand Expected Value, Studi Pada Milenial Pengikut Media Sosial Instagram Makro-Influencer Otomotif di Indonesia = The Influence of Perceived Influence on Purchase Intention through Brand Engagement in Self-Concept and Brand Expected Value, Study on Millennial Followers of Indonesian Automotive Macro Influencers Instagram

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Abstrak

Perkembangan media sosial global menyebabkan strategi pemasaran perusahaan bergeser untuk menggunakan konten digital media sosial melalui influencer, khususnya makro-influencer yang memiliki followers di atas seratus ribu hingga satu juta. Penelitian ini bertujuan untuk menganalisis pengaruh perceived influence terhadap purchase intention melalui brand engagement in self concept dan brand expected value sebagai variabel mediasi. Penelitian ini menggunakan Structural Equation Modeling-Partial Least Square untuk menganalisis data melalui perangkat lunak SMARTPLS-3. Kuesioner dihimpun melalui Google Form dan disebarakan melalui fitur direct message, Instagram, Twitter, Linkedin, dan Whatsapp kepada 279 responden. Hasil penelitian ini membuktikan bahwa perceived influence dari Rifat Sungkar dapat berpengaruh terhadap purchase intention Mitsubishi Xpander apabila dimediasi oleh brand engagement in self concept dan brand expected value (H1 dan H2 diterima). Namun, tidak ada pengaruh signifikan pada perceived influence Rifat Sungkar pada purchase intention Mitsubishi Xpander secara langsung (H3 ditolak). Hasil juga menunjukkan bahwa terdapat hubungan signifikan antara brand engagement in self concept dan brand expected value (H4 diterima).

.....The development of global social media has caused companies' marketing strategies to shift to using social media digital content through influencers, especially macro-influencers who have followers above one hundred thousand to one million. This study aims to analyse the effect of perceived influence on purchase intention through brand engagement in self concept and brand expected value as mediating variables. This study used Structural Equation Modeling-Partial Least Square to analyse the data through SMARTPLS-3 software. The questionnaire was collected through Google Form and distributed through direct message, Instagram, Twitter, Linkedin, and Whatsapp features to 279 respondents. The results of this study prove that perceived influence from Rifat Sungkar can affect Mitsubishi Xpander purchase intention when mediated by brand engagement in self concept and brand expected value (H1 and H2 accepted). However, there is no significant effect on Rifat Sungkar's perceived influence on Mitsubishi Xpander purchase intention directly (H3 is rejected). The results also show that there is a significant relationship between brand engagement in self concept and brand expected value (H4 accepted).