

# Peran Antropomorfisme pada Human-Like Virtual Influencer Sebagai Social Media Endorser Terhadap Kepuasan Pengalaman dan Intensi Pembelian di Media Sosial = The Role of Anthropomorphism in Human-Like Virtual Influencer as Social Media Endorser Towards Satisfaction With Experience and Purchase Intention on Social Media

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## Abstrak

Perkembangan teknologi tengah mengalami kemajuan pesat di seluruh dunia termasuk Indonesia khususnya di integrasi Artificial Intelligence (AI) di berbagai sektor, salah satunya adalah penggunaan <em>virtual influencer</em> sebagai <em>social media endorser</em>. Penelitian ini menganalisis pengaruh <em>Virtual Influencer's Perceived Anthropomorphism</em> terhadap <em>Satisfaction With Experience</em> dan <em>Purchase Intention</em> yang dimediasi oleh <em>Social Presence, Cognitive Response (Credibility dan Perceived Usefulness),</em> dan <em>Affective Response</em> (<em>Perceived Enjoyment dan Flow</em>) pada konsumen kalangan Gen Z di Indonesia. Dengan fokus penelitian pada Arbie Seo, <em>virtual influencer</em> yang sedang tren di Indonesia, penelitian ini menggunakan 479 sampel data responden melalui penyebaran kuesioner online kepada responden yang pernah melihat konten Arbie Seo sebagai <em>virtual influencer</em> di media sosial. Hasil penelitian menunjukkan bahwa <em>Virtual Influencer's Perceived Anthropomorphism, Social Presence, Perceived Usefulness,</em> dan <em>Perceived Enjoyment</em> yang memiliki pengaruh signifikan terhadap <em>Satisfaction With Experience.</em> Begitu juga <em>Satisfaction With Experience</em> yang memiliki pengaruh signifikan terhadap <em>Purchase Intention.</em> Sedangkan, <em>Credibility</em> dan <em>Flow</em> tidak berpengaruh signifikan terhadap <em>Satisfaction With Experience.</em> Temuan dalam penelitian ini dapat digunakan perusahaan untuk mempertimbangkan aspek dan karakteristik <em>virtual influencer</em> sebagai <em>endorser</em> produk mereka di kalangan Gen Z. ....The rapid advancement of technology, particularly in Indonesia, has led to the integration of Artificial Intelligence (AI) across various sectors, such as the use of virtual influencers as social media endorsers. This study aims to analyze the impact of Virtual Influencer's Perceived Anthropomorphism towards Satisfaction With Experience and Purchase Intention, mediated by Social Presence, Cognitive Response (Credibility and Perceived Usefulness), and Affective Response (Perceived Enjoyment and Flow) among Gen Z consumers in Indonesia. Focusing on Arbie Seo, a trending virtual influencer in Indonesia, the study employs 479 respondent data samples collected through an online questionnaire to specific respondents who have watch Arbie Seo's content as a virtual influencer on social media. The findings show that Virtual Influencer's Perceived Anthropomorphism, Social Presence, Perceived Usefulness, and Perceived Enjoyment have significant effect on Satisfaction With Experience. In turn, Satisfaction With Experience also affect Purchase Intention significantly. However, Credibility and Flow do not have significant effect on Satisfaction With Experience. These findings can help companies in considering aspects and characteristics of virtual influencers as endorsers for their products among Gen Z consumers.